

## Bringing People Together To Discuss Important Social and Governmental Issues through "Mann Ki Baat"

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### ABSTRACT

All India Radio's Mann Ki Baat (MKB), a public engagement show that has been running since 2014, is a novel way for political leaders to interact with the general public. The show has been very well received and has given the Indian Prime Minister a huge audience. The software is cross-platform and easy to use. In this study, we analyse the show's eight-year run and its eighty individual episodes in terms of the wide range of topics they addressed. It examines the impact of the programme in raising awareness of and sensitivity to India's developmental concerns. Secondary data and literature have been gathered from a wide range of scholarly and popular sources. In order to highlight the most important features of the programme, we conduct an analysis of its themes and implications using visualisation techniques. Social media and traditional media like newspapers and television have also played a role in spreading the word about it. It's been put to good use as a method of reaching out to the general populace. The report concludes by discussing how these issues relate to the urban poor in the context of the developmental challenges facing the Delhi NCR region.

**Keywords:** All India Radio's Mann Ki Baat, FM radio, Visualisation Techniques

### INTRODUCTION

Mann Ki Baat" is an innovative platform that has enabled the Prime Minister to connect with people from all walks of life and engage in open and candid conversations about pressing social and governmental issues. The program is broadcasted on the last Sunday of every month and is available in multiple languages, making it accessible to people across the country. The program has been instrumental in creating awareness and promoting citizen participation in various government initiatives and policies, such as the Swachh Bharat Abhiyan, Digital India, and Beti Bachao Beti Padhao. One of the key strengths of "Mann Ki Baat" is its ability to bring people together and

foster meaningful discussions on important issues affecting Indian society. The program encourages citizens to share their own experiences and ideas, and this has helped to create a culture of open dialogue and constructive debate among citizens. Through the program, citizens are empowered to become active stakeholders in the development of the nation and are encouraged to participate in various social and governmental initiatives. Another important aspect of "Mann Ki Baat" is its emphasis on the use of technology to drive social change. The program has highlighted the importance of technology in addressing social issues, and has promoted initiatives such as Digital India, which seeks to leverage technology to connect citizens and promote digital literacy. Additionally, the program has highlighted the importance of citizen participation in promoting social change, and has encouraged citizens to take ownership of social issues and become active agents of change.

"Mann Ki Baat" has emerged as a powerful platform for promoting awareness and participation in social and governmental issues in India. The program has helped to create a culture of open dialogue and constructive debate among citizens, and has empowered them to become active stakeholders in the development of the nation. Through its emphasis on technology and citizen participation, "Mann Ki Baat" has paved the way for a new era of social and governmental innovation in India.

### The Significance of Communication in the Indian Setting is Established as the Study's Starting Point

Scholars of international development have been interested in the topic of development communication for quite some time. The goal of development communication is to disseminate information to large groups of people (often the residents of a given geographical or political region) through the application of mass communication techniques and tools. Specifically, it refers to the dissemination of information to a wide demographic via mass media such as radio, television, the internet, and print publications (typically by government agencies) (Emery et al., ); R. P. Molo, ). Studies in developing countries like India (Rao, 1966), Turkey (Frey, 1966), and at least 50 other countries (Lerner, 1958) have found a strong correlation between communication, media participation, and development (social, economic, and political) as well as literacy and urbanisation. Many prominent world figures, including Kofi Annan (1999), have spoken out about the value of education and research in maintaining a healthy democracy. Educating the public on important social issues like agriculture, education, health, family welfare, and sanitation is a key part of development communication, which can take many forms, including interpersonal, group, and mass communication (Pattanaik, 2016).

### Media of Indian Communication

#### The Government's use of Radio to Educate the Public and provide Essential Services

The bulk of India's population still resides in rural and outlying areas, despite the country's sheer size (World Bank Development Indicators, 2022). The process of electrifying all of the settlements was only recently finished. Since its introduction in India in the 1920s, radio has played a crucial role in bridging the information gap between the government and the people living in such remote locations. It has been seen as a public, democratic media (DelliCarpini, 1993) because of its ease of access, which has allowed it to develop into an excellent platform for citizen involvement, supplying them with news and political information (Moy, Xenos, & Hess, 2005).

#### The Service delivery System Needs a Paradigm Shift

The relationship between development communication and economic growth has been the fundamental guiding paradigm for development projects in Third World countries (Wibur Schramm, 1964), suggesting the potential importance of communication to national development. According to a 2001 report by the United Nations Development Programme (UNDP), "people can communicate and obtain information in ways that were never before possible thanks to the internet, wireless telephones, and other information and communications technology," greatly expanding their ability to have a say in policy decisions that affect their daily lives. This trend is particularly noticeable in the modern era of digitization and ultra-fast internet. The Smart Cities Mission and the Digital India initiative are two examples of ongoing efforts in developing countries like India to achieve the objective of providing municipal services online.

#### Media Options for getting News: Print, broadcast, and, increasingly, Mobile

According to one estimate, more than 850 million people in developing countries lack access to essential information and knowledge, with the rural poor suffering the most from a lack of exposure to both established media and cutting-edge ICTs that could improve their standard of living. Scholars now consider YouTube, Facebook, WhatsApp, Instagram, Zoom, etc., as well as television, movies-on-demand, mobile TV, online chatting, digital libraries, videoconferences, and tele-messaging applications on smartphones, as forms of multimedia communication.

#### Effectiveness of Radio as a Medium

For more than a century, radio has been widely used as a means of disseminating news and entertainment to a large audience. Radio offers a number of benefits as a medium, including widespread accessibility (even in rural and outlying locations), inexpensive production costs, and the capacity to deliver timely information.

Radio also has the benefit of being passive, allowing its audience to tune in and tune out as they go about their day. Because of this, radio is a great option for people who don't have the time or means to read or watch other types of media, like television or newspapers. In addition, radio is able to evoke strong feelings in its audience through the use of music, sound effects, and storytelling in a way that no other medium can. This makes it a powerful tool for spreading information on public policy, social issues, and other efforts that aim to raise awareness among the general public. The use of radio programmes like "Mann Ki Baat" to discuss and promote significant issues has contributed to the acceleration of social change and the

growth of citizen participation in a variety of campaigns. Radio is very effective for targeting specific populations and markets because of its adaptability in terms of content. Considering the wide variety of cultures and languages present in India, this is of paramount importance.

### **Mann Ki Baat Programme: Its Vision and Purpose**

Mann Ki Baat is a radio programme hosted by the Prime Minister of India, Narendra Modi, which airs on the last Sunday of every month. The programme aims to provide a platform for the Prime Minister to communicate with the citizens of India and share his thoughts and ideas with them. The vision of Mann Ki Baat is to promote a two-way dialogue between the Prime Minister and the people of India. It seeks to encourage active participation from the citizens and foster a sense of unity and harmony among them. The programme is intended to be inclusive, and it is designed to reach out to people from all walks of life and all corners of the country. The purpose of Mann Ki Baat is to promote transparency and accountability in governance, encourage citizens to contribute to nation-building, and foster a sense of national pride and unity. It also aims to highlight the achievements and successes of the government and inspire people to work towards making India a better place.

### **REVIEW OF RELATED LITERATURE**

In the year 2017, a research paper titled "Analyzing Prime Minister's 'Mann ki Baat': A New Discourse for a New India" was published by Aakriti Gupta, Amitabh Kundu, and Archana Singh. This paper analyzed the content of "Mann Ki Baat" episodes and highlighted how the program served as a platform for the Prime Minister to communicate with the masses, disseminate information, and build a new discourse for India.

In 2018, a research paper titled "Mann Ki Baat and Indian Radio Renaissance" was published by **Nilanjana Gupta**. This paper examined the impact of "Mann Ki Baat" on the radio industry in India and argued that the program helped revive the radio industry and brought it back into the mainstream media.

In 2019, a research paper titled "Mann ki Baat: An Instrument for Good Governance" was published by **Ravi Kumar Singh and Piyush Kumar**. This paper analyzed the impact of "Mann Ki Baat" on good governance in India and argued that the program served as an instrument for good governance by enabling people to participate in the decision-making process and providing them with a platform to voice their opinions.

In 2020, a research paper titled "Assessing the Role of Mann ki Baat in Promoting Digital India Campaign: An Exploratory Study" was published by **Shalini Yadav and Nidhi Yadav**. This paper examined the impact of "Mann Ki Baat" on the Digital India campaign and argued that the program helped promote digital literacy and awareness among the masses.

In 2021, a research paper titled "Mann ki Baat and Sustainable Development Goals: An Empirical Analysis" was published by **Parul Gupta and Shakti Goyal**. This paper analyzed the content of "Mann Ki Baat" episodes and highlighted how the program contributed to the promotion of sustainable development goals in India.

### **OBJECTIVES**

This research aimed to examine the radio show "Mann Ki Baat," which is an address by the Indian Prime Minister broadcast on All India Radio (AIR). The purpose of this research is to learn more about how the Mann ki Baat programme functions as a means of disseminating information and raising public awareness on social issues and official government initiatives. Radio is still used as a developmental communication tool in this internet-era study, and the effects of the programming on the government's approach to public involvement are examined.

### **Strategies and Tactics**

In order to answer the research questions, this study has used secondary data gathered from a variety of sources. The Prime Minister of India's official website hosts the program's official webpage (<https://www.pmindia.gov.in/en/mann-ki-baat/>), making it the most reliable source. Data crawling in Python is used to collect transcripts and their accompanying metadata. Data analytics methods were used to examine 80 shows' transcripts. High-frequency keywords were extracted from the transcripts using both manual methods and an online text analysis tool. Online operating system utilities can be found at <https://www.online-utility.org/text/analyzer.jsp>. Existing research on the issue and news platforms covering the programme are the additional sources of information for this investigation.

### **Examination of the secondary data pool and the existing literature**

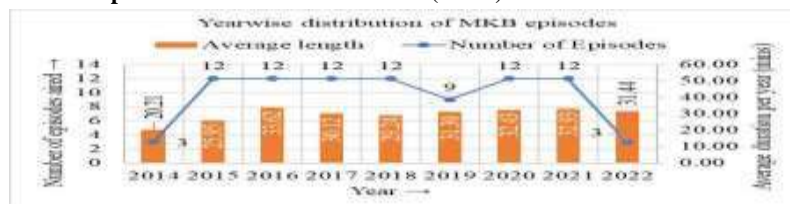
The literature surrounding the Mann Ki Baat initiative, development communication, and the function of various communication channels in promoting citizen participation has been thoroughly reviewed. Insights into the various facets of development communication and the role of radio as a medium of information sharing and awareness building in India and beyond have been gleaned from this review of the relevant literature.

### **Keyword usage analysis of the radio show and its commercials**

The extensive media coverage that Mann Ki Baat has received has been cited as a key factor in the show's popularity. This was investigated by administering a quick survey to a representative sample of the population. We also looked at how often certain words and phrases were used in the show and used that data to create a graphic depiction called a "word cloud." The Indian government might use this evaluation as a yardstick for prioritising related issues (problems and potential answers).

### **OBSERVATIONS AND FINDINGS**

**Fig. 1. Yearwise distribution of episodes aired as Mann Ki Baat (MKB) from 2014-2022.**



### **Social Issues Focused During the Mann Ki Baat Programme**

Word cloud analysis of the MKB programme transcripts revealed recurring themes discussed by participants. In the 80 studied transcripts, these appeared in a variety of settings. The following is a list that serves as a guide to help bring attention to these concerns.

- Prosperity of poor
- Farmer rights and wellbeing
- Drug Abuse by Youth
- Saving and Empowering Girl Child (Beti Bachao, Beti Padhao Yojana)
- Yoga, Ayurveda
- Health and Wellbeing of the citizens
- Students and Examination Stress
- Promotion to Science and Technology
- Conservation of environmental resources
- Individuals with extraordinary contributions for societal improvement
- Sanitation and Cleanliness Behaviour, Cleanliness of public places and management & recycling of household waste, and
- Social Unrest situation in Gujarat, Delhi, Uttar Pradesh, Jammu and Kashmir, etc.

### **Government Initiatives Focused During the Mann Ki Baat Programme**

- Government initiatives for poverty alleviation and financial inclusion
- Jan Dhan Yojana
- Education, Skill Development and Scholarships to Disabled Children
- Deendayal Upadhyaya Gram Jyoti Yojana

- LPG Subsidies
- Digital India, Mobile Banking, Free Microscopy Centres
- MUDRA banks
- Scheme related to the undisclosed income
- Farmer Rights and Wellbeing
- Land Act
- Kisan TV
- Kisan Mela
- Fasal Beema Yojana
- Organic farming and Sikkim becoming an organic state
- dd kisan channel of doordarshan
- farmers get a fair price
- Improving the quality of life and post retirement care
- Toll Free Helpline for Drug Addicts
- One Rank One Pension
- International Yoga Day
- Women and Girl Child empowerment and health related
- Beti Bachao Beti Padhao,
- Selfie with daughter
- ASHA Workers
- Ayushman Bharat scheme
- Science and Technology Interventions and Achievements
- Uri Attack and counteroperation, national war memorial
- Pradhan Mantri Suraksha Bima Yojna or Jeevan Jyoti Bima Yojna
- Gold monetisation interventions
- Laser Interferometer Gravitational Wave Observatory in India
- Atal Innovation Mission
- Platforms for engagement of citizens and citizen feedback
- MyGov.in
- Narendra Modi app
- Ease of Doing Business
- National Cadet Corps, National Social Service Schemes
- World Cup Cricket
- Summer Youth Olympics 2018,
- Road to Tokyo 2020
- Olympic games
- Ganga Cleaning
- Mission Jal Thal
- International Sanitation convention
- Kumbh 2018
- Corona virus crisis
- Passenger train and bus services
- Social distancing measures
- Vaccination drive
- Azadi Ka Amrit Mahotsav

The MKB show always features a spotlight on the latest government initiatives. The Prime Minister's Crop Insurance Scheme provides benefits to farmers whose crops are destroyed due to natural calamities. The Domestic Energy Lighting Programme encourages people to use LED bulbs in order to conserve energy. The Soil Health Card provides affordable fertiliser.

#### **Personalities Discussed repeatedly during MKB Programme**

- Mahatma Gandhi
- Bhimrao Ambedkar
- Subhash Chandra Bose
- Sardar Vallabhbhai Patel
- Jyotirao Govind Rao and Savitribai Phule
- Madan Mohan Malviya
- Rabindranath Tagore
- Major Dhyan Chand

#### **The Year-by-Year Analysis of topics Covered in the Programme**

##### **2014-2015**

In the first episode of "Mann Ki Baat," PM Modi spoke about cleanliness and the need to keep India clean. In the following episodes, he discussed a wide range of issues, such as skill development, the importance of sports, financial inclusion, and the role of technology in the country's development. PM Modi also used the programme to discuss the success of various government initiatives, such as the Swachh Bharat Abhiyan, the Pradhan Mantri Jan Dhan Yojana, and the Digital India campaign.

##### **2016-2017**

Digital India: The Prime Minister spoke extensively about the importance of technology and how it can be used to improve the lives of people in India. He emphasized the need to make India a digital economy and the role of technology in creating a more transparent and accountable government.

**Swachh Bharat Abhiyan:** The Prime Minister continued to focus on the Swachh Bharat Abhiyan (Clean India Mission) and urged people to take active part in keeping their surroundings clean.

**Youth Empowerment:** The Prime Minister spoke about the importance of empowering the youth of India and the need to provide them with opportunities to showcase their talent.

**Skill Development:** The Prime Minister highlighted the need for skill development and vocational training in India, and how it can help create more job opportunities.

##### **2018 - 2019**

Over the course of the fifth and sixth years, 21 episodes of the MKB programme were produced. Government activities in digital governance, water conservation, yoga, etc., were the primary emphasis of these shows. The standard fare of Swachh Bharat Abhiyan, ecology, impoverished education, and equitable prices for farmers' goods. In 2018, India was home to the Summer Olympics for Youth as well as an international sanitation convention. The show covered these topics. Government initiatives such as the mygov.in website and the Narendra Modi mobile application for citizen feedback and grievance redressal, as well as government support for the poorest of the poor, scientific advancements, and the dd kisan channel on Doordarshan, were discussed. Several celebrations and holidays were highlighted, and tales associated with them were shared. The MKB shows have extensive coverage of two holidays, Eid and Kumbh.

##### **2020 - 2021**

The control of the COVID-19 pandemic has been given the utmost priority for the years 2020 and 2021. Since the first episode in April of 2020, the topic has been covered extensively, with many interventions, government moves, proposals, and success stories given. Some of the main focuses of the programmes have been health care and economic measures. There has been widespread dissemination of success stories attesting to the health advantages of AYUSH, Yoga, and Ayurveda. Citizens of India have been urged to come forward in recognition of the country's scientists, researchers, doctors, healthcare workers, and critical service employees.

Following these events, Azadi Ka Amrit Mahotsav, commemorating India's 75 years of freedom, has taken front stage. Subsequent shows under this umbrella covered actions taken by small businesses in response to a call to action issued during the COVID-19 pandemic and under the Start-up India programmes to improve sanitation, ecosystem preservation, water conservation (Mission Jal Thal), healthcare (Ayushman Bharat scheme), and other areas. Supporting national icons and veterans through campaigns like Vocal for Local, Ek Bharat Shreshtha Bharat, and Victory Punch. Many MKB shows have also centred on topics related to international ties, such as those between India and Georgia, India and Singapore, India and Greece, etc.

#### **Programmes' Connection to Current Problems in the Delhi-Mumbai Tri-State Area**

According to the fourth master plan for Delhi (2021-2041) (Aijaz, 2021), the developmental problems facing the Delhi National Capital Region can be broken down into six broad categories. Environment; Economic Growth; Heritage; Culture; Public Life; Quality of Life; Transportation; Resilient Infrastructure; and Quality of Life. The following is a comprehensive list of the obstacles, with the concerns specific to a project like MKB underlined in italics.

**The Natural World** - decline in tree cover and biodiversity, pollution of the Yamuna River and development on its floodplain, the depletion of local water supplies, and the inability to make productive use of once unproductive land.



**Growth of the Neighbourhood Economy** - new jobs in established and planned nodes, a more pleasant workplace, and a solution to the problem of the disorganised private sector.

**Culture, history, and civic engagement**- Appreciation and protection of historic sites; provision of public security and conveniences; a vibrant nightlife; etc.

**Life satisfaction** -Social infrastructure in both planned and unplanned places; rental and other non-ownership housing for the moving population, especially working women and students.

**Mobility and Transportation** -safe areas for walking and cycling, an increase in the use of motor vehicles, and air pollution caused by cars.

**Strong, long-lasting constructions** - heat island impacts, flooding, and natural disasters; decentralised waste management; waste-to-wealth ecosystem development; waste reuse; formulation of demand management.

#### **FUTURE SCOPE**

**Impact on Political Participation:** The program has the potential to increase political participation by bringing people together and initiating discussions on various political issues. The future scope of the study should be to evaluate the impact of "Mann Ki Baat" on political participation in India and assess the effectiveness of the program in increasing civic engagement.

**Use of Technology:** With the growing popularity of technology, the future scope of "Mann Ki Baat" is to explore the use of new technologies like social media, mobile apps, and live streaming to reach out to a wider audience. This will help to increase the accessibility of the program and facilitate more active participation from the public.

**International Collaboration:** "Mann Ki Baat" has been a successful model for bringing people together and initiating discussions on important issues. The future scope of the study should explore the possibility of international collaboration and the potential for the program to be adopted in other countries.

**Impact on Social Issues:** The program has the potential to bring about social change by initiating discussions on important social issues. The future scope of the study should be to evaluate the impact of "Mann Ki Baat" on various social issues such as gender equality, poverty, education, and healthcare.

**Impact on Governance:** The program has the potential to enhance governance by providing a platform for the government to interact with the public and receive feedback on various policies and initiatives. The future scope of the study should be to evaluate the impact of "Mann Ki Baat" on governance in India and assess the effectiveness of the program in improving public policy.

#### **CONCLUSION**

Based on the results, the radio show "Mann Ki Baat" has been only marginally successful in conveying the government's stance on development issues. The rapid rollout of system-wide changes like demonetisation of currency notes, in rolling out scheme-related undisclosed income (2016), and the mobilisation of the country in response to the COVID-19 pandemic are all examples of how effective radio remains as a tool of communication in mass mobilisation. Using Radio as a medium of conversation provides a fascinating case study in the field of developmental communication. The data analysis highlights the programme's many focal topics and gives insights into the programme's effectiveness in delivering the Government's development concerns. Research has shown that despite widespread familiarity with this radio broadcast (via either direct exposure or indirect exposure via other media), not everyone is able to accurately recall or register the issues presented on the show. To accurately assess the programme's effects on the many stakeholders in the development process, further research is needed to examine the specific criteria for the evaluation of individual awareness, attitudes, and behaviour change. Literature assessment and in-depth textual analysis of MKB transcripts both point to the need for a governance approach based on introducing policy changes and communicating plans for changes in order to achieve successful on-the-ground results. The program's case studies serve as powerful examples to inspire the audience. It is unclear, however, whether or not these inspirational analogies have any tangible effects on the ground. To this end, research on the interconnections between systemic policy shifts and interventions to facilitate behaviour change is warranted. The first several seasons of the show put an emphasis on grassroots movements and rallied the public to support government programmes like the Swachh Bharat Mission, Women's and Girls' Empowerment, Waste Recycling, Plantations, etc. More recent initiatives like the azadi ka amritmahotsav, namo app, COVID-19 vaccines, worldwide yoga events, etc., have emphasised national security and integrity, the fight against black money and corruption, and the honour of the military and the successes of the government. Although the program's initial emphasis was not on Delhi's developmental issues, its appeals for community-wide action have had a significant impact on ongoing efforts in this area.

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