

Hishammuddin: Umno must endear itself to rakyat
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Umno and the Federal Territory Barisan Nasional (BN) need to find new approaches "outside the box" to endear themselves to people who are now more sophisticated and exposed to sophisticated technology, said Umno vice president Hishammuddin Hussein today.

He said the new approach also required strong spirit and teamwork, and sheer boldness.

"This is the best approach, if we don't endear ourselves to them and merely confine ourselves to voters only in Kepong, what happens next in the general election in other parts of the Federal Territory would also affect us.

"As such, we need to get close to the people and be in touch with them always," he said at an Hari Raya Aidilfitri reception hosted by Umno Kepong at Taman Metropolitan Kepong, Kuala Lumpur.

Speaking to reporters later, Hishammuddin, who is also the home affairs minister, said Umno and Federal Territory BN also needed to step up their election machinery to face the coming general election.

"It is not just the members of Umno and BN but also ordinary people who come from other states to seek their livelihood or study in the Federal Territory, and if we don't endear ourselves to these people, when they return to vote in their own constituencies next, it could also influence or have an impact on the other constituencies as well," he said.

Hishammuddin said efforts to engage the people with BN should encompass all groups, races and religions.

"Our efforts to attract the young from all races and religions, irrespective of whether they are going to vote in the Federal Territory or not, must be carried out at all times and be based on the most suitable way to get them to be with us," he said.

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