

**J&K Narrative Recommendations**  
**September 21, 2024**

<b>Issue 1</b>	<b>Gadkari: Kashmir More Beautiful Than Switzerland But People Are Poor</b>
<b>Issue 2</b>	<b>Gadkari: Work on Mughal road tunnel to start soon</b>
<b>Issue 3</b>	<b>3 Jawans Dead As Bus Falls Into Gorge In Jammu And Kashmir's Budgam</b>
<b>Brief</b>	Nitin Gadkari visited Rajouri to discuss the Mughal road tunnel linking the Rajouri-Poonch district to the Kashmir Valley. He emphasised that 'Kashmir is more beautiful than Switzerland, but its people are poor.' Additionally, during this visit, three jawans lost their lives when a bus fell into a gorge in Budgam.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● It is good that the BJP government has admitted their failure to provide good governance to Jammu Kashmir.</li> <li>● BJP has kept the people of Jammu Kashmir suffering via their remote control LG.</li> <li>● BJP's Naya Jammu Kashmir has no jobs, no development, no peace, no water and no electricity.</li> </ul> <p><b>Press conference, JKPCC</b></p> <ul style="list-style-type: none"> <li>● By Gadkari's statement, it becomes evident that the BJP's governance has contributed to pushing the people of Kashmir further into poverty. <ul style="list-style-type: none"> <li>■ The 2023 Multidimensional Poverty Index (MPI) report found that 12.5% of the population in Jammu and Kashmir lived in multidimensional poverty.</li> <li>■ 15.52% of the population is deprived of proper nutrition</li> <li>■ 32.23% did not have access to cooking fuel</li> <li>■ 24.3% did not have access to proper sanitation</li> <li>■ 10.37% don't have drinking water</li> </ul> </li> <li>● With the party in its third term at the centre, there is no clear reason why the BJP hasn't taken effective steps to lift the people of Kashmir out of poverty.</li> <li>● If the BJP had ensured basic road infrastructure in Jammu and Kashmir, such incidents that claimed the lives of soldiers and civilians could have been avoided.</li> <li>● The conditions of the highway are also poor, which has cost many lives this year alone.</li> <li>● Instead of making big tunnel promises, the BJP should at least start considering the basic issues faced by the people of Jammu and Kashmir, which they could have addressed much earlier.</li> </ul> <p><b>Social Media, Party</b>  Circulate these videos on social media.</p>

	<ul style="list-style-type: none"> <li>● <b>14 Mar, 2024</b> : A tragic accident on National Highway has <a href="#">claimed</a> the lives of a family of four.</li> <li>● <b>29 Mar, 2024</b> : 10 <a href="#">Killed</a> After Vehicle Falls Into 300-Foot Deep Gorge On J&amp;K Highway.</li> <li>● <b>29 Apr, 2024</b> : Five dead as car <a href="#">plunges</a> into river in Jammu and Kashmir.</li> <li>● <b>30 May, 2024</b> : 20 <a href="#">killed</a>, Several Injured After Bus Falls Into Gorge In Akhnoor.</li> </ul>
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<b>Issue 2</b>	<b>AIPC to hold professionals' meet with Rahul Gandhi in Jammu on Sep 25</b>
<b>Brief</b>	Congress leader Rahul Gandhi is set to meet with professionals from various sectors here on September 25 that will provide a platform for open dialogue on challenges faced by them in Jammu and Kashmir and allow their voices to be heard at the national level.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● Humari Naukri, Humara Haq.</li> <li>● Haq ke saath, Congress ka Haath.</li> <li>● Haath Badlega Haalat.</li> </ul> <p><b>Event Screening, NSUI</b></p> <ul style="list-style-type: none"> <li>● Organise RG's event screening across all college campuses, allowing students to join the live event virtually.</li> <li>● RG can take questions from a few screening sites and respond to them to make the students feel more involved in the event.</li> <li>● Take photos and videos from the screening sites and share them widely across all social media platforms.</li> </ul> <p><b>Meri Degree Nakaam</b></p> <ul style="list-style-type: none"> <li>● Create a Mock Unemployment Wall in front of Raj Bhavan or at Lal Chowk, Srinagar where mock degrees can be pasted.</li> </ul> <p><b>Job Loss Ledger</b></p> <ul style="list-style-type: none"> <li>● Install huge white posters in public areas near coaching centres and colleges, where youth "register" their grievances regarding job loss.</li> </ul> <p><b>Social Media, IYC</b></p> <ul style="list-style-type: none"> <li>● IYC should aggressively propagate testimonials of unemployed youth on all Social Media platforms, using the hashtag #MeriNaukriMeraHaq.</li> </ul>

<b>Issue 3</b>	<b>Look what Sarkars have done for Kashmiri Pandits in Jammu and Kashmir</b>
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<b>Brief</b>	Kashmiri Pandits, in front of a media person, expressed their frustration over poor living conditions, lack of security, and unfulfilled promises, urging Modi to address their basic needs.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● 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.</li> </ul> <p><b>Social media dissemination</b></p> <ul style="list-style-type: none"> <li>● Use the content from the video to highlight how BJP, which claims to be the saviours of Kashmiri Pandits, overlooks their struggles and the realities of their lives under BJP's rule.</li> <li>● <a href="#">Video Link</a></li> </ul>

<b>Issue 4</b>	<b>Mallikarjun Kharge will visit Jammu</b>
<b>Brief</b>	Mallikarjun Kharge will visit Jammu to address election rally at <b>Khour</b> in border Assembly constituency of <b>Chhamb in Jammu district</b>
<b>Actionable</b>	<p><b>Visit a Dalit family's house, Mallikarjun Kharge</b></p> <ul style="list-style-type: none"> <li>● After the rally, Kharje should visit a Dalit house, leveraging his identity as a Dalit leader to create a meaningful impact among all other SC communities in the area.</li> <li>● He should discuss the problems they are facing and share his own experiences as a Dalit, highlighting the hardships he has endured alongside them.</li> </ul>

<b>Issue 5</b>	<b>In Surankote, the narratives indicate that Mia Altaf supports Mohammed Akram, who is contesting as an independent candidate.</b>
<b>Brief</b>	Despite the clarification issued by NC in favour of Shah Nawaz Choudhury and the alliance, slogans can be heard of "Mia Altaf Sab, Zindabad" in the rallies of the Independent candidate Ch Mohd Akram. This, coupled with the fact that the Independent candidate is related to Mia Altaf, creates a narrative for the people that Ch Mohd Akram and Mia Altaf are assimilated into one and there can be a severe vote cutting of Gujar votes because of this.
<b>Actionable</b>	<p><b>Campaign, Mia Altaf</b></p> <ul style="list-style-type: none"> <li>● Mia Altaf should come and campaign with Shah Nawaz Choudhury on the ground to demonstrate his support for the alliance candidate.</li> </ul> <p><b>Video message, Mia Altaf</b></p> <ul style="list-style-type: none"> <li>● Mia Altaf should record a video message urging voters that, as part of our alliance, Shah Nawaz Choudhury is our candidate and everyone should support him.</li> </ul>

	<p><b>Photo of Mia Altaf with Shahnawaz Choudhury</b></p> <ul style="list-style-type: none"> <li>● Shahnawaz Choudhary should take a photo with Mia Altaf to demonstrate his support, and then share it across all social media platforms.</li> </ul> <p><i>Note : If the party fails to implement any of these actionables, the ongoing narrative could harm INC significantly, potentially affecting the results.</i></p>
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<b>Issue 6</b>	<b>Political Parties forget mentioning River Tawi in election manifestos</b>
<b>Brief</b>	Flowing through Jammu, the Tawi River, once a vital source of drinking water, is now heavily polluted due to untreated sewage, agricultural runoff, and waste dumping along its banks. Once revered as "Surya Putri," the river remains dry for much of the year and is now so contaminated that locals avoid it entirely.
<b>Actionable</b>	<p><b>Press Byte, Raman Bhalla, Tara Chand</b></p> <ul style="list-style-type: none"> <li>● BJP's neglect has led to the Tawi River becoming so polluted that people avoid it.</li> <li>● Once a symbol of Jammu's beauty, complementing the charm of its temples, the Tawi River now stands as a testament to neglect and environmental degradation.</li> <li>● Even experts have warned that Jammu's people will face severe consequences if urgent action isn't taken. The Environment Awareness Forum, along with Greenpeace, has appealed to save the Tawi River, viewing it as sacred and vital to Jammu as the Ganga is to India.</li> <li>● Assure that Congress will take this issue seriously and work towards protecting the river.</li> </ul> <p><b>Visit the River, JKPCC</b></p> <ul style="list-style-type: none"> <li>● Leaders should visit the river and speak with the locals living nearby, as well as the general public, about the increasing pollution of the river and commit to solving the issue.</li> <li>● Photos and videos of the leaders' visit should be shared on social media with the message, 'We will work on addressing the issues affecting the river.'</li> </ul>