

**J&K Narrative Recommendations**  
**September 28, 2024**

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| <b>Issue 1</b>    | <b>Last Push Activities</b>  |
| <b>Brief</b>      | Suggestions for last push activities before the final phase of polling.  |
| <b>Actionable</b> | <p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● BJP is desperate because they know that they are losing. Hence, they are trying every trick in the book to influence the election.</li> <li>● INC-NC alliance is winning the election. After 10 years, J&amp;K will finally have a government formed by their own people who will work to solve their issues.</li> </ul> <p><b>Anti-BJP Narrative Dissemination</b></p> <p><b>WhatsApp</b></p> <ul style="list-style-type: none"> <li>● Highlight BJP's desperation because they know they are losing this election.</li> <li>● Circulate the following videos as evidence of the BJP's desperation <ul style="list-style-type: none"> <li>○ Amit Shah threatens the people of J&amp;K that they will not get statehood if they do not vote for BJP <a href="#">Link</a></li> <li>○ BJP caught red-handed by a journalist lying about INC's manifesto <a href="#">Link</a></li> <li>○ Ghulam Ahmed Mir states that BJP will get less than 10 seats in this election <a href="#">Link</a></li> </ul> </li> </ul> <p><b>Pro INC-NC Narrative Dissemination</b></p> <p><b>Press Byte, all Candidates</b></p> <ul style="list-style-type: none"> <li>● Highlight that the INC-NC alliance is winning the election and will form Government on 8th October.</li> <li>● The first decision taken by this government will be to ensure the <i><b>Haq</b></i> of the people of J&amp;K.</li> <li>● J&amp;K will finally get a government of the people who will raise and solve people's issues.</li> </ul> <p><b>Victory Parades, all Candidates and Star Campaigners</b></p> <ul style="list-style-type: none"> <li>● Coinciding with Modi's Vijay Sankalp Rally, all candidates should take out roadshows, bike rallies in their constituencies as a victory march and show of strength.</li> <li>● Star Campaigners should join these victory marches wherever possible.</li> </ul> <p><b>Press Bytes/Video Messages, INC candidates</b></p> <ul style="list-style-type: none"> <li>● Use the opportunity of the absence of BJP candidates in the assembly to disseminate the INC's manifesto guarantees throughout the AC.</li> <li>● Focus on the local issues specific to the AC and emphasise that under BJP's rule, we are facing numerous problems.</li> </ul> |

- The LG's yes-men do not care about the development of the people or their constituency. If they did, they would be present here in the constituency.
- Ask the voters: what guarantees do those who are absent a day before the elections have that they will work for us?

#### **Activity for 29th September**

##### **D2D, Candidates**

- Extensive D2D by candidates throughout the day to disseminate the message of ***Haq***.
- These visuals should be shared across all social media platforms by the party and candidates.

#### **Activity for 1st October**

##### **Smart Meter Ko Shradhanjali/ Bye Bye Smart Meter, Candidates & Workers**

- All candidate and workers should do a Smart Meter Ko Shradhanjali in their homes.
- Before going out to vote record a video showing that the candidate/worker are offering Shradhanjali to the Smart Meter installed in their homes.
- Highlight that these are the last days of the smart meter because on 8th October the INC-NC alliance will remove the hardships caused by this.

##### **Social Media**

- Run #byebyeSmartMeter with the videos of Smart Meter Ko Shradhanjali from across Jammu.
- Share a gif of a smart meter breaking down on 8th October.