

Delhi Narrative Recommendations

7th January 2025

Issue	Suggestions to push “Pyari Didi” Yojna on social media & ground
Brief	The Congress said that its government in Karnataka has already started providing ₹2,000 monthly allowance to women and it will provide a similar allowance in Delhi when it forms government in Delhi. To ensure dissemination to the ground, the following are some suggestions
Actionable	<p>Narrative</p> <ul style="list-style-type: none">● <i>Hogi har Zaroorat Poori, Congress Hai Zaroori</i> <p>On-Ground, Poster War</p> <ul style="list-style-type: none">● On all AAP posters of Rs 2100 per month, using Red Paint cut the 2100 and write 2500, Congress Zaroori Hai <p>Social Media, All Announced Candidates</p> <ul style="list-style-type: none">● All announced candidates should post uniformly branded “Pyari Didi guarantee creatives” on all their social media handles● Release a 1-minute video explaining the promise within their social media ecosystems <p>Social Media, Video Testimonials from JJ colonies, DPCC, Mahila Congress, IYC</p> <ul style="list-style-type: none">● Collect & post 1-minute testimonials from women in JJ colonies appreciating the Congress promise of Rs 2500 on all social media frontals

Issue	Pre-Launch Activities before the Launch of the 2nd Guarantee
Brief	In order to create a pre-buzz around the launch of the 2nd guarantee for 25 lakh Health insurance, the following are some suggestions
Actionable	<p>Narrative</p> <ul style="list-style-type: none">● <i>Mauka Mauka, Har Baar Dhokha</i> <p>Press Bytes, Devender Yadav, Sandeep Dikshit</p> <ul style="list-style-type: none">● Highlight how the Delhi High Court has expressed shock that the AAP government has refused to provide health insurance to the people of Delhi● Emphasize that in a post-pandemic world, healthcare should not be taken for granted <p>Social Media, DPCC</p> <ul style="list-style-type: none">● Post creatives with news headlines highlighting how AAP government has refused health insurance to the people of Delhi● Creatives/ Reels highlighting the crisis Delhi went through during the COVID-19 Pandemic <p>Link 1 Link 2</p>