

J&K Narrative Recommendations
September 27, 2024

Issue 1	Way ahead for Jammu (Focus narratives)
Brief	Jammu-focussed narrative for the final phase of polling.
Actionable	<p>Narrative</p> <ul style="list-style-type: none"> Just as the BJP was defeated in Ayodhya, they are now facing the same defeat in the Mata Vaishno Devi seat. BJP's Jammu and Kashmir President, Ravinder Raina, is also losing his seat in Nowshera. <p>Press Byte, All candidates</p> <ul style="list-style-type: none"> Highlight that the BJP is scared. NC-INC is going to form the government After Phase 1 and 2, it is clear, the voter turnout indicates that people are coming out to vote for their Haq. Reiterate, that from October 8, J&K will have a people's government once again

Issue 2	Union Home Minister Amit Shah addressed a rally in J&K's Kathua
Brief	Amit Shah "Rahul baba, you cannot restore statehood as you are in the opposition. It can be done only when the BJP wants."
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> BJP is holding statehood as ransom and playing with the sentiments of the people of Jammu and Kashmir Just as INC compelled BJP to hold elections in Jammu and Kashmir, we will also reclaim statehood for the people. <p>Press Byte, JKPCC</p> <ul style="list-style-type: none"> It is visible that Home Minister Amit Shah is threatening the voters of J&K by implying that only the BJP can restore statehood, suggesting that if they don't vote, they won't receive it. But INC is prepared to do whatever it takes to restore statehood for the people of Jammu and Kashmir For the past 10 years, elections didn't happen, and INC is the sole reason elections are being conducted here now. Similarly, we will also reclaim statehood. <p><i>Note : Once the statement is made, all INC candidates should reiterate it.</i></p>

Issue 3	Seat-by-Seat Actionables
Brief	Following are suggestions to micro-target communities within INC's battleground seats
Actionable	<p>Communities & Cohorts within AC to target for the last 2 days</p> <ul style="list-style-type: none"> ● Udhampur West - Mahajan , Meghwal, Mahasa & Gujjar <ul style="list-style-type: none"> ○ Invite Sh. Jignesh Mewani, Sh. Krishna Chander Bhagat & Sh. Dina Nath Bhagat ○ Invite Sh. Shahnawaz Chaudhary, Sh. Vikar Rasool Wani to campaign for the candidate ● Bani - Muslims <ul style="list-style-type: none"> ○ Invite Sh. Vikar Rasool Wani to campaign for the candidate ● Marh - Jats <ul style="list-style-type: none"> ○ Invite Sh. Amrinder Singh Raja Warring to campaign for the candidate ○ Ch. Manmohan Singh candidate from Jammu West should release a video message supporting INC candidate for Marh - Sh. Mula Ram ● Bahu - Brahmin, Mahajan, Muslim <ul style="list-style-type: none"> ○ Invite Phase 1 and Phase 2 INC's Muslim candidates to campaign in the AC ○ Sh. Raman Bhalla and Sh. Tarnjit Singh Tony should do a roadshow together for both ACs of RS Pora & Bahu ● Basohli - Rajput, Muslim <ul style="list-style-type: none"> ○ Invite Sh. Vikar Rasool Wani to campaign for Ch. Lal Singh ○ Invite Sh. Bharat Singh Solanki and Sh. Amitabh Agnihotri to campaign in the AC