

**J&K Narrative Recommendations**  
**September 15, 2024**

<b>Issue 1</b>	<b>Jammu becomes a hotspot for drugs amid cross-border drug inflow</b>
<b>Brief</b>	The borders lining the Jammu region continue to play a major role in aiding the smuggling of narcotics into Jammu and Kashmir as compared to the Line of Control (LoC) running along North Kashmir and women are being increasingly deployed to ferry the drugs across. This has resulted in Jammu becoming a hotspot for drugs amid cross-border drug inflow.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>Definition of BJP's Naya Jammu &amp; Kashmir: No peace, no jobs, no water, no electricity—only drugs.</li> </ul> <p><b>Press Conference, JKPCC</b></p> <ul style="list-style-type: none"> <li>2023: Kashmir became the country's top-drug-affected region. There has been a 1500% increase in drug addiction since 2018.</li> <li>2023: 8% population in Jammu and Kashmir addicted to drugs <ul style="list-style-type: none"> <li>On 4 August 2023, a Parliamentary Standing Committee estimated that J&amp;K has around 13.5 lakh drug users.</li> <li>In the 10-17 years age group, approximately 1.7 lakh children are drug users.</li> <li>In the 18-75 age group, there are 11.8 lakh drug users according to a report of the Standing Committee on Social Justice and Empowerment in August 2023.</li> <li>With a 1500% jump in drug addiction, it has also become the worst drug-affected region in the country.</li> </ul> </li> <li>During the same period, unemployment in J&amp;K reached staggering levels - at 28.2%. And at 30%, the region has the highest suicide rate in India.</li> <li>After ruling J&amp;K for 10 years, BJP failed to create any viable opportunity for the youth. Instead, they have pushed the future of J&amp;K into the dark alley of drugs.</li> <li>This is how BJP wants to control Kashmir - by ensuring that the youth are addicted to drugs and puppets of the party.</li> </ul> <p><b>Visit to Rehab Center, Ajay Lakhotra and NSUI</b></p> <ul style="list-style-type: none"> <li>Visit a drug rehab centre and interact with patients. Highlight how BJP's misgovernance has destroyed their future.</li> </ul>

<b>Issue 2</b>	<b>Proactive suggestions for Press Conference on Kashmiri Pandit Ka Haq</b>
<b>Brief</b>	The topics for the press conference include issues faced by Kashmiri Pandits.

<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● BJP believes in a “use-and-throw” policy. They have used Kashmiri Pandits for their political gains across the country. But after 10 years of power, the BJP has done absolutely nothing for the community.</li> </ul> <p><b>Press conference, Vivek Tankha Ji</b></p> <ul style="list-style-type: none"> <li>● All India Kashmiri Hindu Forum should participate in the press conference and highlight how the BJP's failure to address the community's issues has led them to align with the INC to remove BJP from power.</li> <li>● Invite the protesters whose salaries were withheld by LG Manoj Sinha's administration. They were forced to choose between their safety and their jobs in Kashmir.</li> </ul> <p><b>Video testimonials of Kashmiri Pandits, IYC</b></p> <ul style="list-style-type: none"> <li>● Visit the Vessu Pandit Colony in Anantnag, where 300 of the 900 residents fled overnight in fear for their safety following a series of targeted killings of Kashmiri Pandits in 2022. Speak with them to uncover the hardships they endured and how they received no support from the BJP government during this crisis.</li> <li>● Visit the family members of Rahul Bhat, who was shot dead by terrorists in Budgam in 2022. The family, along with others, carried placards demanding 'Aakhir Kab Tak?' and calling for the relocation or deputation of all Kashmiri Pandit employees</li> </ul>
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<b>Issue 3</b>	<b>Proactive suggestions for 11kg Anaaj guarantee</b>
<b>Brief</b>	INC announced its guarantee of providing 11kg anaaj including rice and aata to every J&K household.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● The cost of living under BJP has risen significantly, making it difficult for ordinary households to afford basic necessities required for daily life.</li> <li>● Only INC can understand the pain of the people due to the cost of living crisis. INC will ensure that people have basic access to right to food when they come to power.</li> </ul> <p><b>Pledge-taking, Mahila Congress</b></p> <ul style="list-style-type: none"> <li>● Take some rice and atta in a saree and tie a knot to highlight inflation. This will also signify their belief in INC to deliver its guarantee.</li> </ul> <p><b>Thali-Belan Bajao March, Alka Lamba, Supriya Shrinete</b></p> <ul style="list-style-type: none"> <li>● 2 consecutive marches in Jammu and Kashmir by women to highlight how BJP's economic mismanagement has led to a cost of living crisis and people are unable to afford food.</li> </ul>

	<ul style="list-style-type: none"> <li>Alka Lamba along with women residents of Jammu and Mahila Congress cadre should march from the Congress Office at Shaheedi Chowk to Bharat Mata Chowk while performing 'thali bajao'.</li> <li>Supriya Shrinate along with women residents of Kashmir and Mahila Congress cadre should march from J&amp;K Congress Bhawan to Lal Chowk while performing 'thali bajao'</li> </ul> <p><b>Posters/Social Media Creative</b></p> <ul style="list-style-type: none"> <li>Create posters and social media creatives of a plate with a full meal on one side. The other side has a plate with only rotis and onion highlighting how the cost of living crisis under the BJP has made food unaffordable for people.</li> </ul>
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<b>Issue 4</b>	<b>Eid Milad</b>
<b>Brief</b>	Eid Milad will be celebrated on Monday, when people will take part in processions throughout the city.
<b>Actionable</b>	<p><b>Stalls in Kashmir, where the INC candidate is contesting</b></p> <ul style="list-style-type: none"> <li>Set up the stall along the route of the Eid Milad rally, with each stall branded with different INC guarantees.</li> <li>Provide free drinking water at each stall.</li> </ul>

<b>Issue 5</b>	<b>Mahila Congress Foundation Day</b>
<b>Brief</b>	38 years ago Mahila Congress was founded on 15 September 1984 by Sucheta Kripalani.
<b>Actionable</b>	<p><b>Celebration at J&amp;K Congress Bhawan, Srinagar and individual Candidate campaign offices</b></p> <ul style="list-style-type: none"> <li>Shamima Raina should organise a cake-cutting ceremony at the Congress headquarters with all Mahila Congress members.</li> <li>Shamima Raina should give a <b>press byte</b> about the INC Mahila Samman guarantee post the celebration.</li> <li>Candidates should invite the Mahila Congress assembly in charge to their campaign offices and celebrate their work post which they should hand them a guarantee card</li> </ul> <p><b>D2D, Mahila Congress</b></p> <ul style="list-style-type: none"> <li>Mahila Congress workers should go on D2D canvassing to promote Mahila Samman, Anaaj Ka Haq and Achi Sehat Guarantees.</li> </ul>

<b>Issue 6</b>	<b>Old Wine Traders seek restoration of their liquor licences ahead of elections</b>
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<b>Brief</b>	<p>Charanjeet Singh of J&amp;K Old Wine Traders said that before the 2021 policy change, 223 JKEL-2 licences helped many individuals earn a dignified income. Now, they urge political parties to address <b>the cancellation of their licences</b> under the new excise policy, which has severely impacted their livelihoods.</p>
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● Under the BJP's rule only outsiders are flourishing in J&amp;K. BJP has systematically given all J&amp;K's resources to outsiders at the cost of local residents.</li> </ul> <p><b>Video message, Raman Bhalla</b></p> <ul style="list-style-type: none"> <li>● Despite contributing 20-30% more in revenue annually to the government, the policy shift has hurt businesses and reduced overall government revenue. It raises the question of why the government is allowing others to benefit while these contributions are diminished.</li> <li>● By implementing this new policy to allow outsiders into Jammu, the BJP is risking the livelihoods of nearly 30,000 people associated with this trade, potentially leaving them jobless.</li> </ul>