

**J&K Narrative Recommendations**  
**September 24, 2024**

<b>Issue 1</b>	<b>Campaign/Narrative suggestions to grow into the SC community in Jammu</b>
<b>Brief</b>	In Jammu, the votes of Scheduled Castes (SC) are crucial in the third phase of elections. Since many communities' votes are likely to split, securing Dalit votes is essential for winning most seats.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● INC is the party that gave the country its constitution, and we will do whatever it takes to protect it. INC will not let anyone touch reservations.</li> <li>● INC has the highest SC representation in the state compared to all other parties, and it is the only party in Jammu and Kashmir fielding SC candidates even in general seats.</li> </ul> <p><b>Press Conference, Tara Chand, Pradeep Kumar</b></p> <ul style="list-style-type: none"> <li>● Highlight how the BJP has clearly discriminated against the SC community by excluding the Valmiki Colony, the only SC colony, from the Jammu Smart City project.</li> <li>● The LG, following the BJP's casteist narrative, targeted Dalit IAS officer Ashok Parmar after he exposed the multi-crore Jal Jeevan Mission scam in Jammu and Kashmir.</li> <li>● Instead of pursuing those responsible for the alleged ₹13,000 crore scam, the LG harassed Parmar for bringing it to light.</li> <li>● The following statements prove how all over India, BJP and their leaders have proven that they stand against reservations for the SC community <ul style="list-style-type: none"> <li>■ <b>19 Aug 2021:</b> Shanta Kumar, former Chief Minister of Himachal Pradesh, <a href="#">stated</a> that 80% of the people in the country face problems due to caste-based reservations and that <b>it is time to abolish these reservations completely.</b></li> <li>■ <b>Sep 2023:</b> Acharya Pramod Krishnam, BJP leader <a href="#">stated</a>, "If you want to remove casteism from India's democratic framework and politics, at the next 'maha kumbh' a proposal should be put out demanding that <b>India should be freed from caste-based reservation.</b>"</li> <li>■ <b>23 August 2023: Kangana Ranaut, BJP Mandi Lok Sabha Candidate</b> <ul style="list-style-type: none"> <li>○ Side effects of <a href="#">reservations</a>, when unworthy and undeserving get the power they don't heal they only hurt.</li> <li>○ Caste system has been <a href="#">rejected</a> by modern Indians, in small towns everyone knows it's not acceptable anymore by law and order it is nothing more than a sadistic pleasure for a few, only our constitution is holding on to it in terms of reservations, Let Go Of It, Let's Talk About It"</li> <li>○ Sorry sir but there are many ways of uplifting the <a href="#">oppressed</a> other than gifting them the ranks they don't qualify for, learn to earn your worth that's what I stand for, reservation works on the same law as nepotism, undeserving gets the job cos of which Nation suffers, SIMPLE.</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>■ <b>Oct 2023:</b> Jagadish Gudagunti, BJP MLA from Karnataka, <a href="#">stated</a> “Once you throw it [reservation] away, you will see that all communities will rise to become the top class”</li> <li>● On the other hand, INC is the party that gives representation to SC candidates even in general seats. <ul style="list-style-type: none"> <li>■ <b>Chhamb</b> - Tara Chand</li> <li>■ <b>Doda West</b> - Pradeep Kumar Bhagat</li> </ul> </li> <li>● For the BJP reservation is an electoral tactic, they don’t have the political will to ensure justice</li> <li>● Only INC can protect the rights of all citizens and ensure that no party can touch the reservation.</li> </ul>
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<b>Issue 2</b>	<b>Amplifying Rahul Gandhi’s speech</b>
<b>Brief</b>	Rahul Gandhi’s speech on 23rd September in Srinagar highlighted the benefits due to statehood to the people of J&K.
<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> </ul> <p><b>WhatsApp Dissemination, Candidates</b></p> <ul style="list-style-type: none"> <li>● All INC candidates should share the clip from Rahul Gandhi’s speech where he highlights the benefits from statehood across WhatsApp groups.</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>● All party and surrogate pages should share the clip from Rahul Gandhi’s speech highlighting the benefits of statehood.</li> </ul>

<b>Issue 3</b>	<b>PM to address rally in Jammu on Sept 28.</b>
<b>Brief</b>	The rally will be combined for 20 candidates of Jammu, Samba and Kathua districts which will go to polls in the third and final phase of Assembly elections on October 1.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● All BJP candidates who are not present today are just yes-men of the LG. They don't care about the problems of their constituency people, which is why they are absent even on the last day of the election.</li> </ul>

- Those who have snatched your rights are now talking about restoring the same. The people will see through the BJP's deception.

#### **28th-morning messaging, INC candidates**

- Use the opportunity of the absence of BJP candidates in the assembly to disseminate the INC's manifesto guarantees throughout the AC.
- Focus on the local issues specific to the AC and emphasise that under BJP's rule, we are facing numerous problems.
- The LG's yes-men do not care about the development of the people or their constituency. If they did, they would be present here in the constituency.
- Ask the voters: what guarantees do those who are absent a day before the elections have that they will work for us?

#### **Speaker on Auto for Messaging**

- Put a loudspeaker on autos to spread messaging throughout the AC, using a voice note to promote the INC's manifesto guarantees.

#### **WhatsApp Dissemination**

- Spread a 'Know Your Candidate' message about the 20 candidates in the WhatsApp groups of their constituencies, highlighting any criminal cases and scams associated with them.
- Share a creative post featuring 10 candidates on the left and 10 candidates on the right. In the centre, include the statements
  1. The New Yes Men of the LG.
  2. These are the people who took away statehood and will never bring it back.