

J&K Narrative Recommendations
September 20, 2024

Issue 1	Modi addressed a rally at Srinagar on 19th September
Brief	<p>A. Modi said that only the BJP can restore statehood.</p> <p>B. Kashmiri Pandits have been thrown out of their homes due to the politics of three families - Muftis, Abdullahs and Gandhis.</p> <p>C. J&K youth becoming empowered under Modi Govt as enrolment rates have gone up and children have access to education.</p>
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> ● BJP betrayed the people of J&K by snatching statehood. For the first time in India, a state was reduced to a Union Territory. ● BJP snatched away the democratic rights of the people of J&K, they have delayed statehood restoration for 5 years, and they will continue to delay it. ● 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>Press Byte, Vikar Rasool Wani</p> <ul style="list-style-type: none"> ● PM Modi should remember that it was his Government that snatched J&K’s statehood 5 years back. For the first time in India, a state was reduced to a Union Territory. ● Despite the Supreme Court’s ruling, Modi has not restored J&K’s statehood. ● Ask: What stops PM Modi from giving statehood back when he is still in power at the Centre? ● Statehood, which is a pride for every person in Jammu and Kashmir, is being used by Modi as a tool to blackmail them for electoral success. ● The BJP will repeat history by making promises they won’t fulfil, just as they have done before. But, Congress will fight the BJP and make sure the people of J&K are no longer without their rights. <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.

	<ul style="list-style-type: none"> 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. <p>Social Media</p> <ul style="list-style-type: none"> Creative to highlight that as many as 4,400 government-run schools in Jammu and Kashmir have been shut down due to poor enrollment of students against false claims made by PM Modi on increased enrollment rates.
--	---

Issue 2	Cong-NC nexus w Pak exposed, BJP stands vindicated: Dr Jitendra
Brief	The union minister, Dr Jitendra Singh, said here today that there is an unholy nexus between Pakistan and the so called mainstream political parties operating in Jammu & Kashmir, namely Congress, National Conference (NC) and PDP, and the nexus has been exposed after the statement of Pakistan’s Defence Minister, Khawaja Asif.
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> Outsiders have no role to play in Indian elections. <p>Press Byte</p> <ul style="list-style-type: none"> Ask: How is it that every time Modi is facing difficulty in an election, Pakistan comes up? This election is an internal matter of India and outsiders have no place to make comments. <p><i>Note: Only if asked the question should INC respond</i></p>

Issue 3	Proactive suggestions for Kisan Promise
Brief	Dissemination activities for INC’s Kisan Promise.
Actionable	<p>Kisan Mahasabha</p> <ul style="list-style-type: none"> Charranjit Singh Channi 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.

	<ul style="list-style-type: none"> ● Highlight how wheat and paddy farmers are suffering due to anti-farmer policies of the government ● Reiterate Manifesto Promises <ul style="list-style-type: none"> ○ 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. <p>Branding, IYC</p> <ul style="list-style-type: none"> ● Put up Kisan Guarantee posters in mandis, and fertilizer and pesticide shops. ● Distribute flyers among the farmers who visit these locations. <p>Corner Meetings, all Candidates and Workers</p> <ul style="list-style-type: none"> ● 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.
--	---

Issue 4	Amit Shah to address rallies on Sept 20, 21
Brief	Union Home Minister Amit Shah will address a series of rallies in Poonch, Mendhar, Rajouri, Thannamandi and Akhnoor during his two days visit here on September 20 and 21.
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> ● Humara Haq - The people of Jammu & Kashmir should have the right to govern themselves. They have first rights over their jobs and resources. ● BJP's Naya Jammu Kashmir has no peace and no jobs, only drugs and terror. <p>Video Message, JKPCC</p> <ul style="list-style-type: none"> ● Record a short video asking PM Modi to answer these questions during his visit to J&K. <ul style="list-style-type: none"> ■ For 5 years, you have been promising statehood to the people of Jammu Kashmir. Tell us the date when you will restore statehood to Jammu and Kashmir. ■ Why don't you trust the people of Jammu and Kashmir to run their own administration? Why have you imposed an outsider? ■ You claim that you have created a Naya Jammu Kashmir then Who is responsible for the death of civilians and army personnel in J&K due to terror attacks?

- Jammu which was a peaceful region is now seeing increased militancy. **Who allowed terror to spread to Jammu? Why are you silent on the suffering of the people of Jammu?**
- An entire generation has been pushed towards suicide and drug addiction due to your government's failure to address unemployment. **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?**

Press byte, INC candidates, Ifthkar Ahmed(Rajouri), Shabir Ahmad Khan(Thannamandi)

- Before Amit Shah arrives in their respective constituency, the candidate should ask these questions on behalf of the people. They are raising these concerns and expect Amit Shah to answer them.
 - How will you address the growing issue of narcotics smuggling and the increasing use of drones from Pakistan for narco-terrorism?
 - How will you tackle the ongoing issue of weapons smuggling along the border?
 - Why have you failed over the last decade to improve roads and public infrastructure?
 - Why haven't you filled government vacancies in the last 10 years?

Surrogate messaging on social media, Rajouri

- BJP claims to have given reservation to Pahadis for their upliftment, so **why did they give the ticket to a Baniya in an ST-dominant seat instead of a Pahadi?**
- This clearly shows that **BJP doesn't care about the Pahadis** and is merely using them for electoral benefits, **dividing and ruling** between the Gujjar, Bakrwal, and Pahadi communities.