

J&K Narrative Recommendations
September 17, 2024

Issue 1	Activities to propagate Manifesto Promises
Brief	INC launched its Manifesto promising a better future to the people of J&K.
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> ● Humara Haq- the people of Jammu and Kashmir have the first right over the resources and jobs of Jammu and Kashmir. ● Haq ke Saath, Congress ka Haath ● Congress is the only party that can fight the BJP's anti-J&K agenda in Delhi. <p>Press Conference, Jammu, JKPCC</p> <ul style="list-style-type: none"> ● All senior JKPCC leaders should address a press conference on INC's manifesto in Jammu ● Highlight the chargesheet points against BJP and the counter-reform measure guaranteed in INC's manifesto. <ul style="list-style-type: none"> ● Hamari Riyasat Hamara Haq <ul style="list-style-type: none"> ○ Chargesheet: <ul style="list-style-type: none"> ■ The voice of the people in Jammu and Kashmir (J&K) is being suppressed. An unelected Lieutenant Governor (LG), appointed from Delhi, holds all power and, despite promises, the restoration of statehood has been denied to the proud people of J&K, treating them as second-class citizens. ■ Outsiders are being allocated land, resources, and jobs, while the locals grapple with rising prices, high taxes, water shortages, poor electricity supply, and excessive billing through smart meters. ○ Manifesto: <ul style="list-style-type: none"> ■ Inclusive and accountable governance through the restoration of the Darbar Move, First Preference to J&K domicile in government contracts and Lokayukta prosecution of all corruption that has transpired over the last 10 years. ○ Dissemination Activities: <ul style="list-style-type: none"> ■ An organic social media campaign should be launched using the hashtag #RestoreDarbarMove, with non-party pages actively posting under this hashtag, promoting the INC's Darbar Move guarantee. Parallel posting by all INC pages and leaders should be done as well. ■ Party members should emphasise that the demand for the Darbar Move came from the people on the ground, and they responded to it.

- **Humari Naukri, Humara Haq**

- **Chargesheet:**

- According to government PLFS data, in March 2024 J&K had the second highest youth unemployment rate of 28.2% in the 15-29 age group.
 - Over 12,000 domicile certificates were granted to “outsiders” by 2024, reducing job opportunities for J&K youth.

- **Manifesto:**

- Job Calendar in 30 days to fill all government vacancies with only a 1-time exam fee for multiple applications and a monthly unemployment allowance of ₹3,500.

- **Dissemination Activities:**

- **Youth Convention:** Sh Gaurav Gogoi, Sh BV Srinivas, Sh Kanhaiya Kumar, Sh Neeraj Kundan, Sh Aakash Bharat should address a Youth Convention where they interact with youth about their issues and highlight INC’s guarantees.
 - **Meri Degree Nakaam, IYC:** Create a Mock Unemployment Wall in front of Raj Bhavan or at Lal Chowk, Srinagar where mock degrees can be pasted.
 - **Testimonials of Unemployed Youth, Akash Bharat and IYC cadre:** IYC should aggressively propagate testimonials of unemployed youth on all Social Media platforms, using the hashtag #HumariNaukriHumaraHaq.
 - **Visit to Rehab Center, Srinivas BV:** Visit a drug rehab centre and interact with patients. Highlight how BJP’s misgovernance has destroyed their future.
 - **Job Loss Ledger, NSUI:** Install huge white posters in public areas near coaching centres and colleges, where youth can “register” their grievances regarding job loss.
 - **Social Media - #Humari Naukri, Humara Haq #Where is my job? (Testimonials):** Create 30-second testimonials from college and university campuses of students highlighting unemployment and paper leaks, using the hashtag #MeriNaukriMeraHaq

- **Humari Bijli, Humara Haq**

- **Chargesheet:**

- Kashmir faced its worst electricity crisis with power generation hitting a record low of 50-100 megawatts (MW) against the demand of 1,800 MW, badly impacting the life of over 70 lakh people in November 2023.
 - This caused the longest power cuts in two decades, with 12 to 16 hours of cuts per day. They came at a time when the night temperatures were already sub-zero in the Valley.

	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ In Jammu, the Jammu Power Development Corporation Ltd (JPDCL) recently announced a round-the-clock supply of electricity to smart metered areas and up to 20 hours to other areas. However, power cuts continue even as smart meters have led to excessive billing in many cases. ○ Manifesto: <ul style="list-style-type: none"> ■ Ensure that J&K has first rights over the power generated in the state guaranteeing 24/7 electricity with the first 100 units free every month. ○ Dissemination Activities: <ul style="list-style-type: none"> ■ Smart Meter Bill Bonfires, IYC: To highlight that the people face exorbitantly high smart meter bills. Set up designated areas in towns and villages where people can gather to burn copies of their inflated electricity bills. <p>● Humari Zameen, Humara Haq & Kisan Samman, Humara Haq</p> <ul style="list-style-type: none"> ○ Chargesheet: <ul style="list-style-type: none"> ■ Land Being Snatched From Farmers: Over the past five years, the administration of the LG has been reclaiming state lands previously cultivated by local farmers, particularly in Jammu. These lands are now being transferred to the J&K State Industrial Development Corporation. ■ Irrigation shortage: Due to the water shortage, paddy saplings over hundreds of canals of agricultural land are being damaged. The damage to paddy fields could lead to a decrease in rice production in the affected areas this year. The shortage of irrigation water is a recurring problem. ■ Lift irrigation projects incomplete: Several lift irrigation projects are still incomplete, such as the Beri Pattan project and the Ans irrigation canal. ○ Manifesto: <ul style="list-style-type: none"> ■ 99-year leases to landless farmers cultivating state land and ₹2500 Cr. fund for all district-level irrigation projects to ensure 100% irrigation for J&K farmers. ■ ₹4,000 income support for landless, tenant, and land-owning farming households, a ₹72/kg minimum price for apple growers for every harvest and 100% crop insurance for all crops. ○ Dissemination: <ul style="list-style-type: none"> ■ Kisan Mahasabha: Sh Sukhvinder Sukhu, Sh Amrinder Singh Raja Warring, Sh Pawan Khara, Sh Peerzada Mohd. Sayeed should lead a kisan mahasabha in Jammu to highlight the issues faced by Washington Apple Farmers, Walnut Farmers, Saffron Farmers, almond Farmers and Paddy Farmers. <p>● Mahila Samman, Humara Haq</p>
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- **Chargesheet:**
 - The unemployment rate for young women is 48.6%, the highest in the country.
 - In the last 10 years, Cylinder prices have risen by 120%, mustard oil by 38%, atta by 109%, and milk by 43%.
- **Manifesto:**
 - Financial empowerment for women through ₹3,000 monthly assistance for female heads of family and interest-free loans up to ₹5 lakh for SHGs.
- **Dissemination Activities:**
 - **Mahila Samman Town Hall:** Smt Ambika Soni, Smt Supriya Shrinete, Smt Alka Lamba, Smt Shameema Raina should address a town hall in Jammu where they interact with women voters to highlight how INC plans to resolve issues being faced by them.
 - **Empty Bucket at Raj Bhawan:** Organise a protest where empty buckets are placed outside Raj Bhavan as a symbolic gesture against the severe water shortages plaguing the region.
 - **Thali-Belan Bajao March: Alka Lamba, Supriya Shrinete:** 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. 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'. Supriya Shrinete along with women residents of Kashmir and Mahila Congress cadre should march from J&K Congress Bhawan to Lal Chowk while performing 'thali bajao'
 - **Rangoli at Hotspot:** Alka Lamba with J&K Mahila Congress leaders & cadre should make rangolis at the main hotspot of a village/town.

- **Achi Sehat, Humara Haq**

- **Chargesheet:**
 - According to a 2021 report by the NITI Aayog, J&K only has 17 beds per lakh population in district hospitals.
 - J&K has the second lowest ratio (0.32) of staff nurses in proportion to Indian Public Health Standards (IPHS) norms set by the National Health Mission.
- **Manifesto:**
 - Universal, affordable and accessible healthcare in 15 minutes via ₹ 25 lakh insurance coverage, ambulance-equipped mobile clinics in every tehsil & super-speciality hospital in every district.
- **Dissemination Activities:**

	<ul style="list-style-type: none">■ Mega Rally, Sachin Pilot: Sachin Pilot should address a mega rally highlighting the success of the Chiranjeevi Scheme in Rajasthan. He should be accompanied by some beneficiaries of the scheme who share their stories on stage at the rally.■ Social Media: Propagate Rahul Gandhi's video from Rajasthan where he interacted with the beneficiaries of Chiranjeevi Scheme. Propagate testimonials of Chiranjeevi Scheme beneficiaries.
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