

**J&K Narrative Recommendations**  
**September 26, 2024**

<b>Issue 1</b>	<b>Phase 2 Polling</b>
<b>Brief</b>	J&K voted in 26 ACs on 25th September
<b>Actionable</b>	<p><b>Narrative</b></p> <ul style="list-style-type: none"> <li>• There is a wave of NC-INC alliance in Jammu Kashmir.</li> <li>• People are voting for their Haq. It is clear that the INDIA alliance is winning.</li> </ul> <p><b>Video Messages, JKPCC</b></p> <ul style="list-style-type: none"> <li>• People of J&amp;K came out to vote in the First Phase to claim democracy. For the past 10 years, their voice was silenced by the BJP and hence people are coming out in large numbers to vent their frustration.</li> <li>• The same will be repeated in the next phase and BJP will be taught a lesson by the people of J&amp;K.</li> </ul>

<b>Issue 2</b>	<b>Shah, Yogi to address 4 rallies each in Jammu region on Sept 26</b>
<b>Brief</b>	Amit Shah is scheduled to address four more public meetings in Kathua and Udhampur districts on September 26 while Uttar Pradesh Chief Minister Yogi Adityanath will also hold an equal number of rallies on the same day.
<b>Actionable</b>	<p><b>Narrative</b></p> <ul style="list-style-type: none"> <li>• Those who snatched away Jammu &amp; Kashmir's Haq cannot be trusted to restore it.</li> <li>• All BJP candidates are going to be LG's Yes Men, they cannot be trusted to become people's representatives.</li> </ul> <p><b>Press Byte, All Phase 3 Candidates</b></p> <ul style="list-style-type: none"> <li>• BJP leaders should remember that they snatched J&amp;K's statehood 5 years back. For the first time in India, a state was reduced to a Union Territory.</li> <li>• Despite the Supreme Court's ruling, BJP has not restored J&amp;K's statehood.</li> <li>• Ask: What is stopping BJP from giving statehood back when they are still in power at the Centre?</li> <li>• The BJP will repeat history by making promises they won't fulfil, just as they have done before. All BJP candidates are LG's Yes Men, they cannot be trusted to become people's representatives.</li> </ul>

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<b>Issue 3</b>	<b>Smriti Irani blames NC-Cong of promoting terrorism, separatism</b>
<b>Brief</b>	BJP's star campaigner and former Union Minister, Smriti Irani today said that NC-Congress promoted separatism and terrorism, while PM Modi brought peace and development in J&K and empowered the women while addressing rallies at Nandpur and Rajpura in Ramgarh Assembly.
<b>Actionable</b>	<p><b>Narrative</b></p> <ul style="list-style-type: none"> <li>● BJP's "Naya" Jammu Kashmir has no peace, no jobs, no water, no electricity and no development.</li> <li>● BJP's false claims of development have been built on poor people's broken backs.</li> <li>● Not one BJP leader is talking about smart meters, toll taxes or Darbar Move.</li> </ul> <p><b>Press Conference, JKPCC</b></p> <ul style="list-style-type: none"> <li>● Highlight how for ten years, BJP has been unable to provide any anything to the people of Jammu Kashmir</li> <li>● All they have done is snatch people's rights - HAQ</li> <li>● Not one of the BJP leaders has talked of the smart meters or toll taxes</li> <li>● They will continue with the LG's policies - BJP candidates are future YES MEN for the LG</li> <li>● They are not going to bring any relief to the people.</li> </ul>