

ISSN: 2347-2669

# GUINEIS JOURNAL

An interdisciplinary peer-reviewed journal  
of North East India Studies

Special Issue : 2023

*Mann Ki Baat* and North East India



**GAUHATI UNIVERSITY INSTITUTE OF  
NORTH EAST INDIA STUDIES**

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Guwahati- 781 014, Assam : India

The **GUINEIS Journal** is an annual interdisciplinary peer reviewed journal for the study of North East India, published by the Gauhati University Institute of North East India Studies. This special issue has been edited by Professor Sudeshna Bhattacharjya and Dr. Binima Buzarbaruah.

**Special Issue, April, 2023**

**ISSN: 2347-2669**

**UGC CARE**

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Printed at : Gauhati University Press  
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## Editorial

The *GUINEIS Journal*- an annual interdisciplinary peer reviewed journal has been gradually gaining maturity since its inception. From the very first volume to this date, this annual journal of the Institute of North East India Studies under Gauhati University has been projecting various resourceful ideas and concepts that not only has enriched the scholastic world of the Gauhati University but also has remained successful in carving a niche in the field of oriental wisdom in general. As recognition of its academic excellence, this journal has been offered the prestigious status of the CARE listed volume by the University Grants Commission. Currently, this journal is going to be donned with an extra feather, as this special issue of the *GUINEIS Journal* will be published as an integral part of projecting the impact of the seminal national programme *Mann ki Baat* of Honourable Prime Minister in the eve of the completion of its centenary episode at the end of April, 2023. The present issue, therefore, has showcased the influence and the peripheral outreach of the national programme *Mann Ki Baat* in connection with the life and the mindset of the people of the North East India. So the whole fraternity of the Gauhati University can take pride in this. It is a matter of prestige and privilege for the Institute of North East India Studies of Gauhati University in particular, as this issue is going to be inaugurated by the Honourable Vice Chancellor of the Gauhati University, Professor Pratap Jyoti Handique during the workshop on the topic, “Reaching out to the Periphery: PM’s *Mann Ki Baat* and its Impact on North East India” scheduled to be held on 29th April, 2023 in the Gauhati University premises.

It is known to all that the iconic national programme *Mann Ki Baat* was initiated on 3rd October, 2014 as a monthly radio programme where our Honourable Prime Minister Shri Narendra Modi started to interact directly with the general mass on special subjective themes connected to the land and locals. Our enthusiastic and visionary Prime Minister has taken this forum to deal straightway with the issues of nation building on a practical base where the citizens could connect themselves with their Prime Minister directly. Plethora of important issues like Anti-drug Campaign, Encouragement to the Examinees, Jan-Dhan Yojana, Swachh Bharat Mission, War of 1965, Land Acquisition Act for Farmers, Achievements of the people of the ISRO, Demonetization, International Yoga Day, Poetry and Art Competition on the theme of National Integration, Importance of Traditional Games and Sports, Indian Traditional Story Telling System etc. got their places of importance in this programme. It is worth mentioning that in many occasions of the *Mann Ki Baat* programme, the North-East India is seen to receive special focus. To cite examples, Honourable Prime Minister has referred to the contribution of Jadav Payeng – the forest man of India in his words. Honourable Prime Minister has appreciated Nagaland’s initiative to revive its folk music. Again Dinesh Gowala - a local youth from Kamrup District of Assam has been applauded by the Honourable Prime Minister in one of the episodes of the programme for his expertise in composing the beautiful *Lodi* that mirrored the life of the local artisans. Honourable Prime Minister has expressed his special inclination towards the natural beauty and grandeur of the North- East India and has urged before the audience to undertake tours inside the beautiful locations of this part of the country, which will accelerate tourism and furthermore boost the local

economy. This and similar narrations of the Honourable Prime Minister in his *Mann Ki Baat*, conspicuously express his special interest in the land and people of the North-East India.

One important dimension of the *Mann Ki Baat* programme is that through this event actually, our present Prime Minister has revived the age old tradition of India that registered the success of the administrator on the basis of the service rendered to the mankind. The famous line of the *Raghuvamša* states that the king dazzles when the subjects shine with delight. Indian tradition always has accepted the happiness of the citizen as the sign of success of the ruler. The ancient Indian works like the *Mahābhārata*, *Rāmāyaṇa* and Kauṭilya's *Arthaśāstra* have shown the real duties of the administrator and almost all such works equivocally accept the sublimity to the citizens as the best quality of a king. Kauṭilya has stated that a sublime king always remains attuned with his duty for the subjects and being a ruler of such stature, an administrator can enjoy the happiness in the world. The *Mann Ki Baat* programme, bringing transparency in various national issues has restored in a great volume, the connecting link between the administrator and the general mass. This connection has empowered many common individuals. It has also brought resurgence of self esteem and patriotism in the minds of the young generation. The way our Honourable Prime Minister has handled the episodes of the *Mann Ki Baat*, his words and reciprocal actions therein, undoubtedly remind the audience of his deep inclination to remain grounded in any situation.

We are thankful that a detailed report on this event with respect to the North – East India has been prepared by various competent scholars on the basis of their penetrating study and research in the respective arena. We hope that the present analysis will bring new dimensions of thought and ideas that would help the people of North – East India specially to keep its pace on the line of making our nation *Viśvaguru*. We are grateful to the authority of the Gauhati University for arranging all types of logistic support within a very short span. We are thankful to Smt. Upasana Sarma- a Research Scholar of the Department of Sanskrit for her help in this regard. Our sincere thanks are due to the Manager of the G.U. Press. We apologize for any type of mistake made from our part.

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Date : 26-04-2023  
Place : Guwahati

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# Awareness and Impact of Prime Minister Narendra Modi's *Mann Ki Baat* Program in India: A Mixed Methods Study

Prof. Nandita Saikia  
Dr. Jayanta Kumar Bora<sup>1</sup>

## Abstract

**Background:** 'Maan ki Baat (MKB)' is a radio-based program through which Indian Prime Minister Narendra Modi connects with the common people of India on many contemporary issues of India. While there is a general notion that the MKB is a unique and effective method of communication between the Prime Minister and the common people in India, to our knowledge, no previous empirical study has been conducted to evaluate the impact of this program.

**Objective:** This study aims to assess the awareness and impact of Prime Minister Narendra Modi's Mann Ki Baat in India.

**Data:** We used primary qualitative and quantitative surveys across the states of India. We used a structured questionnaire with 22 questions developed for the primary survey. We used *KoboToolbox*, which allows us to develop digital data collection forms that work on both mobile devices and web browsers. We used snowball-sampling techniques and circulated the survey link through social media like WhatsApp, and Facebook. We also emailed the known contacts for the response. Further, to get maximum responses we recruited field data collectors in the states of Assam, Rajasthan, Uttar Pradesh, Uttarakhand, Maharashtra, and Odisha. The data collection started on March 2023 and continued until we get 700 respondents (of age 15 and above) from different states of India. We conducted in-depth interviews with 28 adults from different parts of India.

**Method:** We used univariate, bivariate, and ordinal logistic regression analysis of the quantitative data. We did a thematic analysis of the qualitative in-depth interviews.

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**Key Findings:** The sample participants for this study belong to 23 states of India with maximum coverage in Odisha (20.5%) followed by Maharashtra (19.7%) and Uttarakhand (15.8%). Among northeastern states, Assam has the maximum coverage (7.6%) followed by Nagaland (3.7%). 90% of the sample participants are aware of the program MKB, and about 81% think that PM's MKB through Radio is a good medium to communicate with the common people of India. While 9% of the participants listened to the program regularly, 72% listened either regularly/occasionally/sometimes, and 28% of the participants never listened to MKB. About 41% learned about "women's empowerment", 33% learned about "government schemes", and 29% learned about "inspiring people of India". About 13% of the participants said that MKB inspired a lot to them and changed their life whereas 45% of respondents said that they got some inspiration from MKB. The majority of the listeners said the content of the MKB was very useful, practical, and inspiring. Participants learned about a variety of issues such as women's empowerment, tribal population, government schemes, Swatch Bharat, India's diversity, North East Populations, inspiring persons from India, Sports personnel, etc. overall. In general, there is a positive impact on a majority of the population who listen to the MKB. Ordinal logistic regression analysis shows that the impact of MKB was higher among people of higher age, among lesser-educated people, among government service holders, and among the people who received government schemes. Compared to the Hindu population, this program is found to be lesser impactful among Muslims and other religious populations. We extracted four themes from qualitative data analysis: 1) People's view on MKB; 2) Motivation and inspiration from the MKB 3) The impact of the MKB 4) Positive aspects and shortcomings and suggestions. We found that respondents have a positive view of the program despite they may not listen regularly. The program inspired a majority of the listeners. The participants gave feedback to improve the MKB further.

**Conclusion:** In general, people are aware of the program MKB; they have a positive view of the program and they learned about contemporary issues from this program. Both quantitative and qualitative findings reveal that MKB is a highly impactful program. The study findings suggest that Prime Minister Narendra Modi is successful to communicate his vision, mission, and actions of his government to the common people through MKB. However, there is still scope to increase the reach out of the program, as per the participants of the study.

**Reference of the episodes of Mann Ki Baat involved in the study:** All episodes

**Keywords:** *Mann Ki Baat; MKB; Qualitative; Quantitative; Prime Minister of India; Narendra Modi; Awareness; Impact; India. Awareness and Impact of Prime Minister Narendra Modi's Mann Ki Baat in India: A Mixed Methods Study*



## 1. Introduction

Maan ki Baat (MKB) is a radio-based program through which Prime Minister Narendra Modi tries to connect with the common people of India on government policies and programs, his own experiences and ideas and contemporary issues of India. The first Mann Ki Baat program was aired on Vijayadashami on October 3rd, 2014, followed by a second on November 2nd, 2014, and has gone on for more than 99 episodes recently. It is an innovative and powerful tool for connecting to any citizen of India irrespective of place, class, creed, and caste. It establishes a direct connection with most ordinary people of India who usually do not have any access to national-level leaders. Through these speeches, the prime minister ignites patriotism in the people of India, making them proud of their thousands of years of spiritual paths, culture, tradition, and language diversity. A close look at the achieves of MKB reveals that the prime minister covers a wide number of topics such as various government schemes, the exceptional contribution of Indian citizens to India's development, women empowerment, issues of tribal population, integrating North East India, achievement of sports personnel, the cultural and religious diversity of India, etc.

A survey of the literature shows that in the past, there are limited studies to evaluate the level of awareness and impact of MKB among Indian citizens. As per All India Radio (Times of India, Oct 14, 2014), about 66% of the listeners of All India Radio in six cities heard the MKB. A recent study by Bajpai (2021) observes that the revival of a radio program in contemporary times allows for synchronous listening and distal asynchronous participation through 'forwarding' or 'liking' on other media platforms. She also demonstrates that Prime Minister Mann Ki Baat establishes himself as a sentimental leader who deeply cares about the Indian public and hence he establishes a 'new public intimacy (Bajpai 2021). There are some other studies within India are exceedingly favorable to Mann Ki Baat (Gandhi & Balamurugan, 2017; Sharma & Dubey, 2021). Sharma & Dubey (2021) found that Narendra Modi has been using the Motivating Language theory (which comprises direction-giving, empathetic, and meaning-making language) to a very effective scale and thus increasing his leadership effectiveness. Using discourse analysis, Sambaraju (2022) found that Narendra Modi developed two sets of non-electoral relations across his communication, which treated compliance as normatively expected: a) between Modi and Indians and b) among Indians themselves. These between the leader and the audiences, and among audiences themselves developed a sense of mutually owed activities and entitlements based less on civic terms and more in terms of duty and service to each other. Performing sentiment analysis of written episodes of MKB, and analysing tweets of public opinions and views on MKB, Garg (2019) concluded that MKB episodes are highly motivating because it is coming from Prime Minister for his countrymen which includes a maximum he positive talks. Upadhyay and Upadhyay (2019) investigated the usage of pathos by Prime Minister Narendra Modi's public relation campaign. They found that the

positive sentiments increased tremendously during the 100 days (from October 2014 to March 2019) of his public relations campaign in MKB.

While these previous studies found that the MKB is a unique and effective method of communication between the Prime Minister and the common people in India, they are not empirical analyses. To our knowledge, there are no empirical studies previously to evaluate the impact of this program. With this background, we assessed the awareness and impact of Prime Minister Narendra Modi's Mann Ki Baat in India. We used primary qualitative and quantitative surveys across the states of India..

## 2. DATA AND METHOD

### 2.1 Quantitative data

We used a structured questionnaire with 22 questions developed for the primary survey. We used *KoboToolbox*, which allows us to develop digital data collection forms that work on both mobile devices and web browsers. We used snowball-sampling techniques and circulated the survey link through social media like WhatsApp, and Facebook. Further, to get maximum responses we recruited field data collectors in the states of Assam, Rajasthan, Uttar Pradesh, Uttarakhand, Maharashtra, and Odisha. The data collection started on March 2023 and continued until we get 700 respondents (of age 15 and above) from different states of India. We conducted in-depth interviews with 28 adults from different parts of India.

To assess the awareness and impact of Mann Ki Baat of the Prime Minister (PM) Shri Narendra Modi media on the men and women of India, we developed a structured questionnaire having 22 questions for the primary survey with the help of research experts. The questionnaire was developed using *Kobo Toolbox* which allows us to easily develop digital data collection forms that work on both mobile devices and web browsers. Kobo Toolbox is a platform for field data collection in challenging environments with authentic geographical information of the respondent. For the data collection methodology, we used the self-selection survey method of non-probability to recruit participants through social media. We used snowball-sampling techniques and circulated the survey link through social media like WhatsApp, and Facebook. We also emailed to the known contacts for the response. Further, to get maximum responses we have recruited field data collectors in the states of Assam, Rajasthan, Uttar Pradesh, Uttarakhand, Maharashtra, and Odisha. We collected the data in March-April, 2023.

The survey questionnaire was divided into two sections: Awareness and impact of the *Mann Ki Baat* program and the impact of *Central Govt schemes on women has benefited and changed women's life*. The population above 15 years of age has been involved in the survey. The sample population data includes the demographic and socio-economic background of the respondent such as area, age, gender, and educational background. We stopped the data collection after

getting the desired number of 700 responses. About 645 (92%) responses have complete information, out of which 53% were urban, and 47% were rural population. We carried out the data analysis in MS Excel and STATA 17.0 version software.

### **Statistical Analysis**

To see the distribution of the study variable we used univariate and bivariate analysis. We used the chi-square test to see the association of the bivariate distribution of the selected characteristics. Further, we accessed the predictors of influence by MKB on respondents using the ordered logistic regression analysis, as our dependent variable is ordinal in nature. We present the odd ratio with a 95% confidence interval in the regression analysis results.

### **Dependent variable**

In the survey, we asked a question to the respondents, “*How much does Mann Ki Baat of PM influence your life? The options to respond were* a) Inspired a lot and change my life b) Some inspiration in my life c) Not at all inspired in my life. Since these are ordered responses, in our analysis, we have coded 0 “No inspiration” 1 “some inspiration” and 2 “full inspiration” and use this as an outcome variable in regression analysis.

### **Predictors**

We have used socio-demographic variables such as age, sex, education, occupation, type of residence, and religion of the respondents. In addition, we used responses on program variables i) Learned about the Govt schemes in the PM's Mann Ki Baat program (yes/no) 2) Availled any Central Govt Benefit schemes by themselves (yes/no), and 3) Availled any Central Govt Benefit schemes by their close relatives, friends, neighbors or any known persons (yes/no).

### **2.2 Qualitative data**

We conducted in-depth interviews with 28 adults from different parts of India. We used snowball sampling to identify respondents who listened to the Mann Ki Baat program.

In total, 28 qualitative in-depth interviews were conducted, comprising Maan Ki Baat Listeners (9 women and 19 men). The inclusion criteria for participation included: any adult men or women aged 18 and above, residing in any part of India, and have consented to participate. A semi-structured open-ended questionnaire was prepared to know about awareness of the program, motivation for listening to the program, impact of the program, positive and shortcomings of the program, and suggestions to improve the program. We asked questions in the languages comfortable to the respondents. The interviews were either audio-recorded with the permission of the respondents or noted down by pen and paper with a duration of twenty to forty minutes. In this manuscript, we removed the original identity of all participants to protect their privacy.

### Ethical considerations

At the beginning of both quantitative and qualitative interviews, we asked for the respondent's consent to participate in the survey. They were free not to participate in the whole survey or part of the survey.

## 3. RESULTS

### 3.1 QUANTITATIVE RESULTS

#### Sample characteristics

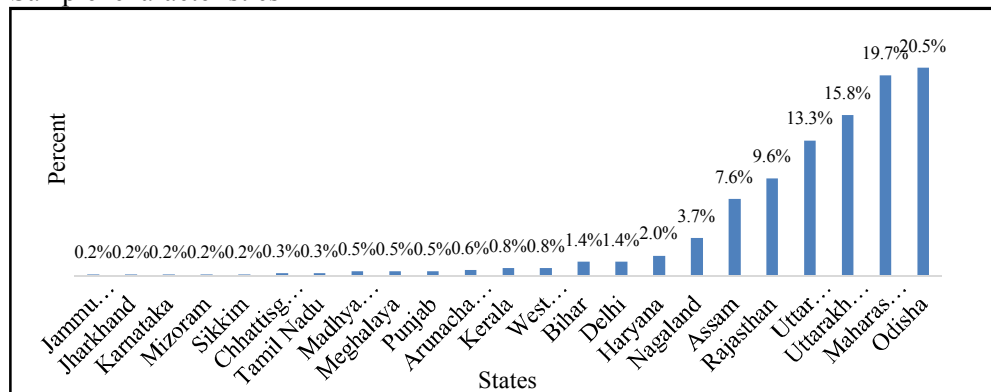


Figure 1. Sample participants in the study across the states of India, March-April 2023

The sample participants for this study belong to 23 states of India (Figure 1) with maximum coverage in Odisha (20.5%) followed by Maharashtra (19.7%) and Uttarakhand (15.8%). We have covered five northeastern states of which Assam has the maximum coverage (7.6%) followed by Nagaland (3.7%). The first two columns of Table 1 present the distribution of the sample participants according to their demographic and socioeconomic characteristics. The sample consists of an almost equal number of Male and female participants. The majority of the participants are with 25 years of age whereas only 14% belong to the 15-24 age category. The sample has a higher share of urban participants (53%) than the rural (47%) participants. We observed that the majority of the participants are at least secondary educated or higher educated. About 32% of the participants were in professional service, 21% were homemakers, 19% were students and 13% were working in govt jobs in their occupations. The majority of the participants belonged to the Hindu religion followed by Muslim (7.3%) and Christian (6.4%). The remaining columns of Table 1 present the cross-tabulation of the outcome variable with the independent variables of the regression analysis.

| Characteristics         | Total  |      | No inspiration |      | Some inspiration |      | Full inspiration |      | Chi-Square d Value | P-Value |
|-------------------------|--------|------|----------------|------|------------------|------|------------------|------|--------------------|---------|
|                         | Number | %    | Number.        | %    | Number           | %    | Number           | %    |                    |         |
| <b>Age in years</b>     |        |      |                |      |                  |      |                  |      | 18.702             | p<0.005 |
| <b>15-24</b>            | 89     | 13.8 | 53             | 59.6 | 29               | 32.6 | 7                | 7.9  |                    |         |
| <b>25-34</b>            | 198    | 30.7 | 83             | 41.9 | 85               | 42.9 | 30               | 15.2 |                    |         |
| <b>35-44</b>            | 164    | 25.4 | 63             | 38.4 | 73               | 44.5 | 28               | 17.1 |                    |         |
| <b>45 and above</b>     | 194    | 30.1 | 66             | 34   | 100              | 51.5 | 28               | 14.4 |                    |         |
| <b>Sex</b>              |        |      |                |      |                  |      |                  |      | 15.287             | p<0.001 |
| <b>Female</b>           | 322    | 49.9 | 129            | 40.1 | 162              | 50.3 | 31               | 9.6  |                    |         |
| <b>Male</b>             | 323    | 50.1 | 136            | 42.1 | 125              | 38.7 | 62               | 19.2 |                    |         |
| <b>Education</b>        |        |      |                |      |                  |      |                  |      | 20.373             | p<0.005 |
| <b>No education</b>     | 49     | 7.6  | 16             | 32.7 | 29               | 59.2 | 4                | 8.2  |                    |         |
| <b>Primary</b>          | 48     | 7.4  | 23             | 47.9 | 20               | 41.7 | 5                | 10.4 |                    |         |
| <b>Secondary</b>        | 136    | 21.1 | 42             | 30.9 | 78               | 57.4 | 16               | 11.8 |                    |         |
| <b>Higher education</b> | 412    | 63.9 | 184            | 44.7 | 160              | 38.8 | 68               | 16.5 |                    |         |
| <b>Occupation</b>       |        |      |                |      |                  |      |                  |      | 69.952             | p<0.001 |
| <b>Agricultural job</b> | 36     | 5.5  | 20             | 55.  | 12               | 33.  | 4                | 11.1 |                    |         |

50 Awareness and Impact of Prime Minister

|   |     |      |     |      |     |      |    |      |        |         |
|---|-----|------|-----|------|-----|------|----|------|--------|---------|
|   |     | 6    |     | 6    |     | 3    |    |      |        |         |
| <b>Housewife</b>  | 135 | 20.9 | 52  | 38.5 | 80  | 59.3 | 3  | 2.2  |        |         |
| <b>Not working</b>  | 63  | 9.8  | 37  | 58.7 | 18  | 28.6 | 8  | 12.7 |        |         |
| <b>Professional service</b>   | 209 | 32.4 | 62  | 29.7 | 102 | 48.8 | 45 | 21.5 |        |         |
| <b>State/Central Govt service</b>   | 82  | 12.7 | 25  | 30.5 | 36  | 43.9 | 21 | 25.6 |        |         |
| <b>Student</b>  | 120 | 18.6 | 69  | 57.5 | 39  | 32.5 | 12 | 10   |        |         |
| <b>Type of residence</b>  |     |      |     |      |     |      |    |      | 13.001 | p<0.005 |
| <b>Rural</b>  | 301 | 46.7 | 137 | 45.5 | 136 | 45.2 | 28 | 9.3  |        |         |
| <b>Urban</b>  | 344 | 53.3 | 128 | 37.2 | 151 | 43.9 | 65 | 18.9 |        |         |
| <b>Religion</b>   |     |      |     |      |     |      |    |      | 31.911 | p<0.001 |
| <b>Hindu</b>  | 543 | 84.2 | 201 | 37   | 253 | 46.6 | 89 | 16.4 |        |         |
| <b>Muslim</b>   | 47  | 7.3  | 24  | 51.1 | 21  | 44.7 | 2  | 4.3  |        |         |
| <b>Others</b>   | 55  | 8.5  | 40  | 72.7 | 13  | 23.6 | 2  | 3.6  |        |         |
| <b>Learned from the PM's Mann Ki Baat program about Govt schemes/programs</b> |     |      |     |      |     |      |    |      | 63.318 | p<0.001 |
| <b>No</b>   | 435 | 67.4 | 224 | 51.5 | 152 | 34.9 | 59 | 13.6 |        |         |
| <b>Yes</b>  | 210 | 32.6 | 41  | 19.5 | 135 | 64.3 | 34 | 16.2 |        |         |
| <b>Avail any Central Govt Benefit</b>   |     |      |     |      |     |      |    |      | 6.226  | p<0.00  |

|  |            |                      |            |                  |            |                  |           |             |           |            |
|--|------------|----------------------|------------|------------------|------------|------------------|-----------|-------------|-----------|------------|
| <b>schemes</b>   |            |                      |            |                  |            |                  |           |             |           | 5          |
| <b>No</b>  | 206        | 3<br>1.<br>9         | 96         | 46.<br>6         | 77         | 37.<br>4         | 33        | 16          |           |            |
| <b>Yes</b>   | 439        | 6<br>8.<br>1         | 169        | 38.<br>5         | 210        | 47.<br>8         | 60        | 13.7        |           |            |
| <b>Avail any Central Govt Benefit schemes by know person</b> |            |                      |            |                  |            |                  |           |             | 3.3<br>51 | p<0<br>.10 |
| <b>No</b>  | 104        | 1<br>6.<br>1         | 40         | 38.<br>5         | 43         | 41.<br>3         | 21        | 20.2        |           |            |
| <b>Yes</b>   | 541        | 8<br>3.<br>9         | 225        | 41.<br>6         | 244        | 45.<br>1         | 72        | 13.3        |           |            |
| <b>Total</b>   | <b>645</b> | <b>1<br/>0<br/>0</b> | <b>265</b> | <b>41.<br/>1</b> | <b>287</b> | <b>44.<br/>5</b> | <b>93</b> | <b>14.4</b> |           |            |

Table 1. Sample Characteristics and the distribution of "How Mann Ki Baat of PM influence respondent life" with selected characteristics, March-April 2023, India

**Awareness among the respondents**

Awareness, frequency of listening, and perception about the content of Mann Ki Baat among the study sample are presented in Figure 2. Figure 2 reveals that 90% of the respondents were aware of the program Mann Ki Baat. About 81% of them mentioned that it is a good medium to communicate PM with the common people of India on regular basis. We observed that the majority of the participants were occasional or sometimes listeners (63%), about 9% were regular listeners and 28% were never listeners among the study sample. Among the listeners, the majority (78%) of them mentioned that the content of the program was practical, useful, and inspiring in their life.

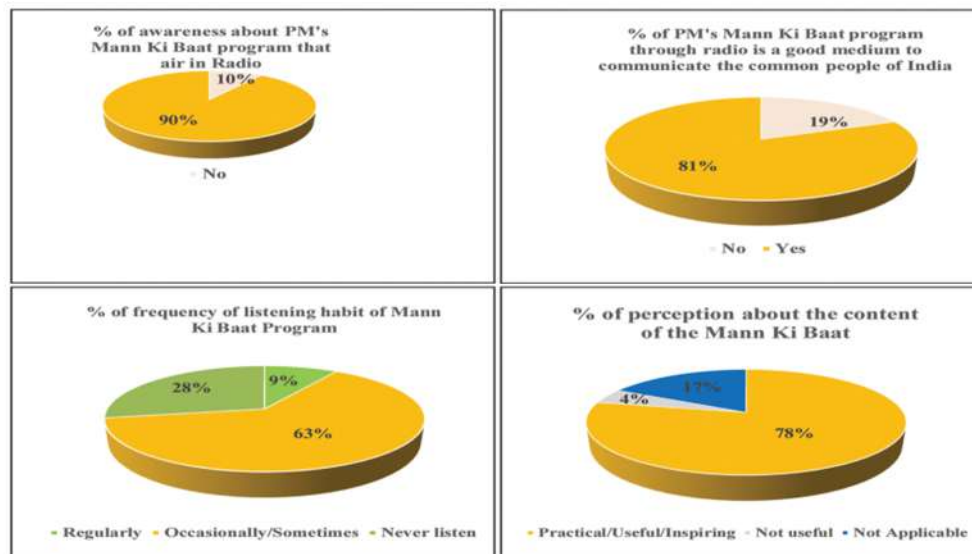


Figure 2. Awareness, frequency, and perception about the content of the Mann Ki Baat Program, March-April 2023, India

### Impact of the Mann Ki Baat Program on the Respondents

To assess the impact of the Mann Ki Baat program on the study sample, we have asked two questions of the respondent: "What have you learned from the PM's Mann Ki Baat program? How much does this program influence your life?". Figure 3 presents that around 41% of respondents learned about women empowerment-related information followed by Govt schemes/programs (33%) related information through this program. About 29% of respondents mentioned that they have learned about the information of inspiring persons of India. About 20% of the respondents mentioned that they learned about the information of Northeast India. Another 20% of the respondents also learned about the tribal population of India and their contribution to the country. Interestingly, 18% of the participants mentioned that they have learned about the National level sports player's information through this program.



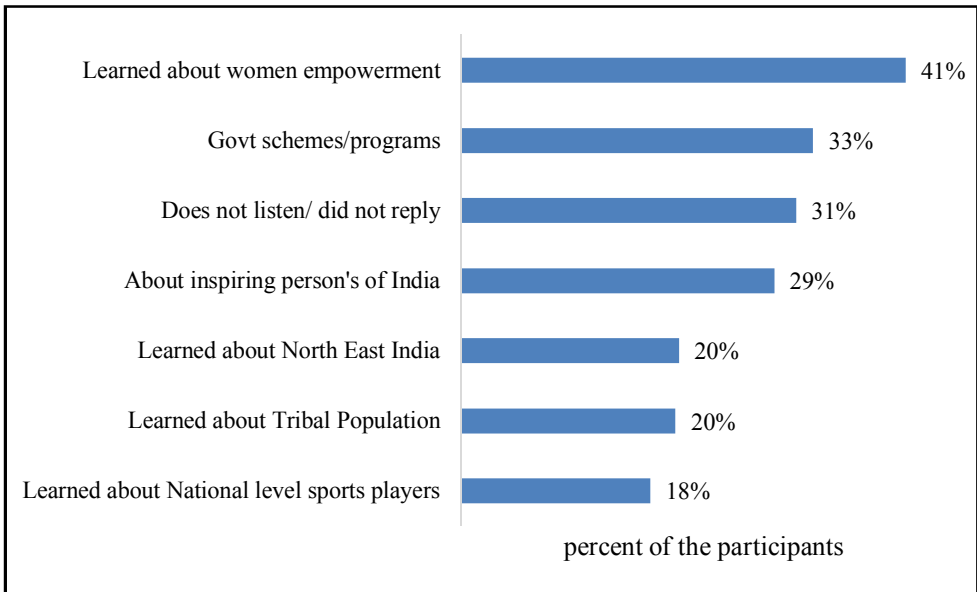


Figure 3. Share of the participants (in percent) on what they learned from the PM's Mann Ki Baat program, March-April 2023, India

Figure 4 illustrates the distribution of the study sample's responses that how the Mann Ki Baat program influenced their life. The figure shows that 44% of the respondents mentioned that they were receiving some inspiration in their life and about 14% mentioned that the program inspired them a lot and change their lives. Thus, the MKB program influenced 58% of the study participants. Only 8% mentioned that the program was not at all inspired their life. About 33% of the respondents, either did not listen to the program or did not respond to the question.

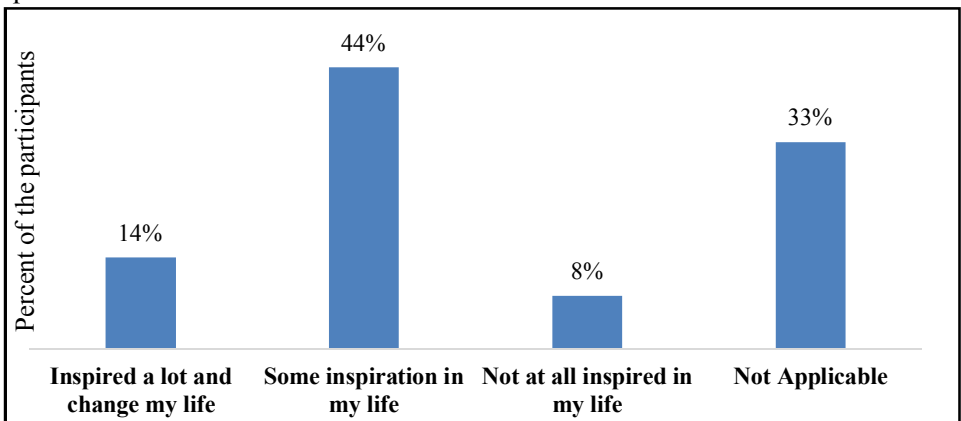


Figure 4. Share of the participants (in percent) on “How much does Mann Ki Baat of PM influence your life”, March-April 2023, India

Table 2 presents the results of the ordered logistic regression model on the influence of Mann Ki Baat with the background characteristics of the participants, March-April 2023, India. We found that the age of the respondents was associated with the odds of being influenced by the MKB. Compared to the respondents of aged 15-24, respondents of age 25-34 (OR: 1.97; 95% CI: 1.12–3.49) and 45 and above (OR: 1.95; 95% CI: 1.03–3.67) have nearly two times higher odds of being influenced. Compared to highly educated respondents, less educated respondents are more like to be influenced (OR: 2.62; 95% CI: 1.33–5.18). Compared to the respondents of agricultural occupation, professional service providers (OR: 2.49; 95% CI: 1.15–5.40) and central/state govt service (OR: 3.26; 95% CI: 1.41–7.55) were significantly more likely to be influenced. Compared to Hindus, Muslims (OR: 0.31; 95% CI: 0.17–0.58) and other religious backgrounds respondents (OR: 0.22; 95% CI: 0.11–0.41) have lower odds of being influenced by the Prime Minister’s speech. Respondents who learned something from the program (OR: 2.82; 95% CI: 2.00–3.99) and who availed of government programs (OR: 1.45; 95% CI: 1.00–2.11) were significantly more likely to be influenced of Mann Ki Baat program.

| Characteristics        | Odd Ratio (95% Confidence Interval) |
|------------------------|-------------------------------------|
| <b>Age in years</b>    |                                     |
| 15-24 (Ref)            |                                     |
| 25-34                  | 1.97**(1.12 - 3.49)                 |
| 35-44                  | 1.72*(0.91 - 3.28)                  |
| 45 and above           | 1.95**(1.03 - 3.67)                 |
| <b>Sex</b>             |                                     |
| Female (Ref)           |                                     |
| Male                   | 0.90(0.62 - 1.31)                   |
| <b>Education</b>       |                                     |
| Higher education (Ref) |                                     |
| Secondary              | 1.31(0.86 - 1.99)                   |
| Primary                | 1.07(0.56 - 2.06)                   |
| No education           | 2.62***(1.33 - 5.18)                |
| <b>Occupation</b>      |                                     |
| Agricultural job (Ref) |                                     |
| Housewife              | 1.01(0.44 - 2.27)                   |
| Not working            | 0.76(0.32 - 1.82)                   |

|   |                      |
|---|----------------------|
| Professional service  | 2.49**(1.15 - 5.40)  |
| State/Central Govt service  | 3.26***(1.41 - 7.55) |
| Student   | 1.34(0.56 - 3.23)    |
| <b>Type of residence</b>  |                      |
| Rural (Ref)   |                      |
| Urban   | 1.18(0.82 - 1.69)    |
| <b>Religion</b>   |                      |
| Hindu (Ref)   |                      |
| Muslim  | 0.31***(0.17 - 0.58) |
| Others  | 0.22***(0.11 - 0.41) |
| <b>Learned from the PM's Mann Ki Baat program about Govt schemes/programs</b> |                      |
| No (Ref)  |                      |
| Yes   | 2.82***(2.00 - 3.99) |
| <b>Avail any Central Govt Benefit schemes</b>                                 |                      |
| No (Ref)  |                      |
| Yes   | 1.45**(1.00 - 2.11)  |
| <b>Observations</b>   | <b>645</b>           |
| <b>LR chi2</b>  | 130.59***            |
| <b>Log likelihood</b>   | -582.94036           |

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*Note: ci in parentheses, Ref- Reference category, \*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$*

Table 2. Results of Ordered logit regression model on the influence of Mann Ki Baat with the background characteristics of the respondents, March-April 2023, India

## 3.2 QUALITATIVE RESULTS

| Number | Age | Sex    | Place of residence | Education                   | Religion   | Caste           | Monthly Income (exact or range)   | State         |
|--------|-----|--------|--------------------|-----------------------------|------------|-----------------|-----------------------------------|---------------|
| 1      | 22  | Male   | Rural              | MA                          | Hindu      | General         | Rs. 10 thousand – Rs. 50 thousand | Jharkhand     |
| 2      | 23  | Male   | Rural              | Missing                     | Hindu      | General         | Less than Rs 1 Lakh               | Uttar Pradesh |
| 3      | 23  | Male   | Rural              | MA                          | Muslim     | General         | Rs 50 thousand                    | Kerala        |
| 4      | 23  | Male   | Rural              | BSc                         | Hindu      | OBC             | Less than Rs 1 Lakh               | Assam         |
| 5      | 24  | Male   | Rural              | BA                          | Hindu      | OBC             | Less than Rs 1 lakh               | Assam         |
| 6      | 24  | Male   | Rural              | BSC                         | Hindu      | General         | Rs 4 Lakhs                        | Goa           |
| 7      | 24  | Male   | Rural              | BA                          | Hindu      | OBC             | Not stated                        | Uttar Pradesh |
| 8      | 25  | Male   | Rural              | BA                          | Muslim     | General         | Rs 30 thousand                    | Kerala        |
| 9      | 26  | Male   | Rural              | BSC                         | Christian  | Scheduled Tribe | Less than Rs 1 Lakhs              | Meghalaya     |
| 10     | 27  | Male   | Urban              | MPhil                       | Hindu      | OBC             | Not stated                        | Uttar Pradesh |
| 11     | 27  | Male   | Urban              | BA                          | Hindu      | General         | Not stated                        | Maharashtra   |
| 12     | 31  | Male   | Rural              | PG Diploma in Communication | Muslim     | General         | Rs 40 thousand per month          | Kerala        |
| 13     | 33  | Female | Urban              | PhD                         | Hindu      | General         | Rs1.2 lakhs to Rs 2.0 Lakhs       | Uttar Pradesh |
| 14     | 35  | Male   | Rural              | MA                          | Hindu      | General         | Rs 50 thousand                    | Kerala        |
| 15     | 39  | Female | Urban              | BE                          | Hindu      | General         | More than Rs 2.0 Lakhs            | Tamil Nadu    |
| 16     | 42  | Female | Urban              | PhD                         | Hindu      | OBC             | More than Rs 2 Lakhs              | Bihar         |
| 17     | 45  | Male   | Rural              | 12 <sup>th</sup> pass       | Hindu      | Scheduled Tribe | Missing                           | Assam         |
| 18     | 46  | Female | Urban              | BSc                         | Hindu      | General         | Rs 50 thousand to Rs 2 Lakhs      | Goa           |
| 19     | 48  | Female | Urban              | MA                          | Hindu      | General         | More than 2 Lakhs                 | Orissa        |
| 20     | 49  | Female | Urban              | MSC                         | Hindu      | General         | Rs 80 thousand                    | Uttar Pradesh |
| 21     | 52  | Male   | Urban              | BA                          | Hindu      | OBC             | Rs 1 lakhs                        | Gujarat       |
| 22     | 52  | Female | Urban              | BA                          | Not stated | OBC             | Not stated                        | Jharkhand     |
| 23     | 54  | Male   | Urban              | PhD                         | Hindu      | General         | More than 3 lakhs                 | Orissa        |
| 24     | 54  | Female | Urban              | BA                          | Hindu      | General         | Rs1.2 lakhs to Rs 2.0 Lakhs       | West Bengal   |
| 25     | 54  | Male   | Rural              | BA                          | Hindu      | Scheduled Tribe | Less than Rs 1Lakh                | Assam         |
| 26     | 55  | Male   | Rural              | 12 <sup>th</sup> Pass       | Hindu      | OBC             | Rs 10 thousand                    | Maharashtra   |
| 27     | 58  | Female | Urban              | BSc                         | Hindu      | General         | More than Rs 2.0 Lakhs            | Maharashtra   |
| 28     | 61  | Male   | Rural              | 10 <sup>th</sup> Class      | Muslim     | General         | Rs 10 thousand                    | Kerala        |

Table 3 : Profile of the participants of In-Depth Interviews, March-April 2023, Indian States

Table 3 presents the demographic and socio-economic profiles of the respondents who participated in the in-depth interview. The sample consists of participants from 11 states in India. The ages of the respondents vary ranges from 22 to 61. While some come from the high-income group, some others are from the low-income group. They also differ in religion, caste, and education. Thus, it is a sample of diverse backgrounds consisting of males and females; rural-urban, rich-poor; high and less educated, and people from different castes and religions.

### **Themes derived from in-depth interviews**

#### **People's view on MKB**

We extracted the theme “People’s view of MKB” based on the questions about what they know about the “Mann Ki Baat ” program and how often they listen to this program. Participants responded that ‘Maan ki Baat’ is a very useful and informative radio-based program through which PM Narendra Modi tries to connect with the common people of India from the Centre to the Panchayat level once a month to discuss various issues. Through this program PM, Narendra Modi talks about basic concerns about the society and the country, the people; marginalized sections, women, etc. The Prime Minister could deliver his vision to all people through the medium of MKB. According to a statement by the Information and Broadcasting Minister in the Rajya Sabha in July 2021, the main purpose of this program is to "establish a dialogue with the citizens on issues of day-to-day governance". This is the first visually enriched radio program in India.

*“I have understood his vision with the MKB, he wants to make people aware of all programs in simple language. What is happening, and what policy and program benefit each section? Probably he has thought in his mind that people should know basic things of the society in the country; earlier people were not much aware.”(Participant number 16)*

According to the participants, it is a special interactive program where the PM wants to get the response from the people on how the administration is, the people's reaction towards different projects policies and to read the people's minds. On the other hand, only one participant felt it is a ‘propaganda mechanism’ (Participant number 12).

Most participants listened to the show occasionally, except one who listen to it frequently. Among the participants, few wished to be regular listeners of ‘Maan ki Baat’, however, could not due to time constraints or health reasons, or a change of job. A participant said,

*“Occasionally, mostly, if the issue is very important then I use to hear his program on the same day. If I miss it, I read it later. I*

*listen it helps my vision. When I write, I get lost in ideas, I hear about Panchayati raj; women; it helps to do research, and I can use those ideas for my research purpose. Sometimes, he says about research issues and I think about those.” (Participant number 16)*

Another participant felt it is the best way to connect with people to share the government's vision, and plan, and to give updates and the status of tasks.

### **Motivation and Inspiration from MKB**

We extracted this topic based on the questions such as 1) How do you enjoy this program? Why do you enjoy or dislike it? 2) Which “Maan Ki Baat” topics do you like the most? 3) Do you remember any inspirational episode, which touches you? Do you want to share it?

Participants tend to like this program due to a few reasons. Firstly, because it is adequate, informative, and helps understand the mindset of people, which respects policies and programs. Secondly, through this program people can share their views directly with the PM like a common person. Thirdly, he advises on how to serve the country and shares success stories on societal change. Finally, anyone can easily understand and connect with the program because of its simple use of language. It also reflects the viewpoint of the entire nation.

*“The way Mr. Modi ji, narrates the purpose, and methods by which this massive outreach program was implemented, considering various societal strata. The sheer vastness of the initiatives discussed, how they caused personal transformation across society, and how it has been and continues to be non-political, winning the hearts of people across different political spectrums and strata of society, Makes great listening.” (Participant Number 12)*

Conversely, another respondent has a different view that a press conference would be better than ‘Maan ki Baat’. He said,

*“However I feel that It would be better if the PM interacts with the Media because the media represents us. How can the PM address the problems of every single 130 crore population? It’s Modi’s second term as a PM and he hasn’t had a proper press conference in 9 years. A proper press conference would be more justified compared to “Mann ki Baat”. In such a large country solving individual problems of people won’t do. It would be better to solve a common problem.” (Participant Number 4)*

Participants liked the different topics that PM Narendra Modi talked about. Among them, the most liked topics were women, defence, and inspiring stories. Some other topics the participants liked were vocal for local, self-reliance, Swatch Bharat, Panchayati raj, Khadi, Drug-Free India, Team Tarani, Oscar award, hygiene, literacy for village people, social workers, pilots, stories of people from remote places, national heroes, information about small schemes for women and farmers, current issues, 'Pariksha Pe Charcha', how to stay motivated and be patient, etc.

Participants also found episodes focused on women to be more inspirational.

Sometimes participants talked about topics that were not part of MKB but were part of other programs, say, Pariksha Pe Charcha, etc. As per their information, participants enjoyed the conversation between Barak Obama and PM Narendra Modi. Some others liked topics such as SRO works and scientists, organ donation, Anganwadi workers, 'Pariksha Pe Charcha', 'vocal for local', Khadi, Mallakhamba, pencil making in Pulwama, defense personnel, struggles of a nurse during Covid-19, Bhagirathi amma, a remarkable individual who defied age-related limitations, Swachhta, exam related stress, Chandrayaan-2 mission, women hockey players, Assam and Rajasthan women make handicrafts and how to become PM of India, etc.

One participant said,

*“Prime Minister thinks according to people’s perspective, he thinks like a student, like a woman; if he is a farmer, he thinks in that way.” (Participant Number 17)*

Several participants remembered special inspiring episodes, say,

*“I remember during covid times, an interaction of a nurse with PM Modi where the nurse shares her struggles during covid 19, wearing PPE kits for long hours, and staying away from family for 2,3 months. I liked that episode.” (Participant Number 5)*

### **Impact of MKB on common people in India**

We extracted this theme based on questions such as 1) What is the impact of this program on you? 2) Or on other people? On women? We found that The 'Maan ki Baat' program is quite impactful to its listeners. People have benefited differently from this program. Such as awareness regarding govt. initiatives, various inspiring stories, encouraging stories of women achievers, and academic and research ideas. Furthermore, participants appreciated that the program has

given recognition to many deserving people in society, has addressed issues on women, and has enhanced communication between PM and the people.

One participant said,

*“Listening to this gives lots of positivity and hope to do better in life. As mentioned in his latest episode, he emphasizes on India's Nari Shakti is leading from the front. Listening to short stories of women achieving big, gives us a lot of courage to shine more.”*  
On the contrary, another participant had negative feedback about it.” (Participant Number 12 )

Another one said,

*“Maan Ki Baat is a big impact on society. As my example, when the first time Maan Ki Baat came, I listened to one or two-timed. If you have an addiction, you can realize what will be discussed in the following episode. If a common person is aware of Maan Ki Baat that is the motivation of the common person. That common is a country's value. ....What is the problem of women in Indian society. The Indian government tried many times to empower women, but the output was low, as expected. If you told scheme in Maan Ki Baat, e.g. Start Up India scheme is for Women, Schedule caste, and Schedule tribes. So, it gives a platform for the marginalized person and the expansion of thoughts among the marginalized person.”* (Participant number 10)

*“Listening to this gives lots of positivity and hope to do better in life. As mentioned in his latest episode, he emphasizes on India's Nari Shakti is leading from the front. Listening to short stories of women achieving big, gives us a lot of courage to shine more.”*, (Participant 26)

*“On an individual level, it hasn't impacted me in any way as I have listened to it only a few times...I feel this program has mainly impacted the image of the PM. Generally, there is a perceived notion among the village people who are not so literate that the PM is a king or a “Malik”. They don't know how democracy functions and that the PM is just an ordinary person elected to serve the people. So this program has tried to break the notion that the PM is just an ordinary person elected to serve the people. It has been successful in achieving that from an election point of view too...In the case of women, the current government has done a lot for the empowerment of women. And also the PM through this program also interacts directly and*



*listens to the problems of women in some episodes.” (Participant number 4)*

Some participants said that the MKB has a great impact on women’s empowerment, say,

*“The UJALA scheme i.e, the free LPG scheme talked about in this program definitely benefitted women. The same can be said about MNREGA, the Conservation of Water Also now the work for providing drinking water through taps in every household has been started. Earlier women had to walk to fetch drinking water from a common community tap or water source. So the schemes related to this talked about in the program by PM Narendra Modi will certainly benefit women. And I already mentioned “Swachhta”. (Participant Number 5)*

### **Positive aspects and shortcomings of the MKB, and suggestions to improve**

We extracted this theme from questions such as 1) What are the positive points of this program? Please explain in detail 2) Is there any shortcomings of this program? 3) Do you want to suggest upgrading this program? Anything else you want to share on Maan Ki Baat?"

Participants felt that through the program awareness is created in various arenas such as government schemes, policies, and programs, campaigns such as Swachh Bharat, Make In India, Beti Bachao, etc. Some participants said that MKB is a valuable source for the government’s policies. It also show disseminates empowering stories of women and other achievers, etc. even from the most remote location in India. It is a medium to connect with people even from the far countryside and with people without a television connection. It created a “heart-to-heart connection”, particularly between the prime minister and the youth. Many participants got inspiration from the MKB.

*“Being a person from a defense background I liked the 83<sup>rd</sup> episode where Prime Minister Modi paid tribute to our defense personnel, the real heroes and the backbone of our country. The episode I liked the most” ....I get inspired when I get to know the stories of so many inspirational people of our country. Those stories we would have never heard of if Maan ki baat was not aired.” (Participant Number 14.)*

A participant added,

*“Due to this program many people especially women, farmers, and small-scale businessmen are coming up with new ideas in business, farming, poultry, knitting, etc.” (Participant Number 23.)*

Some of the other positive points highlighted by the participants were that PM directly connects with individuals in both languages, Hindi and English, brings issues faced by Indian citizens, brings development up to the Panchayat level, praises women social workers for their work, integrates people, gives knowledge about various other aspects of life.

On the opposite note, a participant opined,

*“I found that listening to the content from "Mann Ki Baat" did not have the positive impact on me that I had hoped for. As someone who values impartiality and objectivity, I was disappointed by the perceived lack of critical self-assessment in the program and its potential bias towards certain government initiatives.”(Participant number 11)*

*“It serves as a unique and innovative way for the leader of the nation to communicate with citizens on a regular basis, with monthly episodes providing a platform for discussions, insights, and updates on various matters of national importance.” (Participant Number 13)*

Few participants felt there were no shortcomings in the program. A few participants also felt it would be a better idea if PM Narendra Modi could engage in one-to-one interaction with the common masses. Participants from Assam and Kerala expressed that the program should be aired in regional languages.

At the same time, another participant from Kerala said that language is not a barrier,

*“One of the most significant advantages of Mann Ki Baat is that it is accessible to every Indian citizen free of charge, and language is not a barrier as the program provides translations in almost every Indian language. This inclusivity ensures that the message conveyed by the program reaches every corner of the country, including remote areas where communication may be limited due to linguistic barriers. This approach not only enables the Prime Minister to connect with every citizen of India but also fosters a sense of unity and national integration among people of different linguistic backgrounds” (Participant Number 7).*

Participants also told that the program should be promoted more to aware the masses, and repeat the telecast so that people could listen at their convenient time. It should focus on common issues rather than individual issues and also felt that the frequency of the show should increase. Only one of the participants also had different viewpoints on how the program is to promote the government's political agenda and hence a lot of the content is repetitive.

Participants felt that it should continue for the coming years as well. It should be more interactive, more frequent, and should be available in regional languages.

*“Indeed, one area where "Mann Ki Baat" can be further enhanced is in the translation and presentation of the content in regional languages, such as Malayalam. While the program aims to reach a wide audience across the country, it is important to ensure that the translation is not only accurate but also engaging and appealing to the native speakers of the regional languages.”* (Participant Number 13). These should be aired repeatedly.

Some gave suggestions on topics of MKB. Another participant expressed

*“I want to provide recommendations based on my opinion. The social issue should be discussed in Maan Ki Baat, i.e. Dowry, caste, and Poverty.”* (Participant number 10)

#### **4. Discussion and Conclusion**

The aim of our study is to investigate the level of awareness and impact of the MKB program by Prime Minister Narendra Modi on Indian citizens. To our knowledge, this is the first empirical study to investigate this topic. Our study reveals that about 90 percent of the study sample were aware of the program MKB and about 81 percent of the study sample thought it is a good medium for the Prime Minister to communicate with the common people. About 72 percent of the study sample listened either regularly or occasionally to the program MKB. This is higher than the study conducted by All India Radio in 2014 (Times of India, Oct 14, 2014.). The majority of the listeners said the content of the MKB was very useful, practical, and inspiring.

Both quantitative and qualitative findings reveal that MKB is a highly impactful program. Participants learned about a variety of issues such as women’s empowerment, tribal population, government schemes, Swatch Bharat, India’s diversity, North East Populations, inspiring persons from India, Sports personnel, etc. overall. The study findings suggest that Prime Minister Narendra Modi is successful to communicate his vision, mission, and actions of his government to the common people through MKB. In general, a majority of the population who listen to the MKB are found to be impacted positively. Regression analysis shows that the impact of MKB was higher among people of higher age, among lesser-educated people, among government service holders, and among the people who received government schemes. However, compared to the Hindu population, this program is found to be lesser impactful among Muslim and other religious populations.

The qualitative in-depth interviews revealed many stories from the respondents. The majority of them were able to recall inspirational episodes of MKB. While most people expressed their positive views on MKB, about three respondents were highly critical of MKB and said it is political propaganda. The participants think that MKB can be reached out more if these programs are conducted frequently, aired repeatedly, translated to regional language with accuracy and native language feelings, and also address some other topics such as caste, dowry etc.

Our findings are similar to the findings of previous studies, which were based on other methods. There are several strengths of this study. First, we combined both quantitative and qualitative research to investigate the objective of the study. Therefore, the study reveals both macro (numbers giving larger pictures) and micro (stories giving individual's perception and experiences, etc) findings on the studied topic. Secondly, we collected our data both online and offline mode. Therefore, our study design is more inclusive toward diverse population subgroups. Thirdly, using empirical methods, our study evaluates the impact of MKB at all Indian levels. The limitation of this study is it is not a nationally representative survey, as we did not strictly follow the random sampling method. Yet, our study sample included participants from various states and from various demographic and socio-economic backgrounds. Therefore, the findings of this study give a good insight into the awareness and impact of the MKB program on Indian citizens.

**Acknowledgment:** We gratefully acknowledge the support by Indian Council for Social Science Research (ICSSR) with a small grant (File No. ICSSR- MKB/Monographs-2023) to conduct the study. We also acknowledge the cooperation of Prof Dhanajay Singh, Member Secretary, ICSSR, New Delhi, and Prof K S James, Director, IIPS, Mumbai-400088 while conducting the study.

**Author's contribution:** Principle investigator: NS; Planned and conceptualized the study: NS, JKB; Data Collection: JKB; Analysed: JKB; Interpretation: NS and JKB; Wrote the paper: NS and JKB. The authors read and approved the final manuscript.

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