

Delhi Narrative Recommendations

16th December 2024

Issue	Had Cong passed Lokpal Bill, AAP wouldn't have been formed: Delhi ex-CM
Brief	Speaking at the launch of a book, Kejriwal said, "The sole demand of the Anna movement was to pass the Lokpal Bill. Had the Congress government passed the Bill, AAP would not have been formed. They did not pass the Bill and challenged us to contest elections and pass the Bill. This was the time we decided to form the party."
Actionable	<p>Narrative: <i>Nakaam sarkar - Jo Kaha vo Kabhi Nahii Karenge</i></p> <p>Press Byte, Devender Yadav, Sandeep Dikshit</p> <ul style="list-style-type: none">● Highlight that after a decade of absolute majority, the Jan Lokpal Bill has still not been passed● This is exactly what AAP's model of governance is - There is no promise that AAP has fulfilled to the people of Delhi● From free electricity meaning higher bills to free water meaning dirty water coming from our taps, AAP government is a failed government <p>Social Media, DPCC: Creatives</p> <ul style="list-style-type: none">● "AAP Fail Hai" Infographic series: Highlighting 10 years of AAP government has failed in multiple instances<ul style="list-style-type: none">■ Pollution goes unchecked - Delhi has about 12,000 deaths per year due to air pollution; the highest in the country■ Dirty Water has become a norm—63% of households lack Delhi Jal Board-filtered water and rely on groundwater sources.■ Electricity bills are surging - Delhi's power bills increased by almost 40% in the past few years■ People are living in unsanitary conditions because of untreated open sewage - Delhi has just 1 toilet seat per 9,767 men and 10,343 women■ Old-age Pensions stopped - 36,000 beneficiaries faced delays in pensions due to budget constraints in Indira Gandhi National Widow Pension Scheme <p>Use hashtag #NakaamAAP</p>

Issue	AAP releases final list for Delhi polls; Kejriwal to contest from New Delhi seat
Brief	The AAP has now declared all 70 candidates for the 70 assembly seats of Delhi. It has so far dropped 20 sitting MLAs in a bid to counter anti-incumbency
Actionable	<p>Narrative: <i>AAP Ka MLA Fail Hai</i></p> <p>On-Ground, Poster Campaign, District Presidents, INC Candidates</p> <ul style="list-style-type: none">● At every public hotspot, broken infrastructure, garbage dumps, open sewage drains, put up "AAP Ka MLA Fail Hai" posters targeting the incumbent AAP MLA