

J&K Narrative Recommendations
September 25, 2024

Issue 1	Uday Bhanu Chib is the new IYC president from Jammu.
Brief	The Congress appointed Uday Bhanu Chib as the president of the Indian Youth Congress (IYC), replacing Srinivas B V. Chib was currently serving as the general secretary of IYC and is a former president of the Jammu and Kashmir Pradesh Youth Congress.
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> The appointment of a young leader from Jammu as the National President of IYC is a testament to the Congress party's system to empower the youth of Jammu Kashmir. <p>Press conference, JKPCC & Uday Chib</p> <ul style="list-style-type: none"> A senior INC leader should lead the press conference, highlighting how the INC has given opportunities to the yuva from Jammu, Uday Bhanu Chib as IYC National President, to address the issues faced by young people across the country. Uday Chib should emphasize that due to BJP's failure to address high unemployment, the youth in Jammu and Kashmir are turning to drugs and facing a rising risk of suicide. <ul style="list-style-type: none"> The unemployment rate in Jammu and Kashmir stands at a staggering 28.2%. This is alarmingly high compared to the national average, which is around 6.1%. Out of these, 1.09 lakh were graduates or postgraduates, which means that about 31% (almost one-third) of all unemployed youth in Jammu and Kashmir have higher education qualifications. 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. As per the NCRB report, Jammu and Kashmir accounted for 30 per cent of the total number of suicide cases in India in 2022, the highest in the country. <p><i>Note: During Rahul Gandhi's speech in Jammu tomorrow, he should invite Uday Bhanu Chib to the forefront and emphasise that they have selected him from Jammu to represent the youth of the nation as the IYC National President.</i></p>

Issue 2	Consolidation of Muslim votes in the Bani Assembly Constituency.
Brief	Muslim voters in the AC seem to be more inclined towards Rameshwar Singh than Kajal Rajput. There is a risk of Muslim votes getting split if the current trend continues.
Actionable	Narrative Stance

	<ul style="list-style-type: none"> • The INC is the only party that stands with the people of Jammu and Kashmir, and it is the only party that the people of Bani can truly trust. • Those who have snatched away J&K's Haq will never be the ones to restore it. You need people's representatives, not LG's Yes Men. <p>Rallies, Star campaigners and Pahadi leaders</p> <ul style="list-style-type: none"> • Star campaigners Ghulam Ahmed Mir and Imran Pratapgarhi should visit the constituency to highlight that the INC is the only party the people can trust. • Pahadi leaders of J&K, Shabbir Ahmed and Iftikhar Ahmed, should also campaign in the constituency to promote the positives of the INC.
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Issue 3	J&K second phase Assembly election
Brief	Over 25.78 lakh voters to decide the fate of 239 candidates in Second Phase
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> • The people of Jammu and Kashmir are with the INC-NC alliance, and INC-NC is set to win the most seats in the second phase. • People are voting for their Haq. <p>Press Byte, All NC-INC candidates</p> <ul style="list-style-type: none"> • All INC and NC candidates should give a press byte after casting their votes in their respective constituencies, stating that, just like in the first phase, the INC-NC alliance is winning in the second phase as well. • All INC candidates should post a selfie with inked finger and the hashtag #HumaraHaq, #VotedforHaq <p>Social Media</p> <ul style="list-style-type: none"> • The party should tweet/post thanking the people of J&K for ensuring that the INC-NC alliance wins maximum seats in the second phase.

