

**J&K Narrative Recommendations**  
**September 14, 2024**

<b>Issue 1</b>	<b>Modi to address rally at Doda on Sept 14th</b>
<b>Brief</b>	<p>A. PM Modi to address a rally in Doda tomorrow, the first Prime Minister visit in 50 years.</p> <p>B. Two Army soldiers were killed and an equal number were injured in a gun battle with terrorists in the hilly Kishtwar district of Jammu and Kashmir on Friday.</p>
<b>Actionable</b>	<p><b>Narrative stance</b></p> <ul style="list-style-type: none"> <li>● <b>Statehood, Humara Haq:</b> Statehood is the right of the people of J&amp;K. BJP snatched this from the people but Congress will fight to restore it.</li> <li>● BJP betrayed the people of J&amp;K by snatching statehood. For the first time in India, a state was reduced to a Union Territory.</li> <li>● BJP has imposed an outsider on the people of Jammu and Kashmir, acting as the remote control for PM Modi.</li> <li>● <b>BJP's Naya Jammu Kashmir has no peace and no jobs, only drugs and terror.</b></li> </ul> <p><b>Video Message, Tarik Hameed Karra, Raman Bhalla, Vikar Rasool Wani</b></p> <ul style="list-style-type: none"> <li>● Record a short video asking PM Modi to answer these questions during his visit to J&amp;K. <ul style="list-style-type: none"> <li>■ For 5 years, you have been promising statehood to the people of Jammu Kashmir, <b>Tell us the date when you will restore statehood to Jammu and Kashmir.</b></li> <li>■ <b>Why don't you trust the people of Jammu and Kashmir to run their own administration? Why have you imposed an outsider?</b></li> <li>■ You claim that you have created a Naya Jammu Kashmir then <b>Who is responsible for the death of civilians and army personnel in J&amp;K due to terror attacks?</b></li> <li>■ Jammu which was a peaceful region is now seeing increased militancy. <b>Who allowed terror to spread to Jammu? Why are you silent on the suffering of the people of Jammu?</b></li> <li>■ An entire generation has been pushed towards suicide and drug addiction due to your government's failure to address unemployment. <b>Why did you not implement all the promises you are making now in the 10 years the state has been under your remote control LG?</b></li> </ul> </li> </ul> <p><b>Press Conference, JKPCC</b></p> <ul style="list-style-type: none"> <li>● Express condolences for the loss of lives of the army personnel and pray for the quick recovery of the injured personnel in the Kishtwar gunfight.</li> <li>● Since Narendra Modi's third term began, terror attacks in Jammu have significantly increased. In the 97 days since there have been 25 attacks, 21 army personnel have died, 15 civilians have died and 75 have been injured.</li> </ul>

	<ul style="list-style-type: none"> <li>■ June 9 - Terrorists attacked a bus in Reasi district killing nine pilgrims and leaving 33 injured, the day Prime Minister Narendra Modi was being sworn in for a third term in office.</li> <li>■ In the 48 hours after this attack, at least two militants and a CRPF jawan were killed, and seven security personnel were injured, in three different encounters in Kathua and Doda districts.</li> <li>■ July 8: In an attack on an army truck in Kathua's Badnotra village, five Indian army personnel were killed, and five others injured in a terrorist attack on a military convoy in Kathua.</li> <li>■ July 15: Four Army personnel, including the captain, died after being injured in a gunfight with heavily armed terrorists in the Doda district of Jammu and Kashmir.</li> </ul> <ul style="list-style-type: none"> <li>● In the past three years, Jammu Kashmir has witnessed the killing of more than 119 security forces personnel, and over <b>40% of these killings were reported from the Jammu division.</b></li> <li>● From 2021, at least 51 security personnel have been killed in various incidents initiated by terrorists in Poonch, Rajouri, Kathua, Reasi, Doda, and Udhampur districts which is a marked shift from the 15 years of relative peace Jammu division had.</li> <li>● <b>Ask: Is this the Naya Jammu &amp; Kashmir that BJP had promised?</b></li> </ul>
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<b>Issue 2</b>	<b>INC Guarantee Dissemination</b>
<b>Brief</b>	As per ground reports, INC's guarantees are not being propagated and distributed on-ground. There is a lack of awareness among voters about INC's guarantees.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● Humara Haq- the people of Jammu and Kashmir have the first right over the resources and jobs of Jammu and Kashmir.</li> <li>● Haq ke Saath, Congress ka Haath</li> <li>● Congress is the only party that can fight the BJP's anti-J&amp;K agenda in Delhi.</li> </ul> <p><b>Oath Taking, all JKPCC leaders and candidates</b></p> <ul style="list-style-type: none"> <li>● All leaders and candidates should carry the party's guarantee cards to their respective places of worship in the constituency.</li> <li>● Take an oath in the presence of the maulvi/pandit to implement the guarantee after coming to power.</li> </ul> <p><b>D2D Outreach</b></p>

	<ul style="list-style-type: none"> <li>● All workers and leaders should undertake extensive D2D to disseminate the guarantees in their respective ACs.</li> </ul> <p><b>Corner Meetings</b></p> <ul style="list-style-type: none"> <li>● 5 corner meetings daily by all leaders and candidates to amplify the guarantees should be undertaken.</li> </ul> <p><b>Samvad with Cohort Influencers</b></p> <ul style="list-style-type: none"> <li>● Organise cohort-based meetings with influencers to amplify promises.</li> </ul> <p><b>Press Conferences with Regional Media</b></p> <ul style="list-style-type: none"> <li>● All leaders should hold press conferences with regional media, especially those popular on Facebook.</li> </ul> <p><b>Newspaper Inserts</b></p> <ul style="list-style-type: none"> <li>● Distribute newspaper inserts highlighting major promises.</li> </ul> <p><b>Activities to propagate the Mahila Samman Guarantee</b></p> <ul style="list-style-type: none"> <li>■ Mahila Samman Town Halls, Ambika Soni, Supriya Shrinete, Alka Lamba <ul style="list-style-type: none"> <li>○ Interact with women voters and amplify the message of Mahila Samman Humara Haq.</li> </ul> </li> <li>■ D2D Distribution of Rs 3000 coupon <ul style="list-style-type: none"> <li>○ Candidate, cadre and IYC workers distribute a Rs 3000 coupon to every woman in their area.</li> </ul> </li> </ul> <p><b>Activities to propagate Acchi Sehat Hamara Haq</b></p> <ul style="list-style-type: none"> <li>■ Mega Rally, Sachin Pilot <ul style="list-style-type: none"> <li>○ Sachin Pilot should address a mega rally highlighting the success of the Chiranjeevi Scheme in Rajasthan.</li> <li>○ He should be accompanied by some beneficiaries of the scheme who share their stories on stage at the rally.</li> </ul> </li> <li>■ Social Media <ul style="list-style-type: none"> <li>○ Propagate Rahul Gandhi's video from Rajasthan where he interacted with the beneficiaries of Chiranjeevi Scheme.</li> <li>○ Propagate testimonials of Chiranjeevi Scheme beneficiaries.</li> </ul> </li> </ul>
Issue 3	Bringing Focus to the Local Issues of Jammu Kashmir

<b>Brief</b>	<p>LG Manoj Sinha stated that people need to realise the era of free services is over and that they will now have to pay for everything, including water and power. We should highlight how the BJP and LG have no intention to better the lives of the people of Jammu Kashmir.</p>
<b>Actionable</b>	<p><b>Empty Buckets at Raj Bhavan, IYC</b></p> <ul style="list-style-type: none"> <li>● Organise a protest where empty buckets are placed outside Raj Bhavan as a symbolic gesture against the severe water shortages plaguing the region.</li> </ul> <p><b>Smart Meter Bill Bonfires: District Presidents - Jammu</b></p> <ul style="list-style-type: none"> <li>● Set up designated areas in towns and villages where people can gather to burn copies of their inflated electricity bills.</li> <li>● The event should be accompanied by speeches from local leaders, emphasising the unjust smart metre policies and calling for a rollback of excessive charges on electricity bills.</li> </ul>