

J&K Narrative Recommendations
September 22, 2024

Issue 1	AIPC to hold professionals' meet with Rahul Gandhi in Jammu on Sep 25
Brief	Congress leader Rahul Gandhi is set to meet with professionals from various sectors here on September 25 that will provide a platform for open dialogue on challenges faced by them in Jammu and Kashmir and allow their voices to be heard at the national level.
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> ● Hamari Naukri, Humara Haq. ● Haq ke saath, Congress ka Haath. ● Haath Badlega Haalat. <p>Event Screening, NSUI</p> <ul style="list-style-type: none"> ● Organise RG's event screening across all college campuses, allowing students to join the live event virtually. ● RG can take questions from a few screening sites and respond to them to make the students feel more involved in the event. ● Take photos and videos from the screening sites and share them widely across all social media platforms. <p>Social Media, IYC</p> <ul style="list-style-type: none"> ● IYC should aggressively propagate testimonials of unemployed youth on all Social Media platforms, using the hashtag #MeriNaukriMeraHaq.

Issue 2	Amit Shah addressed five rallies across the Jammu region.
Brief	In his rally, Amit Shah repeatedly mentioned that BJP has given reservations to the Paharis and pointed out that there is no terrorism in Jammu and Kashmir. He also highlighted the creation of employment opportunities for youth in the coming years.
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> ● BJP has done Vishwasghat with Jammu Kashmir - <i>Satta ki Bhookh me Jinhone Loktantara ka Vinaash kiya hai, vo Jammu Kashmir ka Haq kaise lautayenge</i> ● After 5 years of absolute rule, the BJP has delivered only misery to the people <p>NC</p> <ul style="list-style-type: none"> ● The BJP is trying to implement divide-and-rule policies within communities. We have to stand together to keep the BJP out.

	<p>Press conference, JKPCC</p> <ul style="list-style-type: none"> ● Highlight how BJP is doing Vishwasghat with Jammu: <ul style="list-style-type: none"> ○ Amit Shah was blatantly lying in his rally when he said “Terrorism has ended in Jammu Kashmir” ○ 51 security personnel have been killed since 2021 in various incidents initiated by terrorists in Poonch, Rajouri, Kathua, Reasi, Doda, and Udhampur districts ○ BJP ended the Darbar Move, Jammu is no longer recognized as a winter capital ○ ASK - Why does the BJP want to brush the deaths in Jammu under the carpet? ● The state doesn't have many employment opportunities due to the BJP's failures, and on top of that, they are bringing in outsiders and giving them jobs, further reducing employment opportunities for local youth. ● BJP's failure to create jobs has resulted in an exponential increase in the drug menace. There has been a 1500% increase in drug addiction since 2018. <p>Statements by NC candidates</p> <ul style="list-style-type: none"> ● Now that the BJP knows we are united as a community in Jammu and Kashmir, they are trying to sow hate within the communities just for their electoral benefits. ● We should stand against anyone who tries to divide us. Now that the BJP is doing this, we must oppose them and show that, no matter what, we are always united. There is no place for anyone who wants to create division among us.
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Issue 3	Gadkari says, “Sorry, I can’t make false promises” in Budgam
Brief	<p>The BJP candidate from Budhal Ch Zulfikar Ali had been promising a Budhal-Shopian tunnel to people in the run-up to Nitin Gadkari's visit to the AC. During his speech, Nitin Gadkari made several promises for roads and tunnels except for this one. Ch Zulfikar Ali can be seen giving him a piece of paper with something written on it for him to announce and Nitin Gadkari is seen trying to ignore it. Later, after several such attempts from Zulfikar, Gadkari jested and said that "Sorry, I can't make false promises".</p> <p>https://www.facebook.com/watch/?v=1048382823250628&ref=sharing (3:06-3:43) Budhal (NC seat)</p>
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> ● Statement by a senior BJP leader has proved that BJP is lying to the people of J&K. ● BJP is blatantly lying to the voters by making false promises and if they come to power they will continue to betray the people like they have done in the past 10 years. <p>WhatsApp Dissemination</p>

	<ul style="list-style-type: none">● Widely share the video clip of Nitin Gadkari stating that he will not make false promises across all WhatsApp groups.<ul style="list-style-type: none">○ It should also be shared across Facebook and Twitter by the surrogate channels to ensure that maximum voters are made aware of this incident.○ Highlight that voters should beware of the BJP's tactics to grab power and make sure that they are not successful.
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