

PAS rebranding exercise to continue
Malaysiakini.com
Jun 3, 2007
Andrew Ong and Kuek Ser Kuang Keng

Freshly reelected PAS deputy president Nasharudin Mat Isa said the new party leadership would continue with the rebranding exercise of its party as well as its efforts to engage the masses.

At a press conference after the conclusion of the 53rd PAS Muktamar (convention) in Pengkalan Chepa, Kelantan today, Nasharudin said efforts must be made to 'market' the party and bolster support from the public.

"Our plans initiated two years ago, with the new appointments, we will continue be implemented them," said Nasharudin.

Nasharudin scored a convincing win at the party polls this weekend against Harun in what was billed as a clash between progressive minded incumbents against the more conservative challengers.

Party conservatives were said to have been disgruntled over the pace and direction of which the so-called 'young turks' that was brought to the party since sweeping into power during the last party polls.

At the party polls this weekend, Nasharudin and few others manage to retain key posts in the party - a move which signalled endorsement by the grassroots of their efforts.

The professional's group has been credited with several forward thinking strategies such as, among others, efforts to urbanise the rural-based party, introducing online video portal PAS-Tv and moving the party's headquarters to the heart of Kuala Lumpur.

However, when quizzed on whether the relatively good showing by the conservative faction during the party polls would affect reform efforts by professionals, Nasharuddin skirted the question.

"Whatever we are doing is a consensus at the central committee level... it is not a one man show," he said.

'Good mix' of leaders

Five new faces were among the 18 elected to the party's central committee - it's most powerful decision making body.

It is understood that slightly more than half of them were considered to have an ulama (religious scholar) background.

Former party publicity chief Ahmad Awang, who has helmed the Persatuan Ulama Malaysia for 17 years, was elected one of the three vice-presidents.

He joins Husam Musa and Mohamad Sabu, both aligned to the professionals faction, who retained their positions with substantial votes garnered.

Meanwhile, party president Abdul Hadi Awang said that he was pleased with the new line up.

"Among those who were elected were from all groups. There was balance from all parties," said Abdul Hadi at the same press conference.

PAS research centre director Dr Dzulkifli Ahmad believed that the party is gradually fitting into the changes that was put in place by the party leadership since the last party polls.

"The results of this Muktamar is an endorsement of that change to position our party in centre stage of national politics," he told malaysiakini.

"Perceptions of a clash (between professionals and conservatives) was just a perception. With the new leadership, we are now ready to take on the next general election".

Copyright © 1999-2007 Mkini Dotcom Sdn. Bhd.

Source : <http://www.malaysiakini.com/news/68120>