

**J&K Narrative Recommendations**  
**September 18, 2024**

<b>Issue 1</b>	<b>Polling Day in J&amp;K - Phase 1</b>
<b>Brief</b>	J&K will vote in 24 ACs on 18th September. Of the 24 seats going to polls , eight are in three districts of Jammu region and 16 are in four districts of Kashmir valley.
<b>Actionable</b>	<p><b>Narrative</b></p> <ul style="list-style-type: none"> <li>● <b>Haath Badlega Halaat</b></li> <li>● <b>Haq ke Saath, Congress ka Hath</b></li> </ul> <p><i><b>Note: Today's focus should entirely be on "INC-NC Victory"</b></i></p> <p><b>Press Meetings, Video Messages &amp; Rallies</b></p> <ul style="list-style-type: none"> <li>● All activities on Phase 1 polling day in the state should focus on INC's manifesto and guarantee dissemination <ul style="list-style-type: none"> <li>○ <b>Humara Statehood, Humara Haq</b> - Inclusive and accountable governance through the restoration of the Darbar Move, First Preference to J&amp;K domicile in government contracts and Lokayukta prosecution of all corruption that has transpired over the last 10 years.</li> <li>○ <b>Humari Naukri, Humara Haq</b> - Job Calendar in 30 days to fill 1 lakh government vacancies with only a 1-time exam fee for multiple applications and a monthly unemployment allowance of ₹3,500.</li> <li>○ <b>Humari Bijli, Humara Haq</b> - Ensure that J&amp;K has first rights over the power generated in the state guaranteeing 24/7 electricity with the first 100 units free every month.</li> <li>○ <b>Humari Zameen, Humara Haq</b> - 99-year leases to landless farmers cultivating state land and ₹2500 Cr. fund for all district-level irrigation projects to ensure 100% irrigation for J&amp;K farmers.</li> <li>○ <b>Kisan Samman, Humara Haq</b> - ₹4,000 income support for landless, tenant, and land-owning farming households, a ₹72/kg minimum price for apple growers for every harvest and 100% crop insurance for all crops.</li> <li>○ <b>Mahila Samman, Humara Haq</b> - Financial empowerment for women through ₹3,000 monthly assistance for female heads of family and interest-free loans up to ₹5 lakh for SHGs.</li> <li>○ <b>Achi Sehat, Humara Haq</b> - Universal, affordable and accessible healthcare in 30 minutes via ₹ 25 lakh insurance coverage, ambulance-equipped mobile clinics in every tehsil &amp; super-speciality hospital in every district.</li> <li>○ <b>Humara Anaaj, Humara Haq</b> - 11 kg ration to every member of the family</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ <b>Kashmiri Panditon Ka Haq</b> - Full Implementation of Dr Manmohan Singh scheme of rehabilitation</li> <li>○ <b>OBC Ka Haq</b> - OBC rights to be protected in tune with the constitution</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>● Video Bytes from the ground of people saying they are voting for NC and INC</li> <li>● Round the clock Guarantee &amp; Promise dissemination</li> <li>● All leaders should encourage voters through tweets and video messages to come out and vote for their “Haq”</li> <li>● All candidates in the seats going to polls should share a selfie with inked finger with a message “Voted For #HumaraHaq”</li> </ul>
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<b>Issue 2</b>	<b>Proactive Suggestions for Achi Sehat, Humara Haq</b>
<b>Brief</b>	There will be a Press Conference by Sh. Sachin Pilot in Jammu
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● <b>Haath Badlega Halaat</b></li> <li>● <b>Haq ke Saath, Congress Ka Haath</b></li> </ul> <p><b>Press Conference, Sh. Sachin Pilot</b></p> <ul style="list-style-type: none"> <li>○ <b>Chargesheet:</b> <ul style="list-style-type: none"> <li>■ According to a 2021 report by the NITI Aayog, J&amp;K only has 17 beds per lakh population in district hospitals.</li> <li>■ J&amp;K has the second lowest ratio (0.32) of staff nurses in proportion to Indian Public Health Standards (IPHS) norms set by the National Health Mission.</li> </ul> </li> <li>○ <b>Manifesto:</b> <ul style="list-style-type: none"> <li>■ Achi Sehat Humara Haq - Universal, affordable and accessible healthcare in 30 minutes via ₹ 25 lakh insurance coverage, ambulance-equipped mobile clinics in every tehsil &amp; super-speciality hospital in every district.</li> </ul> </li> </ul> <p><b>Dissemination Activities:</b></p> <ul style="list-style-type: none"> <li>■ <b>Social Media:</b> Propagate Rahul Gandhi’s video from Rajasthan where he interacted with the beneficiaries of the Chiranjeevi Scheme. Propagate testimonials of Chiranjeevi Scheme beneficiaries.</li> </ul>

	<ul style="list-style-type: none"> <li>■ <b>Creatives:</b> INC's Health Charter - To include all healthcare promises from the Manifesto under the header of Achi Sehat, Humara Haq</li> </ul>
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<b>Issue 3</b>	<b>Kashmiri Pandits Urge Action On Longstanding Issues, Say Politicians See Us Merely As Voters</b>
<b>Brief</b>	Community representatives highlighted the incomplete delivery of the Prime Minister's package, which promised 6,000 jobs and housing. While 2,500 units have been built, another 2,500 remain unfinished, forcing many to live in rented housing
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● <b>BJP believes in a "use-and-throw" policy. They have used Kashmiri Pandits for their political gains across the country. But after 10 years of power, the BJP has done absolutely nothing for the community.</b></li> <li>● <b>Haath Badlega Halaat</b></li> <li>● <b>Haq ke Saath, Congress Ka Haath</b></li> </ul> <p><b>Video testimonials of Kashmiri Pandits, IYC</b></p> <ul style="list-style-type: none"> <li>● Visit Kashmiri Pandit colonies in Jammu Kashmir and highlight the points raised by the community:</li> <li>● Under the 2015 Prime Minister's Development Package, the creation of additional 3,000 government jobs for Kashmiri Pandits had been approved. But by 2022 only 1,739 migrants had been appointed.</li> <li>● In 2015, as many as 6,000 transit accommodations were also announced for the members who were to be provided jobs by the J&amp;K administration at a cost of ₹920 crore. By 2024, construction for only 2088 flats has been completed and 998 have been allotted.</li> <li>● Distribute INC guarantee cards which includes the "Kashmiri Panditon Ka Haq" guarantee</li> </ul>

