

J&K Narrative Recommendations
September 19, 2024

Issue 1 (a)	High Voter Turnout in Phase 1
(b)	PM Modi to visit Srinagar on 19th Sept
Brief	PM Modi will address a rally on 19th September in Srinagar. He will likely use the high voter turnout to reinforce BJP's normalcy narrative in J&K. This is also currently done by other BJP leaders on social media.
Actionable	<p>Narrative stance</p> <ul style="list-style-type: none"> ● Jammu & Kashmir has been waiting to give a befitting answer to the BJP. After Phase 1, it has become clear, that the people are voting for their Haq. ● BJP and PDP are finished in Jammu Kashmir. There is a wave for NC-INC alliance. ● Its clear now that, INC and NC are winning. We have the people's mandate. <p>Video Messages, JKPCC</p> <ul style="list-style-type: none"> ● People of J&K came out to vote in the First Phase to claim democracy. For the past 10 years, their voice was silenced by the BJP and hence people are coming out in large numbers to vent their frustration. ● The same will be repeated in the next two phases and BJP will be taught a lesson by the people of J&K. <p>Social Media, JKPCC</p> <ul style="list-style-type: none"> ● Share the following videos across all social media pages <ul style="list-style-type: none"> ○ Video 1 ○ Video 2 ○ Video 3 ○ Video 4 ○ Video 5 ○ Video 6

Issue 2	Kashmiri Pandits urge action on long-standing issues say politicians only see us before elections
Brief	Nearly 35 years after the mass exodus of 1990, many in the community feel that political parties have repeatedly failed to address their concerns. Kashmiri Pandits highlighted the ongoing issues with the Prime Minister's package, which promised 6,000 jobs and construction of housing quarters for displaced Pandits. While 2,500 quarters have been completed, another 2,500 remain

	unfinished after four years, leaving many families in rented accommodations. They also demanded an increase in the salary of Rs 20,000 given under the PM Package.
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> ● 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. ● Haath Badlega Halaat ● Haq ke Saath, Congress Ka Haath <p>Video testimonials of Kashmiri Pandits, IYC</p> <ul style="list-style-type: none"> ● Visit Kashmiri Pandit colonies in Jammu Kashmir and highlight the points raised by the community: ● Under the 2015 Prime Minister’s Development Package, the creation of an additional 3,000 government jobs for Kashmiri Pandits had been approved. But by 2022 only 1,739 migrants had been appointed. ● In 2015, as many as 6,000 transit accommodations were also announced for the members who were to be provided jobs by the J&K administration at a cost of ₹920 crore. By 2024, construction for only 2088 flats has been completed and 998 have been allotted. <p>Guarantee Distribution</p> <ul style="list-style-type: none"> ● Distribute INC guarantee cards which include the “Kashmiri Panditon Ka Haq” guarantee in all Kashmiri Pandit colonies.

Issue 3	Proactive suggestions on Kisan guarantees and 3500 unemployment allowance
Brief	Dissemination activities for Kisan and Youth guarantees.
Actionable	<p>Kisan Guarantee Disemmination Activities:</p> <p>Kisan Mahasabha, Sopore</p> <ul style="list-style-type: none"> ● Sh Sukhvinder Sukhu, Sh Amrinder Singh Raja Warring, and Sh Pawan Khera should address a kisan mahasabha in Jammu to highlight the issues faced by farmers ● Highlight the reduction in import duty on washington apples and walnuts and it’s impact on local farmers. ● Highlight how wheat and paddy farmers are suffering due to anti-farmer policies of the government ● Reiterate Manifesto Promises

- **Humari Zameen, Humara Haq** - 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.
- **Kisan Samman, Humara Haq** - ₹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.

Branding, IYC

- Put up Kisan Guarantee **posters in mandis, and fertilizer and pesticide shops.**
- Distribute flyers among the farmers who visit these locations.

Corner Meetings, all Candidates and Workers

- Organise **corner meetings** with various farmer groups to discuss the guarantees.
- Explain how farmers will benefit from the scheme, and then share photos of these corner meetings on social media.

Unemployment Allowance Promise Disemmination Activities:

Youth Townhall, Rajouri, Sachin Pilot

- Address a youth convention to discuss their issues, while promoting the guarantees as support for unemployed youth in the state.
- Extensively **share photos and videos from the meeting on social media**, highlighting the ₹3,500 unemployment allowance.