

**J&K Narrative Recommendations**  
**September 13, 2024**

<b>Issue 1</b>	<b>Er Rashid addresses energetic supporters at first rally after being freed from Tihar</b>
<b>Brief</b>	Engineer Rashid, who has been imprisoned since 2019 on charges of terror funding, was granted interim bail until October 2 to participate in the campaigning for the upcoming Jammu and Kashmir Assembly elections. Ram Madhav from BJP made a statement “This rank separatist, in jail for last 5 years under UAPA for indulging in anti-India activities, is out on bail to further vitiate Valley politics”
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● It’s a fixed match between Engineer Rashid and BJP to create polarisation. Since the BJP has nothing to offer, they want this polarisation to divide the votes.</li> <li>● Every vote for a non-INC-NC party is a vote for the BJP.</li> </ul> <p><b>Video Message: Chaudhary Lal Singh, Raman Bhalla, Mula Ram, Tara Chand</b></p> <ul style="list-style-type: none"> <li>● BJP is using Engineer Rashid to create an atmosphere of fear in Jammu.</li> <li>● It is the centre that has released Er. Rashid to scare the people of Jammu</li> <li>● But the people of J&amp;K will no longer be scared by the tactics of the BJP. - Daro Mat</li> <li>● This time Jammu has no fear and it will fight for its Haq - It will teach the BJP a lesson</li> </ul>

<b>Issue 2 (a)</b>	<b>LG Manoj Sinha offered to resign if a secret ballot reveals that over 75% of the public believes no significant work has been done for their welfare in the past five years.</b>
<b>(b)</b>	<b>J&amp;K has a rising unemployment problem with a 28.2% unemployment rate.</b>
<b>(c)</b>	<b>There has been a 1500% increase in drug addiction since 2018.</b>
<b>Brief</b>	LG Manoj Sinha has made a statement about Rahul Gandhi likening his role to that of a historical king in an interview.
<b>Actionable</b>	<p><b>Narrative Stance</b></p> <ul style="list-style-type: none"> <li>● LG is BJP’s remote control who cannot understand the needs of the people of J&amp;K.</li> <li>● The LG has failed the youth of J&amp;K.</li> <li>● BJP’s Naya Jammu Kashmir has no peace and no jobs, only drugs.</li> <li>● This election will be a vote against the BJP and the unelected LG.</li> </ul> <p><b>Press Conference: Salman Soz, Dolly Sharma</b></p> <ul style="list-style-type: none"> <li>● J&amp;K is being ruled by an outsider who is an unelected remote control.</li> <li>● BJP has created an unemployment crisis in J&amp;K.</li> </ul>

	<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> <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> <ul style="list-style-type: none"> <li>● This has pushed the future of J&amp;K's youth into darkness. BJP is making the youth of J&amp;K choose between drug addiction and suicide. <ul style="list-style-type: none"> <li>■ At 30%, the region has the highest suicide rate in India.</li> <li>■ With a 1500% jump in drug addiction, it has also become the worst drug affected region in the country.</li> <li>■ On 4 August 2023, a Parliamentary Standing Committee estimated that J&amp;K has around 13.5 lakh drug users.</li> <li>■ In the 10-17 years age group, approximately 1.7 lakh children are drug users.</li> <li>■ In the 18-75 age group, there are 11.8 lakh drug users according to a report of the Standing Committee on Social Justice and Empowerment in August 2023.</li> </ul> </li> <li>● Drugs are flowing freely in the state: With no jobs, a cost of living crisis and a conflict-ridden society, J&amp;K's youth is in extreme despair.</li> <li>● Due to the BJP's failure in managing the state, an entire lineage is now at grave risk, leaving countless families in a perilous situation.</li> </ul> <p><b>Video Message, All INC Phase 1 candidates - Surinder Lal Channi, Amanullah Mantoo, GA Mir, Peerzada Md Syed, Shaikh Zafrullah, Nadeem Sharief, Shiekh Riyaz, Pradeep Kr Bhagat, Vikar Rasool Wani</b></p> <ul style="list-style-type: none"> <li>● BJP has deliberately pushed the youth of J&amp;K into drugs so that they can control them.</li> <li>● They have failed to provide jobs to the youth and have pushed their future into darkness.</li> <li>● The BJP has created a crisis in the state by pushing drug consumption and suicides.</li> </ul> <p><b>Testimonials of Unemployed Youth, Akash Bharat and IYC cadre</b></p> <ul style="list-style-type: none"> <li>● IYC should aggressively propagate testimonials of unemployed youth on all Social Media platforms.</li> </ul> <p><b>Visit to Rehab Center, Neeraj Kundan, Ajay Lakhotra</b></p> <ul style="list-style-type: none"> <li>● Visit a drug rehab centre and interact with patients. Highlight how BJP's misgovernance has destroyed their future.</li> </ul>
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<b>Issue 3</b>	<b>LG says the era of free service is over. People would need to pay for water and power.</b>
<b>Brief</b>	LG Manoj Sinha stated that people need to realise the era of free services is over and that they will now have to pay for everything, including water and power.

Actionable	<b>Smart Metre Bill Bonfires, District Presidents - Jammu</b> <ul style="list-style-type: none"> <li>● Set up designated areas in towns and villages where people can gather to burn copies of their inflated electricity bills.</li> <li>● The event should be accompanied by speeches from local leaders, emphasizing the unjust smart metre policies and calling for a rollback of excessive charges on electricity bills.</li> </ul>
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