

**Umno Must Be Rejuvenated And Rebranded To Attract Young People - Puteri  
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KUALA LUMPUR, Dec 2 (Bernama) -- Puteri Umno today proposed that Umno be rejuvenated and rebranded using the Blue Ocean Strategy so that its programmes can be re-evaluated to meet the growing trend of young people.

Its representative, Wan Salwati Abdullah, said the move was vital because young people could be deemed as the oxygen needed by Umno to ensure its survival.

"To win the hearts of the young generation, Umno should take a more effective move. Each programme organised by Umno must be based on the growing trend of young people so that they will stay and join us," she said when debating the motion of thanks on the president's speech at the 2011 Umno General Assembly here today.

Wan Salwati said the conventional mindset and the attitude of jumping quickly into conclusion in Umno should be eliminated and openness must be practised so that the young people would not feel as though they were being sidelined.

"When we talk, let's not label us as the young trying to teach the elders. This is a reality that has to be accepted by all. We deserve the opportunity and the trust too," she said.

Wan Salwati said the time when people would throng a field to meet their leaders was over because right now, they could also get up close and personal with the leaders through Twitter and Facebook.

Meanwhile, a representative of Overseas Umno Clubs, Wan Mohamad Azam Wan Rosdy, also hoped that Umno leadership would give extra focus and attention to the young people inside or outside the party.

This is because these young people have a very strong fighting spirit and they are also ready to face anything coming their way, he said.

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