

**J&K Narrative Recommendations**  
**September 10, 2024**

<b>Issue 1</b>	<b>By aligning with Congress, NC has only harmed itself; If the Party is upset with me, let it be,” Says Mian Altaf</b>
<b>Brief</b>	Vikar Rasool made a derogatory statement against the NC leadership, prompting the INC to disassociate from him. J&K Congress President Tariq Hameed Karra condemned the remarks, stating, "The Congress Party disassociates itself from such statements and condemns the language used." Meanwhile, NC's Mian Altaf responded, "By aligning with Congress, NC has only harmed itself; if the party is upset with me, let it be."
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>The INC-NC alliance remains committed to its goal of saving the people of Jammu and Kashmir from BJP's rule and providing the good governance they have been deprived of for the past 10 years, which they rightfully deserve.</li> </ul> <p><b>Joint Rally, Mian Altaf &amp; Raman Bhalla</b></p> <ul style="list-style-type: none"> <li>A rally led by both Mian Altaf and Raman Bhalla should be organised in Jammu to demonstrate that party unity remains strong.</li> <li>The rally will highlight that both leaders stand firm with the NC-INC alliance to remove the BJP after 10 years of failed governance in Jammu and Kashmir.</li> <li>It will also send a message to the Gujjar and Bakarwal communities that Mian Altaf supports the INC-NC alliance, urging them to back INC candidates wherever they are contesting.</li> </ul> <p><b>Mega Rally, Rahul Gandhi, Farooq Abdullah &amp; Omar Abdullah</b></p> <ul style="list-style-type: none"> <li>A mega rally with Rahul Gandhi, Farooq Abdullah and Omar Abdullah will highlight alliance unity and help promote cadre assimilation.</li> <li>A picture of all 3 leaders holding hands on the stage should be widely shared through all social media and regional media platforms.</li> </ul> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li><i>All leaders should refrain from speaking against the Alliance including in seats with friendly fights between INC &amp; NC.</i></li> <li><b><i>Mian Altaf is a highly influential leader among the Gujjar and Bakarwal communities, and his guidance greatly impacts how they vote. If the party fails to address the mentioned issues, it could significantly harm the INC by losing support from these communities.</i></b> <ul style="list-style-type: none"> <li><i>This will also adversely impact vote transfer and cadre assimilation.</i></li> </ul> </li> </ul>

<b>Issue 2</b>	<b>Er Rashid's Party is a proxy of BJP: Mehbooba</b>
<b>Brief</b>	PDP President Mehbooba Mufti claimed on Monday that Engineer Rashid's AIP is acting as a proxy for the BJP. Speaking to the media, Mehbooba said that on Sunday, one of the PDP candidates was brutally assaulted by AIP workers and leaders at Balpora, Shopian.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>All non-INC and non-NC parties are BJP's Godi parties.</li> </ul> <p><b>Press Byte, Tariq Hameed Karra</b></p> <ul style="list-style-type: none"> <li>Highlight that all non-INC-NC parties are BJP's Godi parties.</li> <li>They are proxies that the BJP is using to divide votes and all these BJP+ parties have an understanding with Modi and Amit Shah.</li> </ul> <p><b>Branding</b></p> <ul style="list-style-type: none"> <li>Constantly refer to all non-INC-NC parties as BJP+ through public speeches in rallies, press conferences, ads, and social media posts.</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>Use creatives to show Amit Shah controlling all non-INC-NC parties as puppets.</li> </ul>

<b>Issue 3</b>	<b>INC to release manifesto in 3 days- JKPCC Chief</b>
<b>Brief</b>	The Indian National Congress (INC) is all set to release the party's much-awaited manifesto for the upcoming assembly elections in Jammu and Kashmir within the next three days. Jammu and Kashmir Pradesh Congress Committee (JKPCC) Chief, Tariq Hameed Karra, as per news agency KNO, said that the manifesto will be released in the next two to three days.
<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. <ul style="list-style-type: none"> <li>Hamari Zameen- Hamara Haq</li> <li>Hamari Naukri- Hamara Haq</li> <li>Hamari Bijli- Hamara Haq</li> <li>Hamara Pani- Hamara Haq</li> </ul> </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>• After the release of the manifesto, all leaders and candidates should carry the party's manifesto to their respective places of worship in the constituency.</li> <li>• Take an oath in the presence of the maulvi/pandit to implement the manifesto 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 manifesto 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 manifesto 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 Advertisements</b></p> <ul style="list-style-type: none"> <li>• Front page advertisements on all newspapers everyday until 2 days before polling.</li> <li>• Distribute newspaper inserts highlighting major promises.</li> </ul>
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<b>Issue 4</b>	<b>Drug Peddler Arrested in Budgam</b>
<b>Brief</b>	The police in PP Narbal set up a checkpoint at Javid Colony, Bazar Mohalla, Narbal, where they noticed a suspicious person carrying a nylon bag. When the person saw the police, he tried to run away, but they caught him successfully.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>• Instead of creating employment, BJP has pushed the future of J&amp;K's youth into darkness.</li> <li>• Definition of BJP's Naya Jammu &amp; Kashmir: No peace, no jobs, no water, no electricity—only drugs.</li> </ul> <p><b>Press Byte, Iftikhar Ahmed (INC candidate from Rajouri)</b></p> <ul style="list-style-type: none"> <li>• 2023: Kashmir became the country's top-drug-affected region. There has been a 1500% increase in drug addiction since 2018.</li> <li>• 2023: According to Ministry of Social Justice and Empowerment figures shared in the Lok Sabha nearly 10 lakh people in J&amp;K consume various kinds of drugs.</li> </ul>

- An estimated 1,08,000 males and 36,000 females were found using Cannabis, while 5,34,000 males and 8,000 females were found in the dragnet of Opioids and 1,60,000 males and 8,000 females were found using sedatives of different kinds.
- Similarly, 1,27,000 males and 7,000 females were noticed using inhalants and a large number of males and females were addicts of cocaine, Amphetamine-Type Stimulants (ATS) and Hallucinogens.
- During the same period, unemployment in J&K reached staggering levels - at 28.2%.
- After ruling J&K for 10 years, BJP failed to create any viable opportunity for the youth. Instead, they pushed the future of J&K into the dark alley of drugs.
- This is how BJP wants to control Kashmir - by ensuring that the youth are addicted to drugs and puppets of the party.

**Tweets, AICC**

- All INC pages and handles including frontals should tweet about the issue. Highlight there has been a 1500% increase in drug addiction in J&K since 2018 with the unemployment rate at 28.2%. This is BJP's Naya Kashmir.