

**J&K Narrative Recommendations**  
**September 9, 2024**

<b>Issue 1</b>	<b>PM Modi to visit Jammu on 14th Sept</b>
<b>Brief</b>	Prime Minister Narendra Modi will be visiting Jammu on September 14th. He will be holding mega rallies in Jammu ahead of Assembly Elections 2024.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>PM Modi is afraid to campaign in Kashmir</li> <li>Modi is aware that he has failed to deliver his promises and that voters will not support him.</li> <li>Apni Party, DPAP and People's Conference are all BJP's proxies. Once they get your vote, they will sit in the BJP's lap.</li> </ul> <p><b>Press Byte, Tariq Hameed Karra</b></p> <ul style="list-style-type: none"> <li>Prime Minister Modi, who claims to have a 56-inch chest, why doesn't he have the courage to come to Kashmir?</li> <li>Modi promotes the slogan 'Sabka Saath, Sabka Vikas, Sabka Vishwas,' To achieve 'Sabka Vikas' (development for all), why isn't he focusing on Kashmir's progress? And to build 'Sabka Vishwas' (trust of all), why isn't he working to earn the trust of Kashmiris?</li> <li>Highlight that Modi has proxies in Kashmir - all non-INC and non-NC parties have an understanding with the BJP and are working for the BJP in Kashmir.</li> </ul> <p><b>Open Letter to the PM</b></p> <ul style="list-style-type: none"> <li>Publish an open letter to the PM signed by 100 Kashmiris requesting him to visit Kashmir.</li> <li>Highlight the issues the people of the region face and ask him to provide actual solutions for these.</li> </ul>

<b>Issue 2</b>	<b>Man held with 9 kg narcotics in Rajouri</b>
<b>Brief</b>	A suspected drug peddler from Chhattisgarh, Umesh Kumar Sahu, was arrested with nine kilograms of narcotics at Kallar Chowk in Rajouri, J&K. In a separate case, Sunil Kumar, alias 'Punjabi,' was arrested in Jammu with 1.76 grams of weed, 60 grams of cannabis, and over Rs 2.08 lakh.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>Instead of creating employment, BJP has pushed the future of J&amp;K's youth into darkness.</li> <li>Definition of BJP's Naya Jammu &amp; Kashmir: No peace, no jobs, no water, no electricity—only drugs.</li> </ul>

**Press Byte, Iftikhar Ahmed (INC candidate from Rajouri)**

- 2023: Kashmir became the country's top-drug-affected region. There has been a 1500% increase in drug addiction since 2018.
- 2023: 8% population in Jammu and Kashmir addicted to drugs
  - According to Ministry of Social Justice and Empowerment figures shared in the Lok Sabha nearly 10 lakh people in J&K consume various kinds of drugs.
  - Estimated 1,08,000 males and 36,000 females were found using Cannabis, while as 5,34,000 males and 8,000 females were found in the dragnet of Opioids and 1,60,000 males and 8,000 females were found using sedatives of different kinds.
  - Similarly, 1,27,000 males and 7,000 females were noticed using inhalants and a large number of males and females were addicts of cocaine, Amphetamine-Type Stimulants (ATS) and Hallucinogens.
- During the same period, unemployment in J&K reached staggering levels - at 28.2%.
- After ruling J&K for 10 years, BJP failed to create any viable opportunity for the youth. Instead, they pushed the future of J&K into the dark alley of drugs.
- This is how BJP wants to control Kashmir - by ensuring that the youth are addicted to drugs and puppets of the party.

**Tweets, AICC**

- All INC pages and handles including frontals should tweet about the issue. Highlight there has been a 1500% increase in drug addiction in J&K since 2018 with the unemployment rate at 28.2%. This is BJP's Naya Kashmir.