

Delhi Narrative Recommendations

15th December 2024

Issue	Arvind Kejriwal admits that AAP Promises unfulfilled
Brief	<p>Arvind Kejriwal admitted in a TV program that three key promises remain unfulfilled: cleaning the Yamuna, providing clean water to every household, and making Delhi's roads like Europe.</p> <p>Kejriwal claimed he couldn't deliver on his promises because:</p> <ul style="list-style-type: none">• 3 years were lost due to COVID.• 2 years were consumed by legal cases.
Actionable	<p>Narrative:</p> <ul style="list-style-type: none">• <i>Nakaam sarkar - Jo Kaha vo Kabhi Nahı Karenge</i> <p>Social Media, DPCC</p> <p>Video Package</p> <ul style="list-style-type: none">• Create a video package of Arvind Kejriwal admitting his failures in 2024 - branding it <i>Nakaam Sarkar ka KabulNama</i> <p>Creatives</p> <ul style="list-style-type: none">• "AAP Fail Hai" Infographic series: Highlighting 10 years of AAP government has failed in multiple instances<ul style="list-style-type: none">■ Pollution goes unchecked - <i>Delhi has about 12,000 deaths per year due to air pollution; the highest in the country</i>■ Dirty Water has become a norm—<i>63% of households lack Delhi Jal Board-filtered water and rely on groundwater sources.</i>■ Electricity bills are surging - <i>Delhi's power bills increased by almost 40% in the past few years</i>■ People are living in unsanitary conditions because of untreated open sewage - <i>Delhi has just 1 toilet seat per 9,767 men and 10,343 women</i>■ Old-age Pensions stopped - <i>36,000 beneficiaries faced delays in pensions due to budget constraints in Indira Gandhi National Widow Pension Scheme</i> <p>Use hashtag #NakaamAAP</p> <p>Link</p>