

**J&K Narrative Recommendations**  
**September 23, 2024**

<b>Issue 1</b>	<b>RG to address rallies in Poonch and Srinagar.</b>
<b>Brief</b>	Congress leader Rahul Gandhi will campaign in Poonch and Srinagar on September 23, before the second phase of assembly elections.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● BJP's anti-farmer policies have pushed the Jammu Kashmir farmers into severe distress.</li> <li>● The BJP LG is snatching away their land while the BJP centre imposes GST and cuts import duties.</li> <li>● Congress stands with the farmers and will restore "Haq" and the opportunity earn a dignified livelihood.</li> </ul> <p><b>Meal with Walnut Farmers, Surankote</b></p> <ul style="list-style-type: none"> <li>● 90% of India's walnuts are produced in Jammu Kashmir</li> <li>● Rahul Gandhi should have a conversation with a group of walnut farmers over lunch about how the BJP's policies have adversely impacted them.</li> <li>● Highlight the difficulties arising due to the reduced import duties allowing cheaper foreign products into the Indian market, along with the effects of the central government's GST.</li> <li>● Highlight the promises made by the INC for farmers, as outlined in the manifesto.</li> </ul> <p><i>Note: Rahul Gandhi should have an interaction with farmers. 70% of the workforce is dependent on farming. If not walnut farmers, he can hold a cohort meeting with apple or paddy farmers as well.</i></p>

<b>Issue 2</b>	<b>Tral couples struggle with a 5.4 Lakh Electricity bill.</b>
<b>Brief</b>	An elderly couple from Largam village in Tral, South Kashmir, is facing a huge electricity bill of Rs. 5.40 lakh. The Power Development Department (PDD) offered to waive Rs. 4 lakh, but the couple still cannot pay the remaining amount.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● The LG is exploiting the poor people of Jammu and Kashmir through high electricity bills, further burdening those who are already struggling to make ends meet.</li> <li>● The INC is dedicated to serving the people, actively listening to their concerns, and providing solutions. Our commitment extends beyond election season; we don't just seek votes and then disappear. Instead, we stand by the people during their times of need.</li> </ul> <p><b>Press Conference in Jammu, JKPCC</b></p>

	<ul style="list-style-type: none"> <li>Under the LG's rule, the people of Jammu and Kashmir are already suffering from unemployment, terrorism, drug use, and rising suicide cases.</li> <li>Now, the LG and the Power Development Department (PDD) are further burdening those living in extreme poverty, who struggle to manage two meals a day while facing huge electricity bills in the lakhs.</li> </ul> <p><b>Visit the couple's house, INC Tral Candidate, Surinder Singh Channi</b></p> <ul style="list-style-type: none"> <li>Visit the couple's house to discuss their issues and assure them of maximum support from the party.</li> </ul>
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<b>Issue 3</b>	<b>Whoever doesn't vote for Jeevan Lal is a Kafir</b>
<b>Brief</b>	A statement was made by one of the BJP members on stage in Bani that "whoever doesn't vote for Jeevan Lal is a Kafir" Dr Rameshwar has picked this up and has been continuously discussing how BJP ignites communal fires.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>The BJP only knows how to divide the people to solidify their vote banks. Communalization is a trick the BJP uses every election to distract the people.</li> <li>The BJP has no intention of addressing the real problems facing the public.</li> </ul> <p><b>Press Byte, INC Candidate Kajal Rajput</b></p> <ul style="list-style-type: none"> <li>Leverage this statement to emphasise that the BJP's focus is to do only Hindu-Muslim politics to distract the people from real issues of their development</li> <li>Highlight how their politics was "macchi," "mujra" and "mangal sutra" during Lok Sabha and now is of "qaafir and qaatil"</li> </ul> <p><i>Note : Once the statement is made, all INC candidates should adopt it.</i></p> <p><b>Complaint to the Election Commission, DCC</b></p> <ul style="list-style-type: none"> <li>The Ramban DCC should file an official complaint with the Election Commission.</li> <li>Highlight how BJP leaders including PM Modi are using derogatory language against people during their election campaigns.</li> </ul> <p><b>Social media, Surrogate Messaging</b></p> <ul style="list-style-type: none"> <li>The BJP talks about protecting cows across the country but has no issue with cow meat consumption in Nagaland. Similarly, they promote a Hindu agenda nationwide while calling their own people "kafir" in Jammu and Kashmir.</li> </ul> <p><a href="#">Video Link</a> [0:08 - 0:20]</p>

