

**J&K Narrative Recommendations**  
**September 12, 2024**

<b>Issue 1</b>	<b>INC's Guarantee Card promises Mahila Samman and Achi Sehat</b>
<b>Brief</b>	<p>A. Mahila Samman Humara Haq - Financial Empowerment of women through Rs 3000 monthly assistance for female heads of family and interest-free loans of up to Rs 5 lakhs for SHGs.</p> <p>B. Achi Sehat Humara Haq - Universal, affordable and accessible healthcare in 30 minutes via ambulance-equipped mobile clinics in every tehsil for primary healthcare, Rs 25 lakh insurance cover &amp; super speciality hospital in every district.</p>
<b>Actionable</b>	<ul style="list-style-type: none"> <li>● Activities to propagate the Mahila Samman Guarantee <ul style="list-style-type: none"> <li>■ Mahila Samman Town Halls, Ambika Soni, Supriya Shrinete, Alka Lamba <ul style="list-style-type: none"> <li>○ Interact with women voters and amplify the message of Mahila Samman Humara Haq.</li> </ul> </li> <li>■ D2D Distribution of Rs 3000 coupon <ul style="list-style-type: none"> <li>○ Candidate, cadre and IYC workers distribute a Rs 3000 coupon to every woman in their area.</li> </ul> </li> </ul> </li> <li>● Activities to propagate Acchi Sehat Hamara Haq <ul style="list-style-type: none"> <li>■ Mega Rally, Ashok Gehlot <ul style="list-style-type: none"> <li>○ Ashok Gehlot should address a mega rally highlighting the success of the Chiranjeevi Scheme in Rajasthan.</li> <li>○ He should be accompanied by some beneficiaries of the scheme who share their stories on stage at the rally.</li> </ul> </li> <li>■ Hoardings outside Hospitals and Clinics <ul style="list-style-type: none"> <li>○ Hoardings of Acchi Sehat Hamara Haq should be put up outside every hospital and clinic in J&amp;K.</li> <li>○ Distribute flyers to people outside the hospitals and clinics.</li> </ul> </li> <li>■ Social Media <ul style="list-style-type: none"> <li>○ Propagate Rahul Gandhi's video from Rajasthan where he interacted with the beneficiaries of Chiranjeevi Scheme.</li> <li>○ Propagate testimonials of Chiranjeevi Scheme beneficiaries.</li> </ul> </li> </ul> </li> </ul>

<b>Issue 2</b>	<b>Proactive suggestions on J&amp;K's Statehood</b>
<b>Brief</b>	BJP snatched Statehood from Jammu & Kashmir
<b>Actionable</b>	<b>Narrative Stance</b>

	<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>Video Byte, all INC candidates</b></p> <ul style="list-style-type: none"> <li>● All announced INC candidates should upload a video byte on their social media pages highlighting <ul style="list-style-type: none"> <li>○ BJP has continuously shifted goalposts when it comes to restoring statehood</li> <li>○ BJP has not restored statehood despite the Supreme Court's order.</li> <li>○ The Haq of Jammu and Kashmir has been snatched away by the BJP.</li> <li>○ BJP is scared because they know that people have seen through their lies and will teach them a lesson soon.</li> <li>○ The people of Jammu and Kashmir have the first right over the resources and jobs of Jammu and Kashmir and This election is the beginning of a fight - It is a fight for the Haq of Jammu &amp; Kashmir.</li> </ul> </li> </ul> <p><b>Inputs for design creative</b></p> <ul style="list-style-type: none"> <li>● For the first time in the history of India, the statehood of a state has been taken away and it has been made a Union Territory.</li> <li>● The BJP has stripped J&amp;K of its statehood, continuously denying restoration, which insults the residents and treats them as second-class citizens without a legitimate voice.</li> </ul>
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<b>Issue 3</b>	<b>Proactive suggestions on Rising Unemployment</b>
<b>Brief</b>	J&K has a rising unemployment problem with a 28.2% unemployment rate.
<b>Actionable</b>	<p><b>Narrative stance</b></p> <ul style="list-style-type: none"> <li>● BJP's Naya Jammu &amp; Kashmir has no jobs.</li> </ul> <p><b>Video Testimonials, IYC</b></p> <ul style="list-style-type: none"> <li>● IYC to interview students, graduates and government job aspirants about their fears of not finding a job</li> <li>● Use hashtag #Humari Naukri, Humara Haq</li> </ul> <p><b>Inputs for design creative</b></p> <ul style="list-style-type: none"> <li>● According to government PLFS data, in March 2024 J&amp;K had the second-highest youth unemployment rate of 28.2% in the 15-29 age group.</li> </ul>

	<ul style="list-style-type: none"> <li>• The unemployment rate for young women is 48.6%, the highest in the country.</li> <li>• A staggering 65% of government department posts in J&amp;K have remained vacant since 2019.</li> </ul>
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<b>Issue 4</b>	<b>Clear bills worth Rs 800 cr of contractors: JKCCC</b>
<b>Brief</b>	The Jammu & Kashmir Contractors Coordination Committee (JKCCC), raised this concern over the non-release of pending payments amounting to over 800 crores, affecting not only the contractors but also their families and labourers.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>• Without an elected representative, the rights of the people of J&amp;K have been taken away by the BJP.</li> </ul> <p><b>Video Message, Shiv Kumar Sharma(INTUC)</b></p> <ul style="list-style-type: none"> <li>• Highlight that the BJP is anti-labour and anti-poor.</li> <li>• They have delayed the release of Rs 800 cr payment to contractors, which has jeopardised their families and has deprived labourers of their daily wages.</li> <li>• Demand: The LG-led BJP administration should answer as to why this delay has occurred.</li> <li>• Assure INC's support to the demands made by JKCCC.</li> <li>• Assure that the moment INC comes to power there will be an investigation into this delay and payments will be released.</li> </ul>