

J&K Narrative Recommendations
September 3, 2024

Issue 1	RG to visit J&K on 4th September
Brief	Rahul Gandhi will address two poll rallies in Banihal and Dooru on September 4th.
Actionable	<p>Narrative Stance</p> <ul style="list-style-type: none"> ● 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"> ○ Humari Zameen- Humara Haq ○ Humari Naukri- Humara Haq ○ Humari Bijli- Humara Haq ○ Humara Pani- Humara Haq ● J&K should be governed by the people of J&K. ● Haq ke Saath, Congress Ka Haath <p>Joint INC & NC Cadre Meeting in Dooru, Sh. Rahul Gandhi</p> <ul style="list-style-type: none"> ● Post the rally in Dooru, RG should interact with the INC & NC cadre at the venue to highlight solidarity amongst the cadre of both parties. <p>Apple Farmers Meeting, Dooru Sh. Rahul Gandhi</p> <ul style="list-style-type: none"> ● After addressing the rally at Dooru, RG should interact with apple farmers. ● He should visit an apple orchard and have lunch with them. ● Highlight how the BJP government's decision to import taxes on apples has allowed cheaper apples from countries like the US to flood the Indian market. As a result, local apple farmers in Kashmir are facing intense competition, leading to a sharp decline in the prices of their produce. <p>Meet Gujjar-Bakarwal Family in Banihal, Smt Priyanka Gandhi</p> <ul style="list-style-type: none"> ● Visit the household of a lower-income Gujjar Bakarwal family and interact with women and kids there. ● Highlight issues of inflation and other difficulties being faced by them. <p><i>Note: Flags of both INC and NC should be visible at the Dooru rally to highlight alliance unity.</i></p>

Issue 2	Landslide hits near Panchi Helipad on the Shri Mata Vaishno Devi Bhawan track; several feared trapped
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Brief	A tragic landslide in the Reasi district of Jammu and Kashmir has resulted in the death of nearly 3 pilgrims with many feared trapped. The incident happened along the new route to the Vaishno Devi Shrine. The Mata Vaishno Devi Shrine Board has launched rescue and relief operations.
Actionable	<p>Tweets, Sh. Rahul Gandhi, Smt. Priyanka Gandhi and Sh. Mallikarjun Kharge</p> <ul style="list-style-type: none"> ● Tweet condolences for the victims and extend prayers for the safe rescue of trapped pilgrims. ● Urge the INC cadre to assist with relief measures. <p>Relief Camp Visit, Sh. Bhupender Jamwal</p> <ul style="list-style-type: none"> ● Visit the affected site and relief camp. ● Assure people of his support and take part in relief measures. <p>Relief Measures, Cadre</p> <ul style="list-style-type: none"> ● INC cadre and IYC workers should visit the base camp and assist with relief measures. ● Distribute food and medicine packages to the pilgrims.