**National Narrative Recommendations**

**June 15th, 2023 (Morning)**

| **Issue 1** | **Maharashtra Politics: Controversy over Eknath Shinde Shiv Sena’s advertisement** |
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| **Brief** | A day after Maharashtra Chief Minister Eknath Shinde came under attack from its alliance partner BJP over a full-page newspaper advertisement featuring Shinde but not his deputy Devendra Fadnavis, the Shinde Sena, in a damage-control measure, released another advertisement on Wednesday featuring both leaders. |
| **Actionable** | **Narrative Stance**   * BJP is losing the 2024 election. * All allies of BJP are with BJP because of ED and CBI, and not because of choice. * BJP is not the lone wolf that they portray, BJP never fights elections alone.   **Note: In all rallies and press conference INC leaders should highlight the infighting between leaders in BJP**  **Press Byte**   * [**Pawan Khera**](https://twitter.com/Pawankhera?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) **and Supriya Shrinate** should give a statement to the press highlighting that **BJP is losing the election in 2024.** * Highlight the **on-going infighting in BJP in Maharashtra** and state that the BJP is unable to resolve its own differences. **How will they resolve the issues of the people of the country?**   **MPCC, On-Ground**   * **Posters** across Maharashtra highlighting “**Pannas Khokhe, sab kuch not okay?” with photos of Eknath Shinde and Devendra Fadnavis**   **Party, On-Social Media**   * All **INC Maharashtra leaders** should post a graphic highlighting “ **Pannas Khoke, not Okay?**” with photos of Eknath Shinde and Devendra Fadnavis. |

| **Issue 2** | **Law Commission seeks fresh suggestions on Uniform Civil Code** |
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| **Brief** | The 22nd Law Commission of India on Wednesday sought fresh suggestions from various stakeholders, including public and religious organisations, on the Uniform Civil Code (UCC). |
| **Actionable** | **Narrative Stance**   * UCC is a tactic to distract people from the real issues like inflation and unemployment.   **Party, Social Media**   * **The INC ecosystem** should post highlighting that **to distract the people from the real issues** like price rise, inflation, unemployment, deteriorating law and order in the country, on-going violence in Manipur etc. the **BJP is bringing up the issue of UCC.**   ***Note: INC Senior leaders should only comment on the issue if UCC gets traction in public.*** |