

# Umno adopts '4M' approach for election

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**PEKAN:** Umno has unveiled the "4M" approach to prepare the party for the next general election.

The 4Ms, which were launched by Umno deputy president Datuk Seri Najib Tun Razak, were:

- *Merapatkan barisan* (close ranks);
- *Meramaikan ahli dan pengundi* (get more members and voters);
- *Mesra rakyat* (be people-friendly); and
- *Menyelesaikan masalah rakyat* (solve the people's problems).

Najib said the "4Ms" were coined because he found them very relevant for the Umno and Barisan Nasional component parties in its on-going preparations.

"The first M is to strengthen relationship among all Umno members and other Barisan component parties as well as civil servants," he said after opening the Pekan Umno meeting here yesterday.

The second M, he said, involved efforts to increase the party membership and the number of voters.

He said with a larger membership and voters, there would be a stronger basis to garner a landslide

victory in the general election.

"The third M states that we must always be people-friendly in our party approach and personal capacity. The people must be made to feel at ease during our programmes and activities," he said.

He added that by right, all assemblymen should be servicing their constituents from the first day they were elected and not just during the period leading to the election.

He said the last M was to ensure all the people's problems and grievances were attended to and promptly re-solved.

Najib said Barisan assemblymen and grassroots leaders should start adopting the approach from now.

"Although we have no clear signs yet, we must remember that the half way mark is already crossed.

"We are into our third year since the 2004 election and it is time to prepare," he said.

He said the Kepala Batas and Pekan Umno divisions would be under close scrutiny, adding that all its leaders and members must serve as role models and rectify any short-coming.