

MIC's top agenda : rebranding through rejuvenation
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MIC president Samy Vellu declared today that the party will undergo a rebranding through rejuvenation following its disastrous outing in the recent general election. MCPX

He said this was the party's top priority when he unveils several strategies at the MIC workshop for divisional leaders in Kuala Lumpur tomorrow.

The one-day workshop, dubbed "Rebranding the MIC", would be attended by 150 divisional leaders to provide an opportunity for grassroots leaders to share their concerns in the post-general election context.

samy vellu pc 120308 explain "It will enable divisional leaders to formulate strategies in strengthening the party and winning back Indian support for the party," Samy Vellu said in a statement, released by Bernama today.

Looking at strategies

The workshop will also see strategies on how the party would operate in opposition-led states namely Kedah, Penang, Perak and Selangor, and how it would position itself with the Barisan Nasional, as the voice of the Indian community.

At the recently-concluded general election, MIC only won three of nine parliamentary seats it contested.

Among the casualties were Samy Vellu, party deputy president, G Palanivel, vice-president S Sothinathan, Wanita chief Komala Krishnamoorthy and Youth head SA Vigneswaran.

Among those who managed to withstand the March 8 'political tsunami' were MIC secretary-general Dr S Subramaniam, who is also Human Resources Minister, information chief M Saravanan who is Federal Territories deputy minister, and SK Devamany, deputy minister in the Prime Minister's Department.

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