

MANN की बात



Mann Ki

Baat

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List of Abbreviations	
ABDM	Ayushman Bharat Digital Mission
AB-HWC	Ayushman Bharat - Health and Wellness Centre
AB-PMJAY	Ayushman Bharat Pradhan Mantri Jan Arogya Yojana
AI	Artificial Intelligence
AIIMS	All India Institute of Medical Sciences
AIR	All India Radio
AMRUT	Atal Mission for Rejuvenation and Urban Transformation
APMC	Agricultural Produce & Livestock Market Committee
ASEAN	Association of Southeast Asian Nations
AYUSH	Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy
BIMSTEC	Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation
CDPO	Child Development Project Officer
DFS	Disease Free Survival
DoNER	Development of North Eastern Region
e-NAM	National Agriculture Market
FDR	Franklin Delano Roosevelt
FIFA	Federation Internationale de Football Association/International Federation of Association Football
FPO	Farmer Producer Organisation
G-20	Group of Twenty
GI	Geographical Indication
GST	Goods and Services Tax
I & B	Information and Broadcasting
ICAR	Indian Council of Agricultural Research
ICMR	Indian Council of Medical Research
IIM	Indian Institute of Management
IIT	Indian Institute of Technology
INSV	Indian Naval Sailing Vessel
IoT	Internet of Things
ISRO	Indian Space Research Organisation
LIGO	Laser Interferometer Gravitational-Wave Observatory
LPG	Liquefied Petroleum Gas
MNREGA	Mahatma Gandhi National Rural Employment Guarantee Act
MSME	Micro, Small & Medium Enterprises
MSP	Minimum Support Price

MUDRA	Micro Units Development & Refinance Agency
NCC	National Cadet Corps
NGO	Non Government Organisation
NSS	National Service Scheme
ODF	Open Defecation Free
OS	Overall Survival
PM	Prime Minister
PM- ABHIM	Prime Minister Ayushman Bharat Health Infrastructure Mission
PMFBY	Pradhan Mantri Fasal Bima Yojana
PMJAY	Pradhan Mantri Jan Arogya Yojana
R&D	Research and Development
SABCS	San Antonio Breast Cancer Symposium
SDGs	Sustainable Development Goals
SHGs	Self Help Groups
TB	Tuberculosis
TBI	Traumatic Brain Injury
TDS	Total Dissolved Solid
UN	United Nations
UNEP	United Nations Environment Programme
UPI	Unified Payments Interface
WHO	World Health Organization
WW2	World War 2
ZBNF	Zero Budget Natural Farming

01

Executive Summary



Since October 2014, crores of people across India have tuned into Prime Minister Modi's monthly radio program, **Mann ki Baat**, that focuses on issues that are relevant to the daily lives of everyday people.

Mann Ki Baat stands out as a **unique initiative** led by any political leader. **Prime Minister Modi celebrates peoples resolve and action** to bring about societal change and transformation. This approach deviates from routine speeches and makes this a refreshing and powerful alternative to connect with the masses.

The ethos of this national initiative has been — **Connecting** with **Citizens**, **Catalysing Action**, inspiring **Changemakers** to advance Sustainable Development. **Culture, tradition, and indigenous innovations and capabilities** have been themes celebrated often in the program.

Key highlights:



Mann Ki Baat has encouraged listeners to participate in societal changemaking and citizen engagement at the heart of the program.

- ◉ *Our research finds that Mann Ki Baat has focused on five thematic areas: cleanliness and sanitation, health, wellness, water conservation, and sustainable development.*
- ◉ *The program highlights government and citizen action in these priority areas and in turn encourages listeners to establish or participate in “changemaking” initiatives in their own communities with the aim to have a lasting and sustainable impact on lives of people and for the country.*



Celebrating the spirit of India's changemakers and people's action, by speaking directly to ordinary people is at the core of Mann Ki Baat.

- ◉ *Just as Mann Ki Baat speaks directly to ordinary people, it celebrates their achievements within—and beyond—their communities.*
- ◉ *The programme celebrates what PM Modi calls “grassroots level changemakers.” ([https:// twitter.com/narendramodi/status/](https://twitter.com/narendramodi/status/))*
- ◉ *It emphasizes the role of start-ups and small businesses in achieving a self-reliant India; encourages people of all ages to take action to promote the social and environmental causes that matter most to them; and spreads the word about government policies, programs, and initiatives aimed at economic, social, and sustainable development.*



Over 100 crore people have connected to Mann Ki Baat at least once.

- *Mann Ki Baat has been translated into 22 Indian languages, 29 dialects, and 11 foreign languages by AIR.*
- *In addition to English, the programme is broadcast in 11 foreign languages such as French, Chinese, Indonesian, Tibetan, Burmese, Baluchi, Arabic, Pashtu, Persian, Dari, and Swahili.*
- *The programme is currently being aired by over 500 broadcast centres of All India Radio and is also available on YouTube, (<https://www.youtube.com/@NarendraModi>) and on the Prime Minister's own communications app (<https://www.narendramodi.in/downloadapp>).*
- *A study recently published by IIM Rohtak surveyed 10,003 respondents across the North, South, East, and West regions of the country to study the outreach of the Mann Ki Baat radio programme. The survey revealed that almost 96% of the respondents were aware of the programme, with over 100 crore people having listened to it at least once.*
- *It was found that around 23 crore people are regular listeners/viewers of the programme, while another 41 crore are occasional listeners¹. Consequently, it reaches citizens across India, including and especially people in rural and semi-rural areas who may not use social media or smartphones and has become one of the most important platforms for the prime minister to address and engage the nation's people.*
- *It also welcomes those citizens' contributions to the conversation: listeners write letters and postcards and visit Mann Ki Baat kiosks around the country to record messages for the PM and his guests.*



Mann Ki Baat has catalysed collective action towards achieving Sustainable Development Goals (SDGs)

- *By sharing examples of efforts of common citizens, and by highlighting stories of progress and change, Mann Ki Baat has transformed into an inspirational platform that is encouraging sustainable progress on priority themes that are core to India's efforts towards achieving the SDGs.*
- *Themes such as environmental sensitivity, development challenges, water conservation and sustainability help to raise public awareness about these subjects and energize people to experiment with new, innovative, and long-term solutions, for India and the world.*

¹ BL New Delhi Bureau. (2023, April 24). Survey shows over 100 crore people have listened to PM Modi's Mann Ki Baat. The Hindu BusinessLine. Retrieved April 25, 2023, from <https://www.thehindubusinessline.com/economy/more-than-100-crore-people-have-listened-to-modis-mann-ki-baat-at-least-once-iim-rohtak-survey/article66774516.ece>



Mann Ki Baat connects people to their culture and traditional values:

- ◉ *India is a land of very rich cultural heritage and a history that offers spiritual, moral, and philosophical guidance to all.*
- ◉ *Through Mann ki Baat, our traditional practices such as Yoga, Ayurveda and constant learning are reinforced — and these conversations connect us back to our roots.*
- ◉ *While the people of India are modern, contemporary, and global in our outlook, our PM's regular interaction with us ensures that we never lose touch with our core rich cultural heritage and values.*



Perspectives

“

Mark Esposito,

Professor, Hult Int'l Business School & Harvard University

The *Mann Ki Baat* program has fostered a sense of community and purpose and played a pivotal role in fostering civic responsibility for the development of the country. The report's analysis is an effective way to understand and improve governance and citizen engagement in the country.

“

Hari Menon,

India Country Director and Lead - South and Southeast Asia, Bill & Melinda Gates Foundation

People's participation and community engagement is the cornerstone of long-term sustainable development and societal progress. India has demonstrated multiple examples of people-led development progress and is a global exemplar for inspirational community-owned social movements.

My congratulations on the 100th episode of the *Mann ki Baat* initiative for its role as a vehicle for amplifying and advancing powerful stories of people-led change across all of India. India's progress towards the Sustainable Development Goals will certainly be boosted by such an initiative that serves as a source of inspiration for so many as they take committed actions for lasting progress.

“

Amit Kapoor,

Chairman, Institute for Competitiveness

The report analysing *Mann Ki Baat* is a valuable contribution to understanding the reach and impact of a unique radio show. Millions of people are being reached through the show by Prime Minister Modi, and the report highlights the power of radio to connect with the masses, informing and addressing topics important for the citizens.

“

Michael Green,

CEO, Social Progress Imperative

If we are to build the society that we want, we have to talk about the real things that matter to real people. That is the keystone of the success to *Mann ki Baat*. It is accessible to all citizens, regardless of their socioeconomic status, and it talks about the real issues in people's lives, like health and hygiene and the environment. Communities are built through conversations; *Mann ki Baat* is a critical conversation in building the nation of India.

“

Christian Ketels,

Professor, Harvard Business School

One of the most powerful tools government leaders in democracies have at their disposal is their ability to put specific topics on the agenda of public debate.

Prime Minister Modi has used this tool often, putting his voice directly to citizens across the Indian sub-continent. His monthly radio program *Mann Ki Baat* reaches a staggeringly large audience through a range of media outlets and communication channels. In the multi-faceted and often noisy Indian media landscape this gives the Prime Minister a unique opportunity to by-pass the pundits and commentators.

This study puts the mirror to the program, and analysis which topics Prime Minister Modi has addressed in the program over time. Economists like the point out that “talks is cheap”. Political scientists and sociologists are more likely to argue that “cheap” does not mean “free.” The choice of topics signals what the Prime Minister might want to see more talked about, maybe also what he thinks the audience would like to hear. It also inevitably shapes expectations — failure to see progress on the topics selected can easily backfire.

The study finds the Prime Minister putting a strong focus on social development. It also highlights the powerful role of individuals and grass root efforts in charting out the path towards a better future. For anyone that wants to learn more about how India is evolving, the study offers a rich perspective on how the Prime Minister sees India and would like to have it seen by its citizens. “Read my lips”, as another political leader once said...

02 Introduction



Mann Ki Baat

People Connect Across India

In 2019, rural tourism entrepreneur Aditi Balbir began to [develop a chain of affordable resorts](https://www.financialexpress.com/lifestyle/travel-tourism/how-pm-modis-mann-ki-baat-broadcast-inspired-a-travel-entrepreneur/1783448/) aimed at young travellers. In 2021, Madhav Bhat Kullangalu [redeveloped a lake](https://www.udayavani.com/english-news/inspired-by-pms-mann-ki-baat-this-Yoga-practitioner-is-rejuvenating-a-lake) on his family farm in Karnataka, thus helping increase groundwater levels, which benefited everyone in the community. And entrepreneur Ram Shankar Verma [established a solar energy plant](https://www.abplive.com/states/up-uk/shravasti-after-getting-inspiration-from-mann-ki-baat-radio-program-a-man-launched-solar-powered-factory-ann-2169850) to power a grain mill in Uttar Pradesh, doubling his own income while creating jobs for many of his neighbours.

All three were moved to action by *Mann Ki Baat*, a monthly radio program hosted by Prime Minister Narendra Modi. Aditi was inspired by the Prime Minister's call for students to travel more, and more sustainably; Madhav by an episode on water conservation; and Ram by a broadcast on the benefits of solar energy.

Since the program began in 2014, millions of people across India—people of all ethnicities, economic backgrounds, and political beliefs—have tuned in to *Mann Ki Baat*. Consequently, it has become a key pillar of the government’s citizen-outreach program. In its ninety-nine episodes, the program has tackled a wide range of themes: sanitation, financial inclusion and digital banking, sports, environment, tourism, access to the job market, and more, celebrating what PM Modi calls “[grassroots level change makers](https://twitter.com/narendramodi/status/1641635810322653185?)” (<https://twitter.com/narendramodi/status/1641635810322653185?>) in those key areas. Now, as *Mann Ki Baat* prepares for its centenary broadcast, this report looks back at how Prime Minister Modi has used this platform and complementary public-policy efforts to encourage ordinary Indians to participate in “change making” projects in their own communities.

Prime Minister Modi is not the first politician to use mass media to communicate with citizens and constituents, of course. During the Great Depression and World War II, when radio technology was new, U.S. President Franklin Delano Roosevelt’s (FDR) “[Fireside Chat](https://www.loc.gov/static/programs/national-recording-preservation-board/documents/FiresideChats.pdf)” (<https://www.loc.gov/static/programs/national-recording-preservation-board/documents/FiresideChats.pdf>) radio addresses enabled the President to speak directly to an anxious public about domestic and international issues in a clear, informal, personal way. In an uncertain time, FDR’s fireside chats boosted the public’s confidence. They made ordinary people feel like they understood the policy decisions the government was taking, and gave them the confidence that the government understood their needs and concerns. Over the past eight years, the Mann Ki Baat program has done the same in India.

A 2017 [study](#) found that twenty percent of Indians were regular listeners, and by the government’s count the program attracted an audience of nearly 150 million in 2020.



In November 2018, a telephone study conducted across 15 states by All India Radio (AIR) showed that the popularity of *Mann Ki Baat* has also enhanced the popularity of AIR.²

² [LOK SABHA UNSTARRED QSTN.4568](#)

What makes Mann Ki **Baat** unique



Mann Ki Baat has leveraged technology to establish a two-way public communications pipeline between the government and citizens. Indians can hear directly from the Prime Minister; they can also share feedback, either on the Prime Minister's app, an open forum on mygov.in, or by dialling a toll-free number and recording their reactions and ideas with the Prime Minister's Office. In 2016, close to 50,000 listeners called the program's toll-free number each [month](https://economictimes.indiatimes.com/news/politics-and-nation/mann-ki-baat-kiosks-to-be-set-up-in-8-cities-this-month-for-wider-feedback/articleshow/53145210.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst) (https://economictimes.indiatimes.com/news/politics-and-nation/mann-ki-baat-kiosks-to-be-set-up-in-8-cities-this-month-for-wider-feedback/articleshow/53145210.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst) with questions and comments; they've also sent hundreds of thousands of social-media messages and comments on the PM's app and written thousands of paper letters and postcards to Akashvani (AIR). What's more, since 2016, citizens have been able to visit *Mann Ki Baat* [kiosks](https://economictimes.indiatimes.com/news/politics-and-nation/mann-ki-baat-kiosks-to-be-set-up-in-8-cities-this-month-for-wider-feedback/articleshow/53145210.cms) (https://economictimes.indiatimes.com/news/politics-and-nation/mann-ki-baat-kiosks-to-be-set-up-in-8-cities-this-month-for-wider-feedback/articleshow/53145210.cms) in cities around the country to record messages for the PM and program staff.



However, because it is broadcast over the radio as well as television and social media, the *Mann Ki Baat* program is also accessible to Indians who do not use the Internet or digital devices. This, along with the program's distribution in local languages, means that people from across the country and all walks of life, regardless of their level of education or social status, can participate in the conversation.



Mann Ki Baat's conversational, personal tone and practical subject matter make the program feel more relevant, contextual and accessible to its audience. In the 98th episode³, for example, the PM spoke with Dr Madan Mani of Sikkim, who provides tele-consultations through the e-Sanjeevani app, and Mr Madan Mohan of Uttar Pradesh, a diabetic patient who uses the e-Sanjeevani service. Conversations like these help to raise public awareness of new and innovative tools that are available to all. Similarly, the program has shared stories of local movements—efforts to restore rivers and ponds in Srinagar, for instance, or plant trees in villages across the country—that anyone can adopt in their own communities.

³ https://www.pmindia.gov.in/en/news_updates/pms-address-in-the-98th-episode-of-mann-ki-baat/



The Prime Minister often directs his messages at specific groups—farmers, students, or women, for instance. This focus on inclusion has contributed to the show’s popularity. The show highlights key public-policy interventions related to the themes it covers. Primarily, it aims to encourage citizen action aimed at bringing about social and economic change.



Mann Ki Baat does not focus on tragic, sensational, or negative news. Instead, it emphasises the positive: inspiring stories of changemakers, common people with uncommon ideas, and the spirit of service that is so widespread across India. In fact, in many ways *Mann Ki Baat* is a real-world application of [Nudge Theory](https://www.imperial.ac.uk/nudgeomics/about/what-is-nudge-theory/) (<https://www.imperial.ac.uk/nudgeomics/about/what-is-nudge-theory/>). It seeks to change listeners’ behaviour through storytelling, repetition, and creating an environment that celebrates creative problem-solving from the grassroots up.

Objective of the report

This report uses qualitative and quantitative data, including WordStat text-mining analysis, to show how *Mann Ki Baat* has addressed five priority areas: cleanliness and sanitation, health, wellness, water conservation, and sustainable development. Textual analysis shows that these are among the most popular subjects the program covers, and they are among the most popular arenas for citizen action.

Overall, studies regarding the impact of the program are limited, but it is fair to assume that such a widely popular broadcast does influence listeners’ behaviour. After each episode, public interest in the topics the Prime Minister mentions spikes. For instance, according to one [study](https://sundayguardianlive.com/news/mann-ki-baat-indias-biggest-online-influencer) (<https://sundayguardianlive.com/news/mann-ki-baat-indias-biggest-online-influencer>) of post-broadcast Google searches, online interest in “Teacher’s Day” increased up to 2,500 times in subsequent weeks. And by focusing on issues that are relevant to the daily lives of everyday people such as sanitation, health, and education, the show has likely inspired all kinds of people to do just what Aditi, Ram, and Madhav did: act to make a real impact on their communities.



A Decade of Reflections

Mann Ki Baat



3rd October

1



2014

Key Themes Addressed

Vijaydashmi; Cleanliness; Khadi; Self-Respect; Specially-abled children; Olympics; Skills Development; Small-Scale Industries.

Movements

Swachh Bharat Abhiyan

Personalities



Mahatma Gandhi



Swami Vivekananda

People: Ganesh Venkatadari



2 **2nd November**

3 **14th December**

Key Themes Addressed

Diwali; Khadi; Littering in Railways; Cleanliness; Infrastructure for Specially-abled; Jawans; Gold Medals; Drug Addiction; Black Money.

People: Bharat Gupta; Abhishek Pareekh

Key Themes Addressed

Drug Addiction among Youth; Terrorism; Say no to Drugs; Ambitions and Dreams; Responsibility of Parents; Medicines and addiction; Anecdotes of survivors; Blind cricket team; Kashmir and Mumbai Cricket match; Floods in Kashmir; North East; Tourism.

Movements

#DrugsFreeIndia; International Yoga Day

Personalities



Swami
Vivekananda

People: Mr Dutt



27th Jan

1

Ubuntu and Vasudhaiva Kutumbakam; Humanity; Commonalities between US and Indian culture, Economies and Societies; Advancing the world through service and friendship; US-India Relations; Sex ratio; Public health issues, Obesity; Pandemic; Ebola; Polio; Child health; Education of children; Global citizens; Exchange of ideas; Role of youth; Indian hospitality; Eliminate Poverty; Healthcare; Youth education; Jobs; Terrorism; Peace

Movements

Beti Bachao Beti Padhao Andolan

Personalities



Barack Obama (Guest)



Mahatma Gandhi



Henry David Thoreau



Martin Luther King Jr.



John F. Kennedy



Swami Vivekananda



Benjamin Franklin

People: CA Pikashoo Mutha; Monika Bhatia

22nd Feb

2

Cricket; Exams; Holi; Pressures of Exam; Competition; Self-development; Resolution

Personalities



Sergei Bubka

People: Arnav Mohta; R. Kamath

22nd Mar

3

Farmers concerns; Rural water contamination; Irrigation; Fertilizers; Drug abuse; Land Acquisition drawbacks and revisions; Improving produce; Gujarat farmers;

Movements

Land Acquisition Bill; Soil Health Card

26th Apr

4

Farmers; Nepal Earthquake; Yemen rescue; India in First World War; Dalit education; Sports; Badminton; Cricket;

Personalities



Dr. B. R. Ambedkar



Saina Nehwal



Sania Mirza

Exam Results; Museums; Failures; Social Security; Poverty; Farmers; Fishermen; Yoga; Vasudhaiv Kutumbakam; Soldiers; One-Rank One-Pension

Movements

PM Suraksha Bima Yojana; PM Jeevan Jyoti Bima Yojana; Atal Pension Yojana; International Yoga Day

Personalities



APJ Abdul Kalam

Kharif Crops; Kargil; Public participation; Digital services; Road accidents; Selfless workers; Toilets; Northeast region; Mars mission; Youth and science; 24-hour electricity

Movements

mygov.in; Cashless treatment; National Road Safety Plan; Swachh Bharat Abhiyan; DoNER ministry; Deendayal Upadhyaya Gram Jyoti Program

Personalities



Atal Bihari Vajpayee

People: Akhilesh Vajpayee; Suchitra Raghavachari; Hoshakote Akshay; Ameya Joshi; Prasanna Kakunje; Vijay Biswal

Women's Dignity; Tourism; Khadi; Subsidies; Specially-abled; Earthen Lamps; Armed Forces; Cleanliness; Handlooms and weavers; Voter registration; Science and Children

Movements

Shouryanjali; Swachh Bharat Abhiyan

Personalities



Mahatma Gandhi



Deendayal Upadhyay



Lal Bahadur Shastri



Jai Prakash Narayana



Subhash Chandra Bose

People: Pawan Acharya; Gulshan Arora; Bhargavi Kande; Kshitij; Sonam Patel; Sadavrat Patel

Diwali; Nepal earthquake; Disaster management; Organic farming; Fertilizing practices; Organ donation; ASHA workers; e-books on mygov.in; Climate change; Energy conservation; Financing schemes; Empowerment of entrepreneurs

Movements

National Energy Conservation day; Sansad Adarsh Gram Yojana; MUDRA scheme; Ek Bharat Shreshtha Bharat

Personalities



Sardar Vallabhbhai Patel

People: Lakhwinder Singh; Javed Ahmed; Jamuna Manisingh; Noor Jahan; Abhishek Kumar Pandey; Mamta Sharma

31st May

5

28th Jun

6

26th Jul

7

30th Aug

8

20th Sept

9

25th Oct

10

29th Nov

11

27th Dec

10

Tourism; Yoga; Toilets; Rain-water harvesting; Plantation campaign; Cleanliness; Recycling of garbage and wastewater; City development; Sex-ratio; Girl-child education

Movements

International Yoga Day; Jan Dhan Yojana; Insurance schemes; AMRUT; Beti Bachao Beti Padhao; #Selfie with Daughter

Personalities



Ban-ki Moon

People: Yogesh Dandekar; Harshvardhan; Praveen Nadkarni; Divyanshu Gupta

Onam; Raksha Bandhan; Social Security; Insurance; Bank Accounts; Employment; Financial Literacy; Gujarat Violence; Sufism; Buddhism; Farmers; Jawans; Scientists; Science and students; Infant Mortality Rate; Dengue; Cleanliness; Dalits

Movements

Jan Dhan Yojana; Land Acquisition Act

Personalities



Mahatma Gandhi



Sardar Vallabhbhai Patel



Dr B. R. Ambedkar

People: Parimal Shah; Prakash Tripathi; Dr. Hitendra Mahajan and Dr. Mahendra Mahajan

India- South Africa Cricket Match; Akashwani; Organ Donation; Festive season; India Africa Foreign Summit; Competitions in schools; Model Village; Jharkhand villages and Maoism; Andhra villages; Improving village conditions; Cleanliness; Corruption; Gold; Diversity and Unity; Crackers; Trip to Britain; Dalits

Movements

Sansad Adarsh Gram Yojana; Swachh Bharat Abhiyan; Gold Monetization scheme; Ek Bharat Shreshtha Bharat

Personalities



Mahatma Gandhi



Vasantryao Sudke Guru



Nelson Mandela



Dr B. R. Ambedkar



Vishweshwara

People: Devesh; Sri Karia Munda; Sri C. L. Ruwala; Savita Rai; Savita Rai

Christmas; Festive diversity; Cleanliness at tourist destinations; Toilets by community engagement; Yoga; Cleanliness; Electricity; Start-up culture; Industries; Innovation; Diversification of startups; Skill Development in Youth; Disabilities and improving accessibility; Subsidies gas cylinders; Direct bank transfers; Republic day; Constitution; Cleanliness of statues

Movements

Narendra Modi App; Sugamya Bharat; Direct Bank Transfer Scheme; Jan Dhan Account; Pahal; MNRGA

Personalities



Swami Vivekananda



Dr B. R. Ambedkar

People: Ganesh V. Savleshwarkar; Dileep Singh Malviya; Dilip Chauhan

2016



31st Jan

1

Khadi and rural industries
Technology; Innovation;
Girl child education;
Farmers; Startups; School
examinations; Pride of
hosting international
events; Sports (South Asian
Federation games)

Movements

Beti Bachao Beti Padhao;
Swachh Bharat Abhiyan;
Pradhan Mantri Fasal
Beema Yojana; Narendra
Modi app

Personalities



Sardar
Vallabhbhai
Patel



Mahatma
Gandhi

People: Geeta Devi and
Komal Devi; Sadhna Devi;
Anurag Agarwal; Sidhi
Karnani; Vishwas Dwivedi;
Dignesh Pathak; Manoj Gilda;
Nikhil

28th Feb

2

School examinations; Yoga
(benefits); Installation
of Laser Interferometer
Gravitational-Wave
Observatory

Personalities



C.N.R
Rao



Sachin
Tendulkar



CV
Raman



Thoman
Alva
Edison



JK
Rowling



Albert
Einstein



Srinivas
Ramanujan



Vishwanathan
Anand

People: Prabhakar Reddy;
Rajat Agarwal; Atanu Mandal;
Kunal Gupta; Sushant Kumar;
K.G. Anand; Abhijeet Kulkarni;
Ruchika Dabas; Keshav
Vaishnav; Vijay Jindal

27th Mar

3

Sports (different kinds
of sport games, special
emphasis on football);
Coal India; Cleanliness
and tourism (as a means
of employment); Digital
India; Water conservation;
Contribution of farmers;
Technology available
for farmers; Agriculture
and scientific methods;
Diabetes & TB (health
awareness); Festivals

Movements

Kisan Suvidha app;
MNREGA; Kisan Mela

Personalities



Baba Saheb
Bhimrao Ambedkar

People: Abhi Chaturvedi;
Shilpa Kukke

24th Apr

4

Water crisis; Preserving
and cleaning Ganga;
Pollution (controlling
and monitoring);
Panchayati Raj system;
Education; Technology;
News; Cleanliness; Youth
and health organisations
(NCC, NSS, Bharat
Scouts and Guides, Red
Cross and the Nehru
Yuva Kendra)

Movements

From Gram Uday to Bharat
Uday; Beti Bachao Beti
Padhao Abhiyan


People: Kumar Krishna;
Sharmila Dharpure; Mona
Karnwal; Ravi

Environmental issues (increasing heat); Flora and fauna/ forests; Conserving water; Use of technology to save the environment and improve agriculture; Statewise Initiatives for conserving water; Cashless society (UPI); Sports (Olympics); School examination results; Healthcare; Yoga (benefits); Farmers

Movements

Narendra Modi App; Mission Bhagirathi; Jal Yukt Shivar; Lok-Suraj, Jal-Suraj; Balram Talaab Yojana; Dhara Koop Yojana; Mukhya Mantri Jal Bachao Abhiyan; Kalyani Yojana; Jal Swawalamban Abhiyan; Jan Dhan

Personalities

 Ustad Bismillah Khan




People: Gaurav Patel; Santosh Giri Goswami

Importance of Sports; Technology; Innovation, Experiment & Entrepreneurship; Creation of new incubation centres; Awareness on Dengue, TB & Malaria; Anemia; Climate change, Global warming and environment; Initiatives to plant trees; Independence day; Beautification; Digital frauds

Movements

Run for RIO, 'Play and Live', 'Play and Blossom'; Narendra Modi app; Atal Innovation Mission; Prime Minister Safe Motherhood Campaign; CAMPA law; Green India Mission; Pradhan Mantri Suraksha Bima Yojna; Jeevan Jyoti Bima Yojna;

Personalities

 Mahatma Gandhi  Dr. A P J Abdul Kalam
 Nelson Mandela

People: Suraj Prakash Upadhyay; Ankit; Shilpi Varma

Patriotism, People of Kashmir, Armed forces, Law and order, Paralympics, Divyang, Sports, Cleanliness, Swachh Bharat Abhiyan

Movements

Swachh Bharat Mission, ODF Campaign, Dial 1-9-6-9 to submit an application for construction of a toilet, Waste to Compost, Waste to Wealth

Personalities

 Mahatma Gandhi  Lal Bahadur Shastri
 Pandit Deen Dayal Upadhyay

People: Harshvardhan; T.S. Kartik; Varun Vishwanathan; Ashwani Kuman; Shivani Mohan

Patriotism, Armed forces, Soldiers, Demonetisation, Black money, Farmers and small businesses, Digital track record, Cashless society, Cleanliness

Movements

Mudra Yojana

Personalities

 Harivansh Rai Bachchan

People: Aashish Paare; Yellappa Velankar; Bharat Maaroo and Dakshaa Parmar

22nd May

5

26th Jun

Smart City Project; Student achievements in the field of science and technology (SathyabamaSAT); School examination results; Women (girl education, women fighter pilots); Yoga; Diabetes; Democracy; Tax (urging people to connect with the taxation system)

Movements

Beti Bachao Beti Padhao; Rate my government in mygov.in

People: Chandrakant Damodar Kulkarni; Santosh Negi

31st Jul

7

28th Aug

Rio Olympics; Roadmap for better performance in sports; Teachers and their role; Festivals (Ganesh Utsav Durga Puja); Cannonisation of Mother Teresa; Cleaning of Ganga through mass participation; Building toilets at houses; Natural calamities (droughts & floods); Political climate in Kashmir

Movements

MyGov; NamoApp; Swachh Bharat; Akashvani Maitree Channel; GST Act

Personalities

 Dhyan Chand  Abhinav Bindra
 Dipa Karmakar  Sania Mirza
 Rohan Bopanna  P.T. Usha
 Pulela Gopi Chand  Dr. Sarvapalli Radhakrishnan
 Mother Teresa  Lokmanya Tilak

People: Ajit Singh; Satya Prakash Mehra; Abhijit Dhondphale; Mallamma

25th Sept

9

30th Oct

Teachings of festivals, Diwali, Cleanliness, ODF, Immunisation, Clean fuel, Mantra of Unity

Movements

ODF campaign, Mission Indradhanush, Swachh Bharat Abhiyan

Personalities

 Mahatma Gandhi
 Indira Gandhi
 Guru Nanak
 Sardar Vallabhbhai Patel
 Chanakya

People: Jasdeep

27th Nov

11




25th Dec

Cashless society, Promotion of digital transactions via various central and state schemes, Unity and trust, India's performance in Ease of Doing Business, World Investment Report, Global Competitive Report, Global Innovation Index, Logistics Performance Index, Divyangjan

Movements

Lucky Grahak Yojana, Digi Dhan Vyapaar Yojana

Personalities

 Madan Mohan Malviya  Atal Bihari Vajpayee
 Dr. Baba Saheb Ambedkar

People: Gurumani Kewal

2017



29th Jan

1

Republic Day celebration; Discourse on duties and rights of citizens; Death anniversary of Mahatma Gandhi; Burden free environment for children, Parents and teachers during examination; Completion of 40 years of Indian Coast Guard; Broadcasting in regional Language

Movements

Beti Bachao Beti Padhao Andolan

Personalities



Sachin Tendulkar



Mahatma Gandhi

People: Srishti; Richa; Shriman S. Sunder

26th Feb

2

Shared heritage with Bangladesh and its independence day; Centenary of the Champaran Satyagraha; Universal Health coverage for all by 2030; Creating conducive environment for expression of depression instead of suppression; Yoga as a means for mental well being

Movements

Digidhan Movement; BHIM App; Digidhan mela programs

Personalities



Rabindranath Tagore



Mahatma Gandhi

People: Gayatri

26th Mar

3

Achievements of ISRO; Agriculture's contribution to the country's economy; Doordashan's special program "Swachhata Samachar" i.e Cleanliness News; Achievements of Indian Athletes across all sports; Importance of daughters and need for awareness

Movements

Lucky Grahak Yojana; Digi Dhan Vyapari Yojana; Beti Bachao - Beti Padhao; Sukanya Samridhi Yojana

Personalities



Dr B. R. Ambedkar

People: Shobha; Sabir; Pooja Nemade

30th Apr

4

Foundation day of states of Gujarat and Maharashtra; Emphasis on Skill Development; Contribution of Dr B. R. Ambedkar towards welfare of the working class; Capacities of South Asia Satellite

Personalities



Dr B. R. Ambedkar

People: Prashant Kumar Mishra; T. S. Kartik; Jagat Bhai; Shivaa Choubey

Connecting People to Nature; Yoga's role in guaranteeing of wellness and fitness; Centre-State government cooperation with Municipal representatives to launch campaign of waste management; Importance of constructive criticism in strengthening democracy

People: Diksha Katiyal; Naina

Climate change; Natural disasters (monitoring and controlling); Dealing with flood situations; Impact of GST on transport and logistics sector; Benefits of GST; Efforts towards increasing employment, Poverty alleviation development; Festivals

Movements

Narendra Modi App

People: Neetu Garg

Improvement in functioning of government; Increasing interest in Khadi sector; Swachhata Hi Sewa Abhiyan's success; Element of Unity in Diversity

Movements

Selfie with Daughter; Narendra Modi app

People: Chandrakant Kulkarni; Bilal Dar

Characteristics of Indian Constitution; Terrorism as threat and challenge to humanity; Celebration of Navy and Armes forces flag day; Awareness on deteriorating soil health; Global warming and Climate change

Movements

Digital India; Smart City Scheme; Constitution Day; Soil Health cards

People: Kriti Hegde, Reeda Nadaf, Jigar Thakkar, Neeraj Singh

28th May

5

25th Jun

6

30th Jul

7

27th Aug

8

24th Sept

9

29th Oct

10

26th Nov

11

31st Dec

10

India's diversity and strength; Ramadan; India's achievements in sports and science; Increased inclination of youth towards sports

Movements

Government E- marketplace

People: Anil Sonara; Arulmozhi

Importance of Cleanliness to festivals; Launch of Sports Talent Search Portal; Yojana for Dalits, Adivasis, Women, Pradhan Mantri Mudra Yojana

Movements

Startup Yojana; Stand Up Yojana; Jan Dhan Yojana from Insurance Scheme; Pradhan Mantri Mudra Yojana

Personalities



Bal Gangadhar Tilak



Dhyan Chand

People: Aparna; Dr. Ananya Awasthi

Importance of Khadi and Handicrafts; Khadi for transformation; India's contribution to UN Peace making operations; Remembering UN Peacemakers; Awareness on Lifestyle disorders; Importance of Yoga; India's Asia Cup hockey win

Movements

Swachh Bharat

Personalities



Sardar Vallabhai Patel

People: Rajan Bhatt, Shriman Tejas Gaikwad

Celebration of Prakash Parv of Guru Gobind Singh; Focus on "New India Youth"; Movement from "Positive India" to "Progressive India"; Behavioural changes for cleanliness campaign; Corrective measures for women's equal rights and opportunities by minority affairs for facilitating Haj pilgrimage for Muslim women; 25 years of India's Partnership with ASEAN

Movements

MyGov and Narendra Modi app

People: P. Vijayan, Mohalla Saadatganj, Anjum, Satish Bewani, Meenu Bhatia, Jyoti Rajendra Waade, Santosh Jadhav, Deepanshu Ahuja

2018



28th Jan

1

Republic Day; Women Empowerment; Self-reliance; Environment; Transformation; Social maladies; Dowry system; Child-marriage; New India; Jan Aushadhi Kendra; Healthcare; Affordable health service; Ease of Living; Amrit Stores; Narendra Modi Mobile App; Mass movements; Padma awards; Herbal medicines; Mahatma Gandhi; Indian origin; European Union; Martyrs Day; Non-violence; Peace

Movements

Beti Bachao, Beti Padhao; Pradhan Mantri Jan Aushadhi Yojna; Mission Clean Morna; Pravasi Bhartiya Divas

Personalities



Kalpana Chawla

People: Shriman Prakash Tripathi, Shriman Darshan, Lakshmikutty, Laxmikutty Subhasini Mistri

25th Feb

2

Science; Bharat Ratna Nobel Prize; Raman Effect; Artificial Intelligence; Technology; Human welfare; Safety standards; Risk conscious society; Culture; Budget; Bio gas; Entrepreneurs; Waste to Wealth; Nari Shakti Puraskar; Women-led development; Participation of women; Electricity; Elephanta Caves; Shivaratri; Holi

Movements

National Science Day; National Safety Day; National Disaster Management Authority; BIMSTEC; Swachh Bharat Campaign; Galvanizing Organic Bio Agro Resources; Trash Mahotsav; International Women's Day

Personalities



Swami Vivekananda



CV Raman



Maharishi Arvind



Thoman Alva Edison

25th Mar

3

Ram Navami; ASEAN; Ramayan; Ayushman Bhoomi; Exam Warriors; Farmers; Brotherhood; New India; Matri-Shakti; Purusharth; Agriculture; Conservation; Technology; MSP; Preventive healthcare; Yoga; Jan Aushadhi Kendras; Industrialization; Foreign Direct Investment; Innovation; Development; Urbanization; Self-Reliance; Waterways; WW2; Competitive cooperative federlism; Mahavir Jayanti; Hanuman Jayanti; Easter; Baisakhi

Movements

MyGov; Fit India; Krishi Unnati Mela; APMC; e-NAM; Mahatma Gandhi; Swachh Bharat; Swasth Bharat; International Yoga Day; Make in India; Smart City Mission; Urban Mission; Start Up India; Stand Up India; Gram-Swaraj Abhiyan

People: Shriman Ghanshyam Kumar, Shriman Sakal Shastri, Shriman Yogesh Bhadresha, Shriman Prashant Kumar, Anagha, Jayesh, Dr. Ajit Mohan Choudhary, Saidul Laskar

29th Apr

4

Commonwealth Games; Women Athletes; Badminton; Athletics; Yoga; Exams; Summer Internship; Farmers; Anganwadi Kendras; Water Conservation; Collective responsibility; Rain water harvesting; Budget; Rabindra Jayanti; Ramadan; Equality; Buddha Purnima; Philosophy; Constitution of India; Asian countries; Nuclear Test; Pokhran Test

Movements

Fit India; Good News India; National Livelihood Misson; Jai-Jawan, Jai-Kisan, Jai-Vigyan

Personalities

Mahatma Gandhi; Rabindra Nath Tagore; Prophet Muhammad; Dr. B.R Ambedkar

People: Shriman Shahikant Bhonsale, Rooma Devnath, Dhawal Prajapati, Aayan Kumar Banerjee, Aayan

INSV Tarini; Mount Everest; Environment; Sports; Cooperation; Global warming; Climate Change; Yoga; Youth; Farmers; Eid; Ramdan

Movements

Navika Sagar Parikrama; Mission Shaurya; Clean Ganga Campaign; Fitness Challenge; World Environment Day; Beat Plastic Pollution; International Yoga Day

Personalities



Veer Savarkar



Pandit Jawaharlal Nehru

People: Maneesha Dhurve, Pramesh Ale, Umakant Madhavi, Kavidas Katmode, Vikas Soyam, Shivangi Pathak, Ajit Bajaj, Sangeeta Bahal, Chhavi Yadav, D. Prakash Rao

Rainfall; Natural disaster; Thailand; Technology; Digital revolution; Smart Gaon App; Saints; Mother India; Ganesh Utsav; Good governance; Development; Junior Under-20 World Athletics World Championship

Movements

Pandharpur Yatra

People: Asharam Choudhury, Prince Kumar, Abhay Gupta, Afreen Sheikh, Khushi, Karthik, Ramesh Sahu, Anushka Panda, Yogesh Sahu, Rajneesh Bajpayee, Santoshi, Hima Das, Ekta Bhyan, Yogesh Qathunia, Sundar Singh Gurjar

Armed-forces; Republic Day Parade; Air Force Day; Woman power; Freedom struggle; Cleanliness; Toilet; Justice; Human rights; Navratri; Durgapuja; Vijayadashmi

Movements

Paraakram Parva; Jai-Jawaan, Jai-Kisan; Swachhata Hi Sewa; Swachh Bharat Abhiyan; Swachh Bharat Mission; Clean India Mission; Mahatma Gandhi International Sanitation Convention; National Human Rights Commission; Sab ka Saath, Sab ka Vikas; Run for Unity

Personalities



Rajmata Vijayaraje Scindia

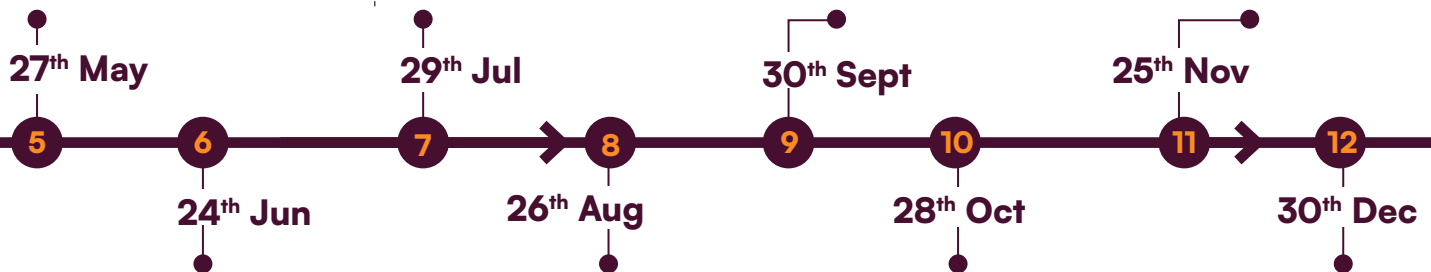
People: Abhilash Tomy

Vijayadashmi; Radio; Regional language; Youth; Constitution Day; Democracy

Movements

Selfie with daughter

People: Anshu Kumar & Amar Kumar, Vikas Yadav, Monica Jain, Prosenjit Sarkar, Sangeeta Shastri, Promita, Nidhi Bahuguna



Cricket; Afghanistan; Yoga day; Doctor's day; Maghar; Saints; Independence; Sacrifices; Jallianwala Bagh; Non-Violence; Renunciation; Industrial Policy; MSME; Indigenization; Marketing of crops; Seed-Bank; GST; Cooperative Federalism

Movements

MyGov; Yuva- Jan Aushidhi Kendras; Samridhi trust

Personalities



Sant Kabir



Dr. Shyama Prasad Mukherjee



Guru Nanak



Rabindranath Tagore

Rakshabandhan; Sanskrit; Teachers' Day; Nature; Disasters; Rescue and relief; Onam; Cabinet; Anti-Defection Law; Parliament; Youth welfare; OBC commission; Economic growth; Social transformation; Triple talaq Bill; Asian Games; Nationals Sports Day; Kailash Nath Mandir; Krishna Raj Sagar Dam; Engineer's Day

Personalities



Atal Behari Vajpayee

People: Kriti, Swati Vats, Praveen, Dr. Swapan Banerjee, Akhilesh Pandey, Bhawan

Inauguration of Sardar Patel statue; Infantry Day; Indian Armed Forces; Asian Para Games; Summer Youth Olympics; FIFA Under-17 World Cup; Service is Supreme; Self 4 Society; Nature; Ancient traditions; Environment; Tribal communities; Farmer; World War I; Restoration of Peace; North-East; Sustainable food systems

Movements

Run for Unity

Personalities



Sardar Vallabhai Patel

People: Narayan Thakur, Taabi Devi, Gurbachan Singh

Health & Sanitation; Solar Energy & Climate Change; Ease of doing business; Nuclear Triad; Under-19 Cricket World Cup and the Blind Cricket World Cup; Women participation in Sports; Harvest festivals; Kumbh Mela

Movements

Ayushman Bharat; Statue of Unity; United Nations Environment Award Champions of the Earth; International Solar Alliance; Swachh Bharat Mission; Eat Right India; Swasth Bharat

Personalities



Nelson Mandela



Guru Gobind Singh ji

People: Dr. Jayachandran, SulagittiNarsamma, Hanaya, Rajani, Jasmer Singh, Usha Rani, Vedangi Kulkarni

2019



27th Jan

1

Role of Election Commission in strengthening democracy; Importance of Right to Vote; Role of radio as medium of communication; Freedom struggle and Azad Hind radio; Aspects of India's space program and its future; Clean India movement

Movements

Khelo India; Housing for all

Personalities



Shivakumara Swami



Netaji Subhash Chandra Bose



Rabindranath Tagore



Dr Vikram Sarabhai

People: Dr. Shri Shri Shri ShivaKumar Swami, Akash Gorkha, Sonali Helvi, Abhinav Shaw, Akshaya Basavani Kamat, Anshul Sharma

24th Feb

2

Martyrs of Pulwama attack and contribution of armed forces in protecting peace; Virtues of Patriotism and Sacrifice of Martyrs; Importance of 44th Constitutional Amendment; Celebration of Padmashree's recipients work.

Movements

National War Memorial; National Police Memorial; Pariksha Pe Charcha; PMJAY

Personalities



Moraji Desai



Jamsetji Tata



Birsa Munda

People: Ram Nirajan, Martyr Ratan Thakur, Meena, Martyr Prasanna Sahu, Martyr Vijay Soren, Martyr Vijay Maurya, Shri Onkar Shetty, Atish Mukhopadhyay, Daitari Nayak, Abdul Ghafoor Khatri, Shabbir Sayyed, Chinna Pillai, Jamuna Tudu, Pankaj Kumar Dagali, Rajkumari Devi

30th Jun

3

Mann Ki Baat 2.0; Loksabha Election 2019; Democracy; Water Conservation; Yoga Day; International adoption of Yoga

Movements

Jalashakti Ministry; Community Participation for water conservation; Jalshakti Janshakti

Personalities



Premchandra



Mahatma Gandhi

People: P.K.Muralidharan and P.V.Chinnathampi, Pawan Gaurai, Sitanshu Mohan Parida, Yash Sharma, Shahab Altaf, Dilip Kumar Ravidas, Ms. Antonietta Rozzi, Swami Rajarsrhi Muni

Janmashtami; Festivals and their role in social and economic aspects; Spirit of collectiveness & sense of service as promoted by Gandhiji; Open Defecation Free India; Yoga Day; Environment protection; Wildlife conservation (Tigers, Asiatic Lions)

Movements

Swachhata Hi Sewa; 'Shramdaan' for cleanliness on 150th anniversary of Gandhiji; Poshan Abhiyan; Mutthi Bhar Dhaanya; Fit India Movement; Swachhata Abhiyan

Personalities



Mahatma Gandhi



Swami Vivekananda



Nandlal Bose



Subhash Chandra Bose



Bear Grylls

People: Srishti, KK Pandey, Aishwarya Sharma

Advent of Celebration of festivals (from Navratri to Chhath Puja); Addiction to tobacco; Dangers of E-cigarettes; Pledge to stop Single Use Plastic; India's Improvement in Travel and Tourism Competitive Index, Swacchta Abhiyan's role in improved tourism

Movements

Fit India; Gandhi 150; Fit India Plogging Run

Personalities



Lata Mangeshkar

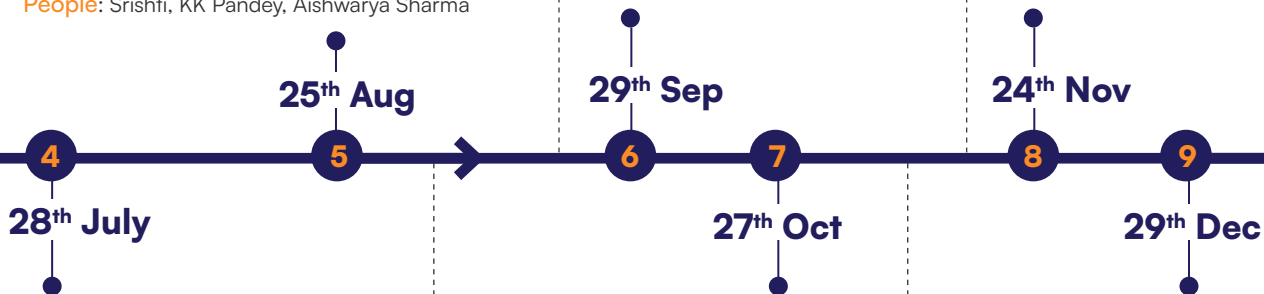
People: Aleena Taayang, Daniil Medvedev, Mr. Ripudaman Belvi

Celebration of NCC Day and it's role as a youth organization; Ek Bharat Shresth Bharat; Discussions on Exam Warrior Book; Role of Indian civilization in preaching message of unity in diversity; Celebration of "International Year of Indigenous Languages"; 70 years of Adaption of Constitution

Movements

Fit India Movement

People: Tarannum Khan, Hari G.V, Vinole Kiso, Akhil, Mr Ramesh Sharma, Shweta, Diwan Singh, Vaishali Garbyaal



Books at Narendra Modi app; Collective Action; Young cancer survivors; Cleanliness & Sanitation; Beautification of cities; Religious tourism; Saawan; Monsoon and floods; Panchayats; Independence day celebrations

Movements

Chandrayaan 2; Quiz competition for kids on India's Space Mission; Science and Technology; Swachhata Abhiyan; Back to village program in Kashmir

People: Nidhi Baipot, Monish Joshi, Devanshi Rawat, Tanush Jain, Harsh Devdharkar, Anant Tiwari, Preeti Nag, Atharva Deshmukh, Aronyatesh Ganguli & Hrithik Alaamandaa, Sanjiv Haripura, Mahendra Kumar Daga,P. Arvind Rao, Shriman Yogesh Saini, Dattatraya Ramchandra Bendre

Role of Indian Diaspora in promoting Festival tourism; Birth Anniversary of Iron Man of India - Sardar Patel and his role in binding nation together; Cleanliness campaign of rivers; Segregation and management of garbage; Festivals role in awakening consciousness

Movements

Statue of Unity; Run for Unity

Personalities



Guru Nanak



Sardar Vallabhai Patel

People: Kodipaka Ramesh, Geetika Swami, Major Khushbu Kanwar, Kavita Tiwari, Megha Jain, Ramchandra Bendre

National Youth day and role of younger generation; Spirit of Swadeshi; Importance of field of astronomy; Launch of Asia's larges telescope; Improved productivity of Parliament

Movements

Gramin Ajivika Mission; Himayat Program of Jammu Kashmir and Ladakh

Personalities



Mahatma Gandhi



Tiruvalluvar



Swami Vivekanand

People: Parveen Fatima, Fiaz Ahmad, Rakib-ul-Rahman, Ripun, Maadhav

2020



26th Jan

1

Ethos of Public Participation; Republic Day; *Mann Ki Baat* Forum; Exam Season and Youth; Fitness India; Festivals; Bru-Reang refugee crisis

Movements

Gaganyaan Mission

People: Shailesh, Purnima Mandal, Yoganathan, Prashant Singh Kanhaiya, Kareena Shankta, Saalumarada Timmakka

23rd Feb

2

Diversity; Arts and Culture; Unique Biodiversity; Science and Technology; Women Empowerment and Entrepreneurship; Fitness; People with Disabilities; Arts and Handicrafts

Personalities



Tamil poetess Avvaiyar

People: Paras, Kamya Karthikeyan

29th Mar

3

COVID-19; Health; Frontline Workers; Quarantine; Precautions

Movements

Lockdown; Quarantine Requirements

People: Ramagampa Teja, Ashok Kapoor, Dr. Nitesh Gupta, Doctor Borse, Pareekshit, Aaryaman, Suraj, Vasudha, Shashi

26th Apr

4

COVID-19 Pandemic; Altruistic Spirit and Unity of India; COVID-19 Warriors; Innovation during Crisis; Indian Culture and Traditions; Hygiene, Environmental Conservation; Charity; Akshaya Tritiya festival; Ramadan

Movements

COVID-19warriors.gov.in

31st May

5

Corona Pandemic; Service & Sacrifice; Innovation; Collective Efforts & Resolve; Challenges & Hardships; Plight of Laborers and Workers; Yoga and Ayurveda; Eastern Region of India; World Environment Day; Biodiversity; Nature Conservation; Water Conservation

Movements

Vocal for Local; Make in India; Ayushman Bharat; Atmanirbhar Bharat

People: Dinesh Upadhyay, Shirisha Gajni, Group Captain A.K. Patanik, Urmila, Prakash Kandpal

Challenges of the Pandemic in 2020; Resilience in Adversities; Universal Brotherhood; Tradition of Friendship and Trust; Territorial Integrity (Ladakh Martyrdom); Traditional Indian Sports; Preserving and Passing Down Cultural Traditions; Nostalgia and Importance of Family; Start-Up Opportunities; Family History Preservation

Movements

Self-Reliant India; Vocal for Local; Farmer Loans

Personalities



Shri PV
Narasimha Rao

People: Rajni, Mohan Ramamurthy, Kamegowda

Festivals; Toy Industry; Computer Games; Self-Reliance; Aatma Nirbhar Bharat App Innovation Challenge; Nutrition and Proper Nourishment; Brave Canines in the Security of the Country; Education; Social Distancing Measures; 75th Independence Day; Freedom Struggle

Movements

National Education Policy; Nutrition Week and Nutrition Month

Personalities



Gurudev
Rabindranath
Tagore



Mahatma
Gandhi



Lal Bahadur
Shastri

People: Mr. C V Raju

Festivals; Restraint During Festivals due to Corona; Lockdown; Sanitation workers, domestic helps, local vegetable vendors, milkmen, security guards; Braveheart Soldiers; Khadi; Self-Help Groups; Yoga and Ayurveda; Reading and Writing; Mobile Libraries; Spreading Knowledge; National Unity; Pencil-Making; Technology Based Service Delivery (Eg. Modern agricultural equipment)

Movements

Vocal for Local (eg. Khadi); National Unity Day; ekbharat.gov.in; New Farm Laws

Personalities



Maharishi
Valmiki

People: Suman Devi, Pon Mariyapan, Usha Dubey, Meena Gurung, Sandeep Kumar, Manzoor Ahmad Alai, Atul Patidar

28th June

6

7

26th July

Kargil Vijay Diwas; Patriotism; Fight against Corona; Wearing Masks; Community-led COVID-19 efforts; Local Products and Innovation; National Handloom Day; Courage in Difficult Situations; Suriname Relations

Movements

Sanghe Shakti, Kalau Yuge; Vocal for Local

People: Balbir Kaur, Kritika Nandal, Vinayak, Usman Saifi, Kaniga, Chandrika Parasad Santokhi

30th Aug

8

9

27th Sep

Corona; Family Values (The Sanskar Sarita); Storytelling (Qissagoi, Hitopadesh, Panch Tantra, puppetry); Agriculture; Farmers; Self-Reliance; Farmer Producer's Organization; Fruits and Vegetables (APMC act); Farmers and Youth in Villages; Bhagat Singh; Patriotism; Brave Soldiers

Movements

Atmanirbhar Bharat Abhiyan; APMC Act; "Do Gaj Ki Doori, Mask Zaroori" (social distancing)

Personalities



Bhagat
Singh



Lala Lajpat Rai



Rajmata Vijaya
Raje Scindia

People: Amar Vyas, Vaishali Vyawahare Deshpande, Srividya Veer Raghavan, Geeta Ramanujan, Vikram Sridhar, Aparna Athare, Shailaja Sampath, Soumya Srinivasan, Aparna Jaishankar, Lavanya Prasad, Seedu Dembele, Kanwar Chauhan, Ismail Bhai, Bijay Shanti, Ajay SG, Dr. Murli Manohar Joshi

25th Oct

10

11

29th Nov

Idols and Artifacts; Heritage and Culture; Museums, Libraries, Galleries; Cultural Heritage through Technology; Vedanta Philosophy in India; Teachings from Guru Nanak Devji; Gurudwara Restoration; Sikh Culture; University Students and Alumni; Swadeshi; Agriculture

Movements

World Heritage Week; Virtual Gallery Tours; Vocal for Local; Atmanirbhar Bharat; New National Educational Policy; Agricultural Reforms

People: Jitendra Bhoi, Mohammad Aslam, Virendra Yadav

12

27th Dec

Atma nirbharta - Self Reliance; Martyrdom; Guru Gobind Singh; Compassion for all Life Forms; Wildlife Protection; Temple Renovation; Kashmiri Saffron; Life-Long Learning; Garbage Cleaning

Movements

Zero effect, Zero defect; Vocal for Local; Diksha Portal for Education

People: Anjali, Abhishek, Abhinav Banerjee, Venkat Murli Prasad, Gayatri, Hemalata N. K., Hiranman, Abdul Majeed Wani, T. Srinivasacharya, Pradeed Sangwan, Anudeep and Minusha

2021



31st Jan

1

New year festivals; Padma Awards; Australia series win by the Indian cricket team; Success of COVID-19 vaccination program; Self-reliance; Freedom Movement; Biowaste treatment; Electricity; Water treatment; Environment protection; Women Participation in AirForce; Microfinance; Fight against corona; Agriculture and Technology Innovation (ex: strawberry cultivation in Bundelkhand); Handicraft Artisans; International adoption of Yoga (ex: Chile); Road Safety

Movements

NamoApp; Mygov; Amrit Mahotsav; Young Writers initiative; Incredible India Weekend Getaway; National Yoga Day; International Yoga Day; FAStag program

Personalities



Dr Rajendra Prasad

People: Himanshu Yadav, Kirti, Priyanka Pandey, Jai Ram Viplava, N.S Rajappan, Meena Rahangadale, Gurleen Chawla, Sarmuddin, Bhagyashree Sahu, Dr. Swapnil Mantri, Aparna Das

28th Feb

2

World Water Day; Conservation of wells; Collective action; Magh Poornima; National Science Day; Agriculture & Technology; Self reliant India; Textile industry; Handicraft and artisans; Annual Waterfowls Census; Environment protection; Contribution of armed personnel; Sports commentary

Movements

Jal Shakti Abhiyan; Atmanirbhar Bharat Campaign; Made in India; Statue of Unity; Pariksha Pe Charcha

Personalities



Sant Ravidas



Dr C. V. Raman

People: Babita Rajput, Jagdish Kuniyal, Yogeshwaran, Snehil, Chintala Venkat Reddy, Urugen Futsog, Kamraj Bhai Choudhary, Harishchandra, Murugesan, Ranjan, Pramod, Santosh, Mayur, Jadav Payeng, Kamalakant

28th Mar

3

Freedom Movement; Corona Warriors; Women Participation in Sports; Tourism; Lighthouses; Agriculture & Technology; Bee farming; Environment Protection: World Sparrow Day; Waste Management; Toy waste; Car waste; Festivals

Movements

MyGov; Amrit Mahotsav; NamApp

Personalities



Bhagwan Birsa Munda



P V Sindhu



Mitaali Raaj



Dr. B. R. Ambedkar

People: Anup Rao, Sujeet, Devesh, Naveen, Ram Dulaiya, Pushpa Shukla, Kewal Krishna, Jai Chaudhary, Anandan Nair, Shivani, Guru Prasad, Bijay Kumar Kabi, Amresh Samant, Marimuthu Yoganathan, Professor Srinivasa Padkandla, Sikari Tissau

25th Apr

4

2nd wave of COVID-19 in India; Vaccination

Movements

MyGov; Amrit Mahotsav; NamApp

Personalities



Guru Tegh Bahadur Ji

People: Dr Shashank Joshi, is Dr Naveed Nazeer Shah, Bhavana Dhruv, Surekha, Prem Verma, Preeti Chaturvedi

COVID-19 Pandemic; Availability of Oxygen; Minimum Support Price; Farmers; 7 Years of the ruling Government

Movements

Sabka-Saath, Sabka-Vikas; Sabka-Vishwas; Pradhan Mantri Awas Yojna; Ayushman Yojna

People: Dinesh Upadhyay, Shirisha Gajni, Group Captain A.K. Patanik, Urmila, Prakash Kandpal

Olympics; Armed forces; Kargil Vijay Diwas; Amrit Mahotsav; Khadi; Freedom movement; Efforts and Initiatives of common people; Technology; Innovation: Start-up; COVID-19; Rendering social services; Heritage; Water Conservation; Protecting Environment

Movements

Vocal for Global

People: Sayee Praneeth, Issak Munda, T S Ringphami Young, Avungshee Shimre Augasteena, Bikramjit Chakma, Sanjay Rana, Radhika Shashtri, Parjanya Suktam

Rivers; Pollution; Water Scarcity; Cleanliness; Amrit Mahotsav of Freedom; Economic cleanliness; Technology (UPI); Corruption; Khadi; Vocal for Local; COVID-19; Ayurveda; Vermi-composting

Movements

Namami Gange Mission; One Teacher, One Call; Ayushman Bharat scheme; Jan Dhan Yojana

Personalities



Mahatma Gandhi



Lal Bahadur Shastri



Pandit Deen Dayal Upadhyay

People: Ramesh Patel, Mahesh Nehra, Akshat Rawat, Pushpak Gawande, Ajay Kumar, Lobsang Chospel, Major Dwarkesh, Irfan Ahmed Mir, Chongjin Ingmo, Deepmala Pandey, Patayat Sahu, Satish, Manjo Kachchap, Sudha Chebrolu, Subhashree

War; Nature conservation; Health; Start-ups; COVID-19; Environment

Movements

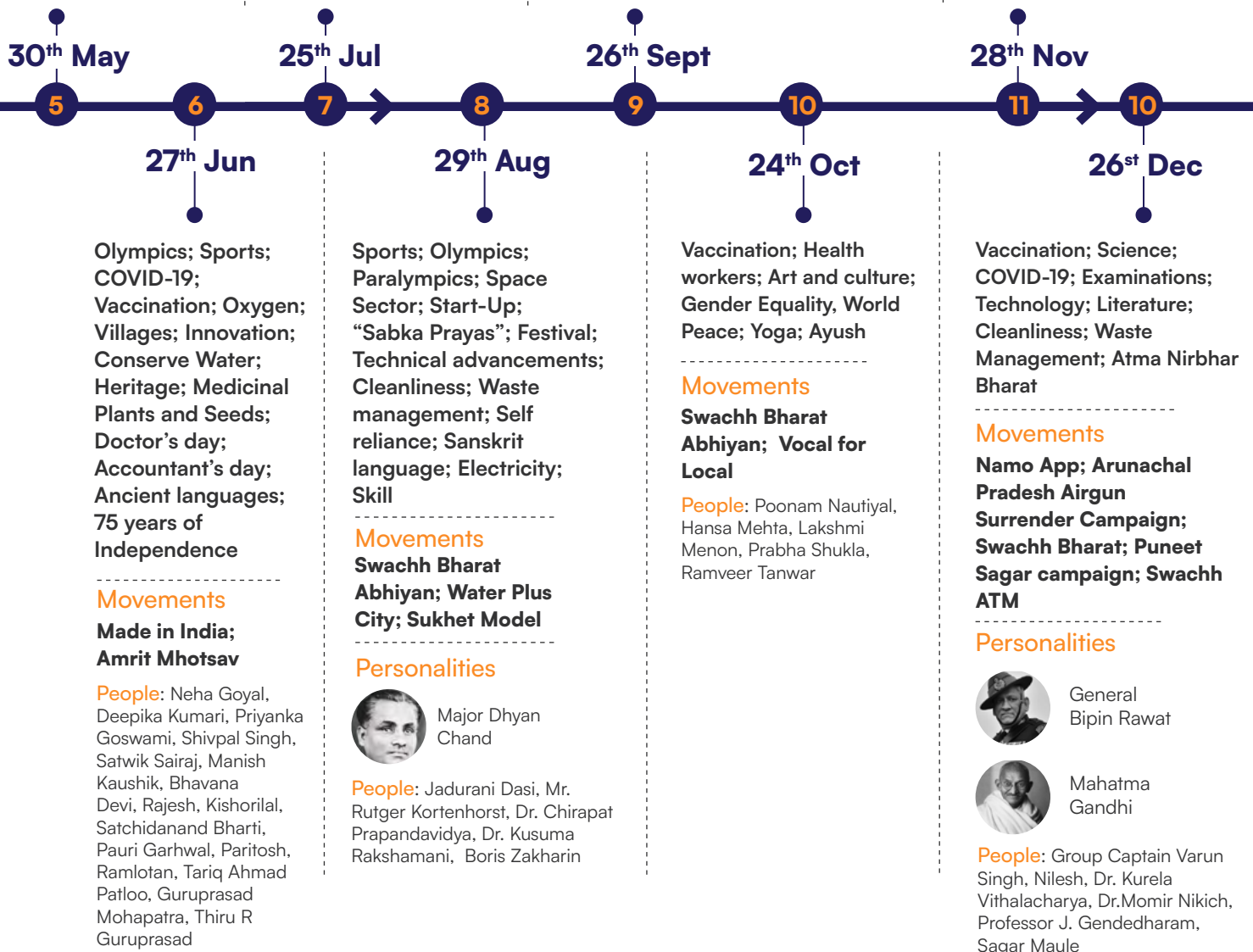
Azadi Ki Kahani — Bachchon Ki Zubani; Sabka Prayas; Ayushman Bharat

Personalities



Dr. Baba Saheb Ambedkar

People: Ojaswi, Ram Kumar Joshi, Tarini Das, Rajesh Prajapati, Sukhdevi, Mayur Patil



2022



30th Jan

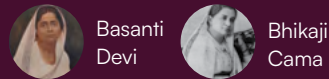
1

Republic Day; Azadi Ka Amrit Mahotsav; Women empowerment; Textile art; Agriculture; India at 2047; Higher Education; Nature; Indian culture; Khadi; Sports and fitness; COVID-19

Movements

Vidyanjali Abhiyan; Swachhata Abhiyan; Atma Nirbhar Bharat campaign

Personalities



Basanti Devi Bhikaji Cama

People: Lourembam Beino Devi, Shri. Arjun Singh, Amal Mahalinga Naik, Riddhima Swargiyari, Mohammed Ibrahim, Laurencio Pereira, Shyamji Krishna Varma, Taimmal, Professor Aida Albrecht, Thounaojam Niranjay Singh

27th Feb

2

Indian sculptures, Ek Bharat-Shreshtha Bharat; Indian languages; Ayurveda; Women empowerment; Science; Start-ups

Movements

National Education Policy; AYUSH Start-up Challenge; Mission Jal Thal; Clean India Mission; Mission Beat Plastic; Skill India; Beti Bachao, Beti Padhao; Vocal for Local

Personalities



Mahatma Gandhi Prince Charles

Raila Odinga CV Raman

People: Surjan Parohi

27th Mar

3

International trade; Aatmanirbhar Bharat; Yoga; Ayurveda; Ayush Start-Ups; Cleanliness; Water conservation and recycling; Ek Bharat Shreshtha Bharat; India's diversity; Education for girls

Movements

Make in India; Government e-Market place (GeM portal); Jal Mandir Scheme; Kanya Shiksha Pravesh Utsav; Festivals

People: Rahul Maharana, Mupattam Sri Narayanan, Arun Krishnamurthy, Rohan Kale

24th Apr

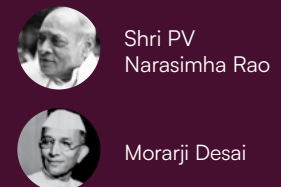
4

Pradhanmantri Sangrahalaya; Azadi ka Amrit Mahotsav; Museums; Cashless Economy; Technology; Paralympics; Infrastructure for differently abled; Water conservation; Mathematics; Vedic Mathematics; Festivals

Movements

Amrit Sarovar Abhiyan; Pariksha Pe Charcha; Exam warrior; Nammo App

Personalities



Shri PV Narasimha Rao

Morarji Desai

People: Sarthak, Sagarika, Preksha, Anandita Tripathi, Gaurav Tekriwal,

Unicorns, Start-ups; SHGs; India's linguistic diversity; Cleanliness; Pilgrimage; Yoga

Movements

Ek Bharat Shrestha Bharat; Sukanya Samridhi Yojana

People: Sridhar Vembu, Madan Padaaki, Meera Shenoy, Kalpana, Professor Taramurthy, Shripati Tudu, Manoj Bainjwal, Surendra Bagwadi, Champa Devi, Hiroshi Koike, Ram Bhupal Reddy, Kunwar Singh

Freedom, COVID-19; Health, AYUSH, Ayurveda; Apiculture; National Beekeeping and Honey Mission; Agriculture; Fairs; Tribal societies; Toys; Sports and games; Examinations

Movements

Amrita Bharathi Kannadathi; Azadi Ki Railgadi Aur Railway Station; Har Ghar Tiranga

Personalities



PV Sindhu

People: Tirot Singh, Ram Prasad Bismil, Ashfaq Ullah Khan, Nimit Singh, Shriman Ashish Bahl

Cheetahs; Sign Language; Para sports; Yoga; Water; Coastal areas; Climate change; Festivals; Khadi; Handicrafts; Self-reliant India; Millets; National games

Movements

Swachh Sagar - Surakshit Sagar; Kabaad se Jugaad; TB Free India campaign

Personalities



Subhas Chandra Bose



Bhagat Singh



Pandit Deen Dayal Upadhyay

People: Jinu Rawatiya, Pooja, Tinka, Hemkosh, Anvi

G-20; Space sector; Innovation; Technology; Drones; Indian Music; Education; Medical Science

Movements

Azadi Ka Amorit Kaal; One Earth, One Family, One Future; Made in India

People: Subba Rao Chillara, Tushar Jagmohan, Hariprasad Garu, Sanjay Kashyap, Baldi, Shriman Vipul Goyal, Suresh Kumar, Varshaben

29th May

5

26th Jun

6

31st Jul

7

28th Aug

8

25th Sept

9

30th Oct

10

27th Nov

11

25th Dec

10

Censorship; Democracy; Space; Sports; Waste management; Cleanliness; Water conservation; Music and culture; COVID-19

Movements

NaMoApp

Personalities



Kishore Kumar



Neeraj Chopra



Mithali Raj

People: Tanvi Patel, Adil Altaf, Tanu, Poorna Malavath

Freedom; Cleanliness; Water and water conservation; Malnutrition; Millets; Electricity; Internet connectivity; Cows; Himalayan Fig; Festivals

Movements

Amrit Sarovar Abhiyan; Project Sampurna; Mera Bachha Abhiyan; Poshan Tracker; Digital India

Personalities



Major Dhyan Chand

People: Krishnil Anil, Sridevi Varadarajan, Setha Singh, Om Prakash Singh, Gudiya Singh, Ramesh, Hartalika Teej

Festival; Solar Energy; Electricity; Space sector; Industries; Digital Connectivity; Start-ups; Technology; Environment; Games; Tribes

Movements

Ek Bharat- Shrestha Bharat; PM Kusum Yojana; Jai Anusandhan; Judega India to Jeetega India

People: Thiru K. Ezilon, Kamal Meena, Shriman Vipin patel, Mansoor Ahmed Larhwal, Kunni

G-20; Evidence based research; Medicine and research; Ayurveda; Yoga; Kala Azar; Ganga; Biodiversity; Cleanliness; Local art and culture; Heritage

Movements

Amritkal; Ek Bharat-Shreshtha Bharat; Har Ghar Tiranga; Azadi Ka Amrit Mahotsav; Namami Gange; Ajeevika; Swachh Bharat Mission

People: Sange Sherpa, Quemashree, Shriman Suresh, Shrimati Maithili

2023



29th Jan

1

Republic Day celebrations; Tribal communities; Padma Awards; Democracy; FPO and millets; Vision of Accessible India; Patent Filling (IISc); Trademarks; Global Innovation Index; E-waste Recycling; Wetlands; Biodiversity; Kashmir tourism

Movements

Amrit Mahotsav; Yoga Day, International Year of Millets; Odisha Millets Mission; Millets Exhibitions at all G20 venues; Purple Fest Goa; NamApp; Ramsar Sites

Personalities



Dr B. R. Ambedkar



Swami Vivekananda



Anubhav Mandapam of Lord Basaveshwara



Jamsetji Tata



Guru Nanak

People: Sandeep Sharma, K.V. Rama Subba Reddy, Sharmila Oswal, Jaya, Vatsal, Dhani Ram Toto, Janum Singh Soy, B. Ramakrishna Reddy, Siddhi, Jarawa and Onge, Hirabai Lobi, Ratan Chandra Kar and Ishwar Chandra Verma, Ajay Kumar Mandavi, Parshuram Koma Khune, Ramkuiwangbe Niume, Bikram Bahadur Jamatia and Karma Wangchu

26th Feb

2

Unity Day competitions; Music; Tele Consultation; UPI; Ease of Living; Religious tourism; Bengali literature; Self Help Groups

Movements

'Geet' — Patriotic Songs; Lullabies; Rangoli; Digital India; E-Sanjeevani; Banaras Kashi Vishwanath Station; Tribeni Kumbho Mohotshav; Kumbh Mela; Swachh Bharat Abhiyan; Yuva Swachhata Evam Janseva Samiti; Waste to Wealth; Vocal for Local

Personalities



Vallabhai Sardar Patel



Lata Mangeshkar

People: B.M. Manjunath, Kunal Kumar, Kamala Moharana, Shriman Kanchan Banerjee, Madan Mohan Lal, Madan Mohan Lal, Joydeep Mukherjee, Uppalpu Nagmani, Sangram Singh Suhas Bhandare, Raj Kumar Nayak, Saikhom Surchandra Singh, Pooran Singh, Kamal Kumar, Sachin Narendra Avsari, Gurudutt Vantekar, T. Vijay Durga, Narasimha Reddy Garu, Vijay



26th Mar

3

Organ Donation; Navratri, Women participation in filmmaking (Oscars); Flying; Science; Politics; Clean Energy; Electricity through solar energy; Agriculture in Kashmir; Ram Navami

Movements

Azadi ka Amrit Kaal; India's Solar Mission; Kashi-Tamil Sangamam; Saurashtra-Tamil Sangamam

Personalities



Guru Nanak



Veer Lachit Borphukan



Dr B. R. Ambedkar



Mahatma Jyotiba Phule



03

Methodology

A Brief Overview

For a qualitative textual analysis of all 99 *Mann Ki Baat* episodes broadcast between 2014 and 2023⁴, we used the text-mining tool WordStat to categorize transcripts published on the government’s official *Mann Ki Baat* website⁵. We used the software to identify, categorize, and illustrate the main themes and topics the program has covered over the years.

Word Frequency Analysis (Word Clouds)

Word clouds are a visual representation of the most commonly used words in a text: the size of each word is proportional to the relative frequency of its use⁶. In a textual analysis of the 99 episodes of *Mann Ki Baat* broadcast between 2014 and 2023, WordStat found that Prime Minister Modi and his guests often spoke of the nation as a whole, using words such as “India,” “Indian,” and “people.” They also pointed to particular social groups— “women,” “youth,” and “farmers”— and emphasized topics such as “cleanliness,” “Yoga,” “water,” “conservation,” “innovation,” “technology,” and “environment.”

⁴ In 2014, there were just three episodes of *Mann Ki Baat*; in 2019, there were nine. From 2015–2018 and 2020–2022 and for the first three months of 2023, the program was broadcast every month.

⁵ PMINDIA. *Mann Ki Baat* | Prime Minister of India. (n.d.). Retrieved April 6, 2023, from <https://www.pmindia.gov.in/en/mann-ki-baat/#>

⁶ Provalis Research. (2021). Wordstat 9 Text Analytics Software User’s Guide



Figure 1

Word cloud representing the 99 episodes of Mann Ki Baat broadcast between January 2014 and March 2023

Over the years, the transcripts also reflect an emphasis on the spirit of service and collective effort. For instance, words like “share,” “make,” “campaign,” “opportunity,” “resolve,” “service,” and “work” appear multiple times in the year-by-year word cloud illustrations. (See Appendix: Methodology.)

Topic Extraction

We used WordStat’s word-correlation matrix algorithm (See Appendix: Methodology for a detailed explanation of the concept) to analyse all 99 *Mann Ki Baat* transcripts and identify each year’s most-covered topics. This tool, likewise, identified five key themes: cleanliness and sanitation, health, wellness, water conservation and sustainable development.

Table 1

Themes Identified

1



Cleanliness & Sanitation

Sub-themes

Swachh Bharat Abhiyan

2

Health



Sub-themes

Ayushman Bharat Scheme, COVID-19 Vaccination, E-Sanjeevani

3



Wellness

Sub-themes

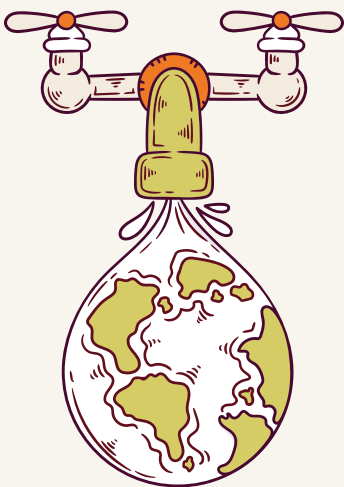
Yoga, Mental Health, Ayurveda, Fitness, Drug Addiction Awareness

4

Water Conservation

Sub-themes

Jal Shakti Abhiyan



5

Sustainable Development

Sub-themes

Agriculture, Education, Financial Inclusion, Digital India, Environment Protection and Conservation (Water Conservation, Wildlife protection and Global warming), Skilling, Women Empowerment



Hierarchical Clustering Analysis (Dendrograms)

WordStat allows users to apply graphic tools, known as hierarchical cluster analysis and co-occurrence analysis, to identify and categorize related words⁷. (See Appendix: Methodology). It then produces dendrogram graphs that show the words most strongly associated with one another.

The following is a dendrogram generated from all the 99 transcripts from 2014 and 2023 depicting the co-occurrence of topics. (Refer to Appendix: Methodology for year-wise dendrograms generated from the Mann Ki Baat transcripts for the years 2015-2022).

How to Read a Dendrogram?

Each branch of the dendrogram is called a clade. The arrangement of clades is based on their degree of similarity or dissimilarity. Clades that are positioned at similar heights are considered similar to each other, whereas those at different heights are dissimilar. The extent of dissimilarity increases with the difference in their heights.

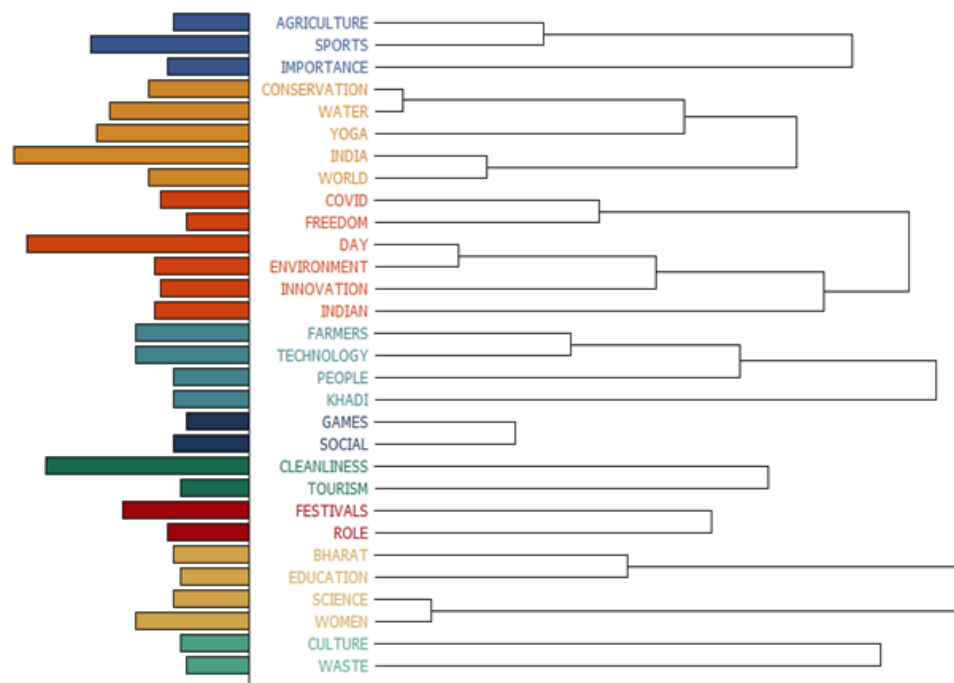


Figure 2

Dendrogram representing 99 episodes of Mann Ki Baat broadcast between 2014 and 2023

⁷ Provalis Research. (2021). Wordstat 9 Text Analytics Software User's Guide

The dendrogram shows many of the same patterns we see above. For example, the words “water” and “conservation” seem highly associated with one another, suggesting that they often appear together. As an example, the program often features local and statewide policy initiatives aimed at water conservation and resource management, such as groundwater recharging, the construction of small dams and water temples, and the revival of ancient deep tanks and masonry wells⁸.

Similarly, the words “environment” and “innovation” are frequently linked in the transcripts. *Mann Ki Baat* often highlights community clean-up efforts, such as the restoration of Versova beach in Mumbai. Furthermore, it tells stories of grassroots interventions such as farmers in Tahoo village in Himachal Pradesh who rehabilitated their soil, and vegetable sellers in Boinpalli who came up with a method to generate electricity from garden waste.

Sankey Diagram

Using Natural Language Processing, we enlisted an AI-powered tool, Atlas.ti, to generate a Sankey diagram for 6 *Mann Ki Baat* episodes published during the period of six months from January 2022 to June 2022. This analysis entailed the use of in-vivo coding, where we identified themes discussed across transcripts and labelled them using words from the text. The codes thus generated were mapped against one another to understand their co-occurrence to establish the contextuality of the themes discussed. This exercise resulted in the following sankey diagram. Sankey diagrams illustrate the way themes and topics flow into and relate to one another within individual episodes of *Mann Ki Baat*.

The following diagram illustrates the flow of themes into one another and the relationship they share in the discussion. The linkages shown in the figure represent the co-occurrence of certain themes. The thickness of the linkage represents the frequency of their co-occurrence. For example, discussions around “cleanliness” invoked sub-themes like “mass movement”, “children”, “women”, “environment”, and “Swacchta Abhiyan”. Hence, using this an understanding can be gained about the context in which any given theme is discussed in the podcast. Similarly, international discussion pertained to sports, national achievement, Yoga, Ayurveda, and awards, representing the topics which had an international component to them as discussed in the podcast.

⁸ These initiatives include “Mission Bhagirathi” in Telangana, “Neeru Pragati Mission” in Andhra Pradesh, “Jal Yukt Shivir” in Maharashtra, “Lok-Suraj, Jal-Suraj” campaign in Chhattisgarh, “Balram Talaab Yojana” and “Kapil Dhara Koop Yojana” in Madhya Pradesh, “Mukhya Mantri Jal Bachao Abhiyaan” in Uttar Pradesh, “Kalyani Yojana” in Karnataka, “Water Self Sufficiency Campaign” and water temples in Rajasthan and Gujarat, and “Check Dams” in Jharkhand.

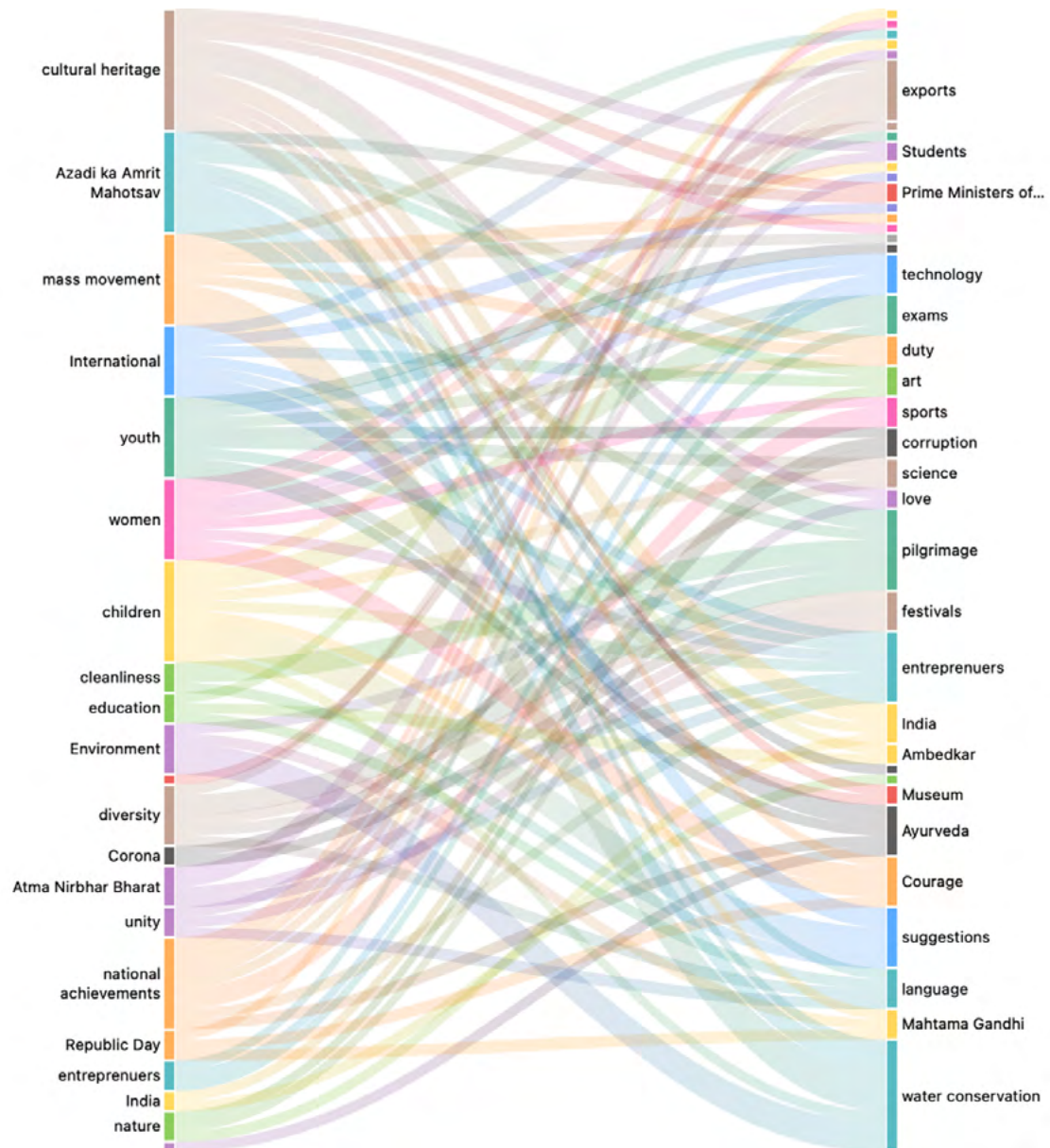


Figure 3

Sankey diagram representing all 99 episodes of Mann Ki Baat

Every theme on the left had linkages with multiple topics on the right, illustrating the holistic nature of the discussions in the podcast. For example, the discussion around “women” covered a diversity of sub-topics such as “UPI”, “Skill India”, “technology”, “sports”, “entrepreneurs” and “courage”. The figure therefore, helps us aggregate the discussion around certain themes and understand the relationships between various themes, thus illuminating the overall context of the discussion.

Lastly, exceptional focus on cultural heritage, cleanliness, women, and youth highlights the priorities of the discussion in the time period which was analyzed. The vast diversity of topics highlights the comprehensiveness of *Mann Ki Baat*, which provides space for a wide variety of themes and subjects.

04 Topics Analysed



Our research shows that over its 99 episodes, *Mann Ki Baat* has focused public attention on five key overarching themes: cleanliness and sanitation, health, wellness, water conservation and sustainable development. Episodes highlight public-policy efforts aimed at solving these and related problems, such as the [Swachh Bharat Abhiyan](https://swachhbharatmission.gov.in/sbmcms/index.htm) (https://swachhbharatmission.gov.in/sbmcms/index.htm) (Clean India Mission) campaign to end open defecation in India and the [Ayushman Bharat](https://ab-hwc.nhp.gov.in/) (https://ab-hwc.nhp.gov.in/) program aimed at bringing comprehensive health services to India's most vulnerable people. They also tell the stories of successful local and community efforts to address these same themes and introduce audiences to the "changemakers" at the forefront of these efforts. In this way, they might inspire listeners to participate in similar efforts close to home, or even to find new and innovative ways to become "changemakers" themselves. These success stories have been divided into three categories in this report - Changemakers (success stories of individuals who have contributed to bringing positive changes in society), Collective Action (success stories of organisations and groups that have worked together to create a change) and Movements (success stories of government programs and policies). The report writers would like to thank Axis My India for the curation of case studies for each of the themes.

In 2015, the UN's 193 Member States adopted 17 Sustainable Development Goals (SDGs) aimed at enabling fairer and more equal communities to thrive on a safer, cleaner, more prosperous planet by 2030. According to United Nations India:

At the core of this global agenda for 2030 is the principle of universality: “Leave No One Behind.” Development in all its dimensions must include all people, everywhere, and should be built through the participation of everyone, especially the most vulnerable and marginalised.



Mann Ki Baat's efforts to increase awareness of pressing global and local problems, celebrate grassroots solutions and “change makers,” and encourage citizen activism and “people power” nationwide have helped push India toward progress on all 17 SDGs.

The following is an indicative mapping of the major initiatives and themes covered in the *Mann Ki Baat* episodes with the global SDG targets (<https://www.un.org/sustainabledevelopment/poverty/>) for agenda 2030.



Cleanliness and sanitation

Initiative: **Swachh Bharat Abhiyan**



Target: 6.2 By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.

6.3 By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.



Health

Initiative: Ayushman Bharat



Target: 3.7 By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programs.

3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

Initiative: E-Sanjeevani



Target: 3.7 By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programs.

3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

Initiative: Oxygen Express



Target: 3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

Initiative: Subko Vaccine, Muft Vaccine



Target: 3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.



Wellness

Initiative: Fit India Movement



Target: 3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.



Initiative: Ayush

Target: 3.7 By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programs.

3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

**Water Conservation****Initiative: Jal Shakti Abhiyan**

Target: 6.5 By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate.

12.2 By 2030, achieve the sustainable management and efficient use of natural resources.

15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

Initiative: Atal Bhujal Yojana

Target: 6.3 By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.

6.5 By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate.

12.2 By 2030, achieve the sustainable management and efficient use of natural resources.

Initiative: Namami Gange



Target: 6.6 By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.

11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.

14.1 By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.

15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.

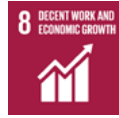
15.5 Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.

15.9 By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.



Sustainable Development

Initiative: Jan Dhan Yojana



Target: 1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.

1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.

8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

Initiative: Unified Payments Interface



Target: 8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.

8.10 Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.

Initiative: [Mudra Yojana](#)

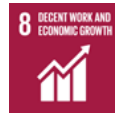


Target: 8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

8.10 Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.

9.3 Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets.

Initiative: [Stand Up India](#)



Target: 1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.

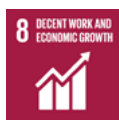
8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

8.10 Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.

10.4 Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.

10.6 Ensure enhanced representation and voice for developing countries in decision-making in global international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions.

Initiative: Zero Budget Natural Farming



Target: 2.3 By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.

2.4 By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.

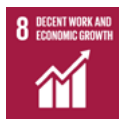
2.a Increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development and plant and livestock gene banks in order to enhance agricultural productive capacity in developing countries, in particular least developed countries.

6.3 By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

Initiative: PM Fasal Bima Yojana



Target: 1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.

1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.

1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

2.3 By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.

8.10 Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.

Initiative: Beti Bachao Beti Padhao



Target: 4.1 By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes.

4.2 By 2030, ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education.

4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.

4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

4.6 By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.

Initiative: **Sukanya Samridhi Yojana**



Target: 1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.

5.a Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.

8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

8.10 Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.

10.4 Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.

Initiative: **Green India Mission**

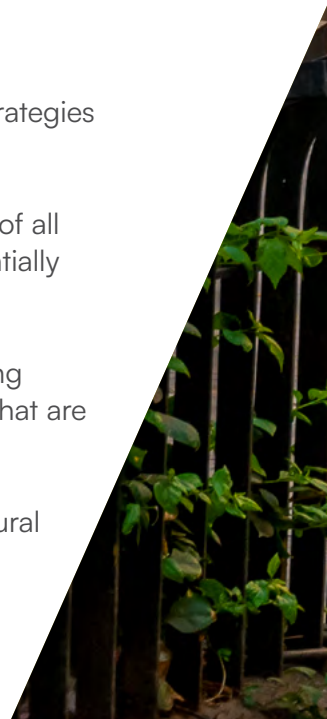


Target: 13.2 Integrate climate change measures into national policies, strategies and planning.

15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

15.4 By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development.

15.5 Take urgent and significant action to reduce the degradation of natural



habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.

15.9 By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.



Theme 1



CLEANLINESS AND SANITATION

The *Mann Ki Baat* program often promotes PM Modi's [Swachh Bharat Abhiyan](https://swachhbharatmission.gov.in/sbmcms/index.htm) (Clean India Mission), which aims to raise public awareness about the significance of cleanliness and sanitation across the nation. In fact, PM Modi introduced Swachh Bharat Abhiyan in the October 3, 2014 broadcast⁹ stating that the movement was launched on October 2, 2014¹⁰.

Over time, the Swachh Bharat Abhiyan's objectives have changed from outputs, such as toilet building, to behavioural change—especially the implementation of what proponents call “open-defecation-free [ODF] India.” *Mann Ki Baat* has promoted both sets of objectives, calling on listeners to help make India cleaner and more sanitary. For instance, the Prime Minister has repeatedly asked people to participate in the “Swachh Bharat Challenge” and share their efforts to improve sanitation on social media channels. Of course, we cannot prove a causal relationship between *Mann Ki Baat* coverage and public action. However, cleanliness and sanitation have always been (and continue to be) a thematic focus of the program and of local, state, and national policymaking. Over the last decade, sanitary infrastructure and toilet coverage across India has improved dramatically.

⁹https://www.pmindia.gov.in/en/news_updates/english-rendering-of-the-text-of-pms-first-address-to-the-nation-on-radio/

¹⁰ <https://swachhbharatmission.gov.in/sbmcms/index.htm#:~:text=To%20accelerate%20the%20efforts%20to,Mission%20on%202nd%20October%202014.>



CASE STUDY 1

Open Defecation Free Saporam Naya Sarai

In 2014, only 40 per cent of Indian households had access to a toilet. (Source: swachhbharatmission.gov.in) In rural and slum areas, 60 per cent of the country's population defecated in the open. To accelerate efforts to achieve universal sanitation coverage, the Prime Minister of India launched the Swachh Bharat Abhiyan on October 2, 2014. He shared the inspiring story of Saporam Naya Sarai village on the October 2021 broadcast of *Mann Ki Baat*.

Before Swachh Bharat Abhiyan, more than 200 villagers used the local pond for open defecation, to bathe their animals, and to wash their vehicles. They also used it for cleaning, which spread disease. When more than 150 toilets were built in houses in the village under Swachh Bharat Abhiyan, the villagers cleaned up the pond and built a park around it. Now it is a popular attraction for fitness enthusiasts in the village who visit the pond in the mornings for Yoga and exercise. The women of the village, including more than 25 Anganwadi Didis, have taken responsibility for keeping the pond clean and beautiful. Lalita Ekka, the Sarpanch of the village, said, *"Earlier, women of the village were ashamed to go towards the pond. But now they go for a walk on the banks."*

Story in images



The village is now a Swachh Bharat Abhiyan inspiration village

The beauty of the village after the cleanup





New and improved toilet services available to everyone in the village

The Sarpanch, Lalita Ekka, who is a driving force behind this project



वार्ता प्रधानमंत्री नरेंद्र मोदी ने 'मन की बात' कार्यक्रम में नगड़ी के सपारोम तालाब का किया जिक्र

'खुले में शौच से मुक्ति' अभियान ने बदली तालाब की तस्वीर

प्रतिनिधि, पिरकानगड़ी

आज पूरे देश में नगड़ी गांव के सपारोम नयामात्र तालाब की चर्चा हो रही है. यह खुले में शौच से मुक्ति का उदाहरण बन गया है. खुद देश के प्रधानमंत्री नरेंद्र मोदी ने रविवार को 'मन की बात' कार्यक्रम में सपारोम का मानक बन चुके इस तालाब का जिक्र किया. स्थानीय लोग भी शौर्यवान हैं. उन्हें गर्व है कि पूरे देश में शौच को लेकर जो परिपक्वता की चाल हो रही है, उसमें उनका योग्य शामिल है. खुले में शौच को लेकर सरकार ने जो अभियान चलाया है, उसमें उनका और सरकार का प्रयास परस्परबल बन गया है.

भारत सरकार के स्वास्थ्य और परिवार कल्याण विभाग द्वारा घर-घर में शौचालय का निर्माण करने से खुले में शौच को समाप्त से मुक्ति मिलेगी है. अब तालाब पर एक रास्ता है. वहाँ, वहाँ अभियान के

नगड़ी गांव के तालाब के किनारे अब बंधे कपड़े हैं खड़े, कपड़े कपड़े हैं नष्टिनी पीके

लोग भी बंधन करने के लिए आते हैं. उ. और गांव की जन्-किंदा मुक्त में हमें के. बंधन तालाब की जगह की लोकिन. अब भारतीय तालाब के

अपराध नहीं किन कपड़े बंधे नगरी आते हैं. अभी अज्ञान के लोभ इतनी बंधन की बंधने हैं. गांव की बेटी जन्म भुलाने के चूल्हे हैं और जन्म लोभ है.

कहाते हैं कि 'कपड़े बंधने की तालाब आते हैं बंधे लोभ की. लोकिन अब लोभ से चूल्हे हैं और जन्म लोभ है.

घर-घर शौचालय निर्माण से आया बदलाव

नगरीय लोग कहते हैं कि कुछ साल पहले तक इस तालाब के आसपास लोग खुले में शौच के लिए आते थे. क्योंकि उनके गांव के घरों में शौचालय नहीं था. वहाँ से खाने का मिश्रीसंग चला आ रहा था. हालांकि गांव के घरों में शौचालय नहीं था. वहाँ से खाने का मिश्रीसंग चला आ रहा था. हालांकि गांव के घरों में शौचालय नहीं था. वहाँ से खाने का मिश्रीसंग चला आ रहा था.

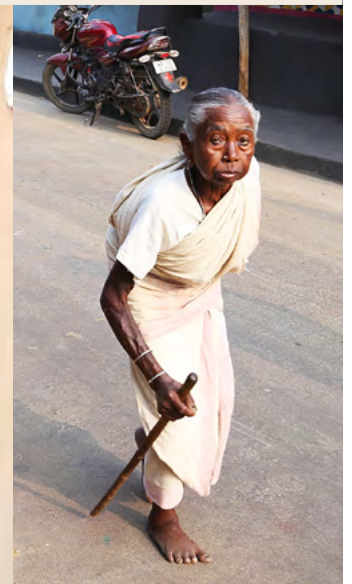
पीएम के मन में बसता है झारखंड : प्रकाश

राजीव. भुजंग के प्रदेश अग्रवाल व संसद वीरप्रताप प्रकाश ने कहा है कि प्रधानमंत्री नरेंद्र मोदी के मन में झारखंड बसता है. झारखंड की जनता, राज्य के मातृभूमि और खेत की शैश्याकमी पररा-संस्कृति को प्रधानमंत्री ने श्रेष्ठ सम्मान दिया है. राज्य ने भारतन विरक्त युवा के विरक्त संदेश और उनके अद्वितीय संदेशन को खूब करते हुए नमन किया. प्रधानमंत्री ने पूरे देश की जनता को अपनी वीर शक्ति, अपनी संस्कृति, धर्म की शक्ति के लिए उनको संदेशन से परिचित कराया. भी प्रकाश ने कहा कि प्रधानमंत्री ने राठी के विरक्त विरक्त नगरी, अग्ररोम के तालाब की संरक्षण को मन की बात कार्यक्रम में शामिल कर लोभ के लोभ की प्रकाश और जन्म को घर घर लगाने दिये.



The village is a case study on how open defecation is being eliminated

Women have been the biggest beneficiaries of this project



A clean village



CASE STUDY 2

Waste Management by Champa Devi

The vision behind Swachh Bharat Abhiyan is that when citizens become active participants in cleanliness activities across the nation, the dream of a 'Clean India' once seen by Mahatma Gandhi is starts to take shape. In the *Mann Ki Baat* program in May 2022, PM Modi gave the example of Champa Devi from village Devar, Uttarakhand, who, he said, "through sheer hard work has created a forest full of greenery."

Starting almost 40 years ago, Champa Devi planted trees in the barren lands surrounding her village. Along with hundreds of her neighbours, she collects garbage door-to-door every day and tends to her trees twice a week. Over time, they have planted more than 100,000 trees, raising a completely new forest. As a result, water levels are rising, animal fodder is plentiful, and fuel is more easily available. As Champa Devi says, *"The forest is our life. If there is no forest, then we are not here. If there is no forest, then we cannot get oxygen. There is no water. There are many animals, and birds, and they all live in the forest. They all have their own food. When the trees dry, we have wood from them. When the leaves fall, we have manure from them. We have nothing without forests. Our life is dependent on the trees. These trees are like my son. When a tree is cut it is the saddest moment of my life."*

Champa Devi has become an inspiration and a hero to women across neighbouring villages.

Story in images



Champa Devi and her team planted hundreds of trees and created a forest of greenery.

The village where Champa Devi resides is filled with vast fields of green.



Champa Devi was inspired to change the barren land behind her into a green-filled paradise with the help of the women of the village.

The work Champa Devi and others have done inspired many in nearby villages to follow waste management techniques.



CASE STUDY 3

Versova Beach Clean-up by Afroz Shah

According to UNEP, 13 million tons of plastic waste find their way to the world's oceans every year, which is equivalent to dumping two garbage trucks of plastic waste into the ocean every minute. (Source: CNN). Ahead of world environment Day, 6000 people flocked to the Versova beach to extend support in combating plastic pollution. More than 200,000 kgs of trash were collected from the beach. (Source : UNEP)

During his talk on *Mann Ki Baat* dated 28th May, 2017, the PM mentioned the work done by Afroz Shah from Mumbai. Afroz created and started a beach clean-up movement which continues till today. "A few days ago, you must have heard that the Versova beach in Mumbai, which was infamous for its filth has now transformed into a clean and beautiful beach. People toiled for about 80-90 weeks, unceasingly and turned Versova beach around by extracting thousands of tonnes of waste materials and today Versova beach is clean and beautiful," PM Modi had said. He added "For this outstanding work, United Nations Environment Program or UNEP awarded the 'Champion of the Earth' Award to Afroz Shah, and thus he has become the first Indian to achieve this distinction. I congratulate Afroz Shah and felicitate this people's movement. The way he gathered the people of the Impact Assessment Study 39 area into a people's collective and gave it the shape of a people's movement in itself is an inspiring example."

Afroz Shah, from Versova, Mumbai is a lawyer by profession and environmental activist by passion. In 2015, after witnessing how much filth and garbage was piled up on Versova beach, he and his neighbour Harbansh Mathur decided to start cleaning up the beach themselves. Every weekend, they would go and clean up the beach slowly and soon this small action snowballed into a massive public cleanup movement which included many volunteers — young & old, and even celebrities. This movement took almost 2 years to completely clean up Versova Beach. Alongside cleaning up the beach, Afroz educated the people in slum areas about sanitation and cleanliness. He was responsible for picking up almost 4,300 tonnes of plastic from Versova beach. (Source: The Quint) He started doing similar campaigns across multiple beaches. He also works towards generating awareness about the dangers and ill effects of single-use plastics on the environment and how each and everyone can do their part in conserving the environment by shifting to multi-use cloth bags.

After getting mentioned by the PM, the campaign and efforts of Afroz Shah got nationwide recognition and the number of volunteers increased twofold. Speaking about the mention, Afroz was shocked but appreciated the sentiment and was even grateful as he saw the PM going to the beach and cleaning it up. This action by the PM drove home the point regarding getting work done, rather than waiting for someone else to come and do it. Now looking to the future, Afroz wants to continue his beach clean-up crusade until people and their governments around the world change their approach to producing, using and discarding plastic and other products that wash up on beaches all over the world.

The clean-up made everyone notice how much single use plastic is being used in the country and how there were no proper disposal methods available. After the clean-up of the beach, the number of visitors increased and the small food businesses that had moved away from the beach returned. The beach is now a popular relaxation spot for families, children and pets. Garbage bins are present across the beach to promote cleanliness.

Schools have started to volunteer to join the beach clean-up campaign with the aim to make the younger generation aware of the effects of plastic pollution.

Due to the severity of plastic pollution on Versova beach, nearly 60% of what the fishermen caught was plastic and they had to go deeper into the sea. The clean efforts now have resulted in the return of the Olive Ridley turtle hatchlings to the beach making the place habitable for the turtles.

Story in images



Afroz Shah,
the man
who started
the world's
largest
clean up
movement.



Versova beach
after the clean
up.



Volunteers participating in the campaign and educating the waste collectors on how to better collect garbage, by separating dry and wet waste into different bins.

Success Stories

The *Mann Ki Baat* program has also served as a platform to showcase individual and collective actions and ongoing government initiatives that have contributed to the success of Swachh Bharat Abhiyan. These include:

CHANGEMAKERS

01 Sri Ramoji Rao

Sri Ramoji Rao, EENADU Chairman from Andhra Pradesh, promoted the cleanliness program through ETV, bringing together 51 lakh children from 56,000 schools.

02 Kamala Moharana

Kamala Moharana's self-help group in Odisha's Kendrapada District used waste plastic to create products, generating income for women and promoting cleanliness and a plastic-free environment.

03 Afroz Shah

Afroz Shah and his team cleaned Mumbai's beaches, oceans, and mangroves, and employed 150,000 volunteers to convert plastic graveyards to zero-garbage spaces.

04 Saaf Water

Saaf Water, a start-up that uses Artificial Intelligence and Internet of Things to provide information about the purity and quality of water, received a Global Award for its consistent efforts.



COLLECTIVE ACTION

- 01 **The Ecological Protection Organization** launched a 200-day cleanliness campaign at Chandrapur Fort in Maharashtra. Before and after photos promoted aesthetics, cooperation, and continuity.
- 02 **Indore's "Water Plus City"** campaign connected drains to a sewer line, reducing polluted water in rivers.
- 03 The women of **Deur village of Chhattisgarh** began a self-help group and worked together to clean the village squares, roads and temples.
- 04 More than 30,000 NCC cadets participated in the **Puneet Sagar campaign** to clean the beaches and remove plastic waste.
- 05 **In Kokrajhar**, Assam, a group of morning walkers took the initiative to clean the 3 km road in the new flyover area.
- 06 **In Visakhapatnam**, cloth bags are being promoted instead of polythene, and people are also campaigning against single-use plastic products.
- 07 Students of **Somaiya College** in Mumbai have included beautification in their cleanliness campaign
- 08 **Yuva Swachhta and Janseva Samiti** from Haryana's Dulheri village cleaned their village and urban areas.



MOVEMENTS

- 01 India hosted the world's largest sanitation convention, **the Mahatma Gandhi International Sanitation Convention**, in October 2018.
- 02 The **“Ek Kadam Swachhata ki Ore”** cleanliness drive by the Department of Post transformed junkyards into a courtyard, cafeteria, and environment centre. The Civil Ministry produced compost and stationery from waste.
- 03 **Sawai Madhopur** in Rajasthan started a campaign named **“Mission Beat Plastic.”**
- 04 The **I & B Ministry's** sanitation campaign created wealth from waste, with Prasar Bharati alone earning Rs 20 crore. Eight lakh square feet of space were vacated, resulting in additional revenue.





Theme 2

HEALTH

Health has been a regular theme on *Mann Ki Baat* since the program's inception: WordStat analysis finds many uses of words and phrases like "health" (used 160 times since 2014), "healthy" (87 times) and "Ayushman Bharat" (47 times). Prime Minister Modi has also used the program to highlight government health initiatives besides Ayushman Bharat, including free COVID-19 vaccines for eligible populations in public health facilities and [Oxygen Express](https://timesofindia.indiatimes.com/india/oxygen-express-trains-delivered-over-30000-mt-of-liquid-oxygen-across-india/articleshow/83481094.cms) (https://timesofindia.indiatimes.com/india/oxygen-express-trains-delivered-over-30000-mt-of-liquid-oxygen-across-india/articleshow/83481094.cms) during the COVID-19 pandemic, and the [eSanjeevani](https://esanjeevani.in/) (https://esanjeevani.in/) national telemedicine service to expand access to health. By focusing so frequently on these and related topics, *Mann Ki Baat* raises public awareness about health and well-being. It also encourages listeners to take action to improve their own health by introducing them to tools and initiatives they may not have been aware of.

The government initiatives featured on *Mann Ki Baat* include:

01 Ayushman Bharat

Ayushman Bharat comprises four related schemes : Ayushman—Bharat Health and Wellness Centres, (AB-HWC) Pradhan Mantri Jan Arogya Yojana, (PM-JAY) Pradhan Mantri Ayushman Bharat Health Infrastructure Mission (PM-AB-HIM) and the Ayushman Bharat Digital Mission. (ABDM). AB-PMJAY (Ayushman Bharat Pradhan Mantri Jan Arogya Yojana), established in 2018, is the world's largest health-insurance system. It covers secondary and tertiary care for Rs. 5 lakh per family per year for more than 10.7 crore poor and vulnerable families, helping them to reduce their out-of-pocket health expenses. Ayushman Bharat aims to expand universal health coverage, particularly among rural and disadvantaged people. It also encourages the development of holistic and need-based approaches to health at the basic, secondary, and postsecondary levels.^{11, 12}

Since it was established, the Ayushman Bharat initiative and its successes have come up many times on *Mann Ki Baat*. PM Modi has also encouraged eligible individuals to use the program, and he and his guests have emphasised the role preventative health can play in creating and preserving a healthy society.

¹¹ <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1894906>

¹² doc202243051901.pdf (pib.gov.in)

02 Sabko Vaccine Muft Vaccine

During the early years of the COVID-19 pandemic, Prime Minister Modi stressed on the importance of vaccinating all citizens against COVID-19 and following all official measures to prevent the virus from spreading. A countrywide vaccination drive was rolled out in January 2021, starting with health and frontline workers. On May 1 of that year, India launched the “Sabko Vaccine, Muft Vaccine” (“Free vaccine for all”) (<https://www.hindustantimes.com/india-news/pm-modi-centre-assured-vip-culture-doesn-t-overpower-COVID-19-vaccination-drive-101634877901285.html>) drive to deliver 100 crore vaccinations in nine months. In 18 months, the program administered 200 crore vaccinations.¹³

03 Oxygen Express

During the second wave of the COVID-19 pandemic, there was a sudden surge in demand for medical oxygen in India—a huge challenge for the country. Medical oxygen requires careful handling to prevent explosion, so transporting it to remote parts of the country was an especially daunting task. In 2021, Indian Railways launched the “Oxygen Express.” The initiative, transported more oxygen to all corners of the country than oxygen tankers travelling by road.

04 eSanjeevani

The National Telemedicine Service of India ([eSanjeevani](https://esanjeevani.in/) <https://esanjeevani.in/>) is the world’s biggest primary health telemedicine operation: more than 2,500 doctors and health workers provide their services on the platform. It has enabled the delivery of health via digital technology, especially to the most vulnerable segments of the population: so far, the app has facilitated more than 10 crore consultations.¹⁴ This initiative has been particularly helpful for elderly citizens, pregnant women, and those with chronic illnesses who can now receive medical consultations without leaving home. In fact, more than 57 per cent of the app’s users are women, and around 12 per cent are elderly people. The app has also helped reduce the burden on hospitals’ in-person services, making it a particularly useful innovation during the COVID-19 pandemic.¹⁵

¹³ Press Information Bureau (pib.gov.in)

¹⁴ <https://government.economictimes.indiatimes.com/news/technology/pm-modi-hails-landmark-of-10-crore-tele-consultations-on-esanjeevani-app/98033143#:~:text=Prime%20Minister%20Narendra%20Modi%20has,consultations%20is%20a%20remarkable%20feat.>

¹⁵ Press Information Bureau (pib.gov.in)

CASE STUDY 1

Project Sampoorna

With 35 per cent of children under 5 years of age stunted and infant mortality rates as high as 32 per cent, Assam continues to be one of the bottom five states of the country when it comes to health and nutrition indicators. (Source: Nutrition Coalition)

Based on the success of community-based approaches to managing COVID-19, Dr. Lakshmi Priya and Ms. Purnima Mahanta initiated Project Sampoorna in Western Assam's Bongaigaon District to combat malnutrition. Under this project, the mother of a healthy child from an Anganwadi centre meets the mother of a malnourished child every week to discuss feeding, consult diet charts, and cover other relevant topics. They are called "Buddy Mothers." Ms. Purnima, who is the Child Development Project Officer, conducts special sessions with the Buddy Mothers at the Anganwadi Centre. She uses Google Sheets and WhatsApp to capture data, monitor progress, and create tools such growth charts that help mothers attend to their children's nutrition. Finally, the project helps mothers find work so they can generate the income they need to maintain their children's health.

After three months of active intervention using protein supplements, 88 per cent of severely acutely malnourished children and 96 per cent of moderately acute malnourished children in the district became healthy.

Within a year of its introduction, Project Sampoorna helped 90 per cent of the district's malnourished children recover fully. The project also prevented at least 1,200 children from becoming malnourished over the last year.

In October 2022, PM Modi highlighted Project Sampoorna on *Mann Ki Baat*, and commented on how this unique approach has contributed to helping eradicate malnutrition in the region. this unique approach helped eradicate malnourishment in the region.



Ms. Purnima Mahanta, CDPO Dangtal, was responsible for Project Sampurna, along with Dr. Lakshmi Priya.



Buddy Pairs meeting at an Anganwadi Centre.





The mothers were given opportunities to work as teachers, sweepers, and cleaners to financially support themselves.

CASE STUDY 2

eSanjeevani Teleconsultations

The eSanjeevani app, powered by the Ministry of Health and Family Welfare, facilitates quick and easy access to doctors and medical specialists using smartphones. PM Modi highlighted the app in the 98th episode of *Mann Ki Baat*. He cited the example of Dr. Madan Mani from Sikkim, who has provided tele-consultation to hundreds of people in rural areas, to highlight how eSanjeevani can strengthen the bond between patient and doctor.

The COVID-19 pandemic made clear the need to ensure timely access to health services, especially for people living in remote areas where medical facilities and doctors are in short supply. The eSanjeevani service establishes a virtual link between the patient and the doctor or specialist at the hub, a tertiary health facility. The first point of contact is the Community Health Officer located at the most peripheral health facility- the Sub Health Center or the Health and Wellness Centre.

In less than three years, eSanjeevani has gained the distinction of being the world's largest government-owned telemedicine platform. (Source: pib.gov.in) Dr. Madan, the focus of PM Modi's *Mann Ki Baat* broadcast, has helped roughly 20,000 patients directly or indirectly through the teleconsultation services provided by the app.

Dr. Madan mentioned that initially, many people were hesitant to go online to get examined by a doctor, but the pandemic made this a necessity, and patients found that logging onto eSanjeevani was easy. People could use the local language settings to understand the app better and get appropriate responses. Soon, as the positive messages spread through word of mouth and peer engagement, more and more patients started to log in and use his services.

After the PM mentioned eSanjeevani on *Mann Ki Baat*, the app enabled about 1 crore teleconsultations in a four-week period. Downloads increased almost fivefold after the broadcast. Currently, the app includes more than 190,478 health providers onboarded, with 10,075 hubs established and 82 specialities. So far, more than 109,739,090 patients have been served. (Source: esanjeevani.in)

Story in images



Dr. Madan Mani, who has helped over 20,000 patients, works at the Health Ministry in Sikkim.



People who used the e-Sanjeevani app spread awareness about it to their friends and families.



Prescription

Ministry of Health and
Family Welfare
Government of India



Address:

Chief Complaints:

Acidity (Duration : Recently |During a day : Morning |Main Problem :
Stomach Pain (Duration : Recently |Severity of Pain : Less Pain)

Clinical Examination:

Blood Glucose : 93 mg/dL

Blood Pressure (Sys/Dia) : 110mmHg / 93mmHg

An example to show how the e-Sanjeevani app works. The patient can mention their issues and get the issue resolved immediately. The prescription of medicine can also be done over the app. In case the issue returns, they can go back to this interaction and use it as a reference in case of another examination.

CASE STUDY 3

Nikshay Mitra

More than 26 per cent of global TB cases are from India. (Source: pib.in) In 2020, the PM announced the Indian Government's resolve to eliminate TB in India by 2025. PM Modi has emphasised the important role of Jan Bhagidari (people's participation) in completing this task.

With this aim, the TB Mukht Bharat Abhiyaan was launched to provide essential nutritional and social support to people with TB and root out stigma and discrimination against them. The Ni-kshay Mitra portal provided access to corporates, individuals, institutions, NGOs, cooperative societies, and political parties to adopt health facilities, blocks, wards, districts, states or individual TB patients and support them in their fight against TB.

The additional assistance (on top of free diagnostics and drugs provided by the national TB program) that may be provided by the Ni-kshay Mitra to on-treatment TB patients who have given consent for support includes: nutritional support, additional investigations for the diagnosed TB patients, and vocational support.

Currently, there are 77,292 Ni-kshay Mitra registered. 71 per cent of them provide support for the duration of six months, 26 per cent of them provide support for the duration of one year, and 3 per cent of them provide support for two years or more. After PM Modi mentioned the portal and the initiative on *Mann Ki Baat*, the number of contributors increased. Almost all the blocks/wards of India have given a commitment to TB patients through Ni-kshay Mitra. Around 13,70,804 patients are on TB treatment. 10,05,721 TB patients have consented to community support, out of which 99 per cent (10,03,404) of the TB patients have access to committed community support by Ni-kshay Mitras.

Story in images



Dr. R P
Joshi,
DDG (TB)
spearheaded
the adoption
of the
initiative



Raising awareness by promoting the TB Mukta Bharat Abhiyaan



Providing health bags to the families of TB patients that consist of medicines and nutritional supplements

CASE STUDY 4

Subko Vaccine, Muft Vaccine in Dulariya, Betul

In 2021, after PM Modi made the COVID-19 vaccine free all over the country, many people in some areas, like the village of Dulariya, Betul, were hesitant to receive it because they worried about perceived potential risks from the vaccine.

A few residents, including Anil Kumar and Kishorilal, contacted PM Modi regarding the situation. Through *Mann Ki Baat*, he got on a call with the whole village, addressed people's fears, and advised them to take the vaccine. PM Modi said not only was it safe, but getting the vaccine would help protect the entire community from disease. The village achieved a 100 per cent vaccination rate, and villagers are now more willing to seek prevention and treatment services for a wide range of health conditions.

Story in images





A few villagers who got vaccinated after listening to PM Modi talking about the vaccine on the *Mann Ki Baat* program.

Dulariya, Betul
and environs



All the people in the village, young and old, got vaccinated.



Success Stories

The *Mann Ki Baat* program has also highlighted individual efforts to improve the delivery of health services to people across India. These include:

CHANGEMAKERS

01 Laxmikutty

A teacher in a Kerala tribal area, has created 500 herbal medicines, specializing in snake bite treatments, from her palm-leaf hut in the forest. She has been awarded the Padma Shri award for her service to society.

02 Subhasini Mistri

A 75-year-old woman from West Bengal, received the Padma Shri award for building a hospital for the poor by selling vegetables and working as a domestic help. She lost her husband due to lack of proper treatment and now thousands of poor people are treated for free at the hospital.

03 Dr. Ajit Mohan Choudhary

Visits the underprivileged, who live on footpaths, to offer free medicines.

04 Saidul Laskar

A cab driver, built a hospital for the underprivileged in Punri Village near Kolkata after his sister died due to a delay in medical treatment. He mobilized funds for 12 years and succeeded in building a 30-bed hospital.

05 Dr. Jayachandran

who was called “Makkal Maruthuvar,” provided affordable medical treatment to the poor and even paid for the travel expenses of elderly patients. He passed away in Chennai in 2018.

06 Sulagitti Narsamma

A Padma Shri awardee, provided midwifery services to thousands of women in remote areas. She passed away in Karnataka in 2018.

07 Rajendra Yadav

a farmer from Satna village in Nasik, invented a sanitization machine attached to his tractor to protect his village from COVID-19.

08 Balbir Kaur

from Gram Treva, Jammu, got a 30-bed Quarantine Centre built in her Panchayat and arranged for water availability on the roads.

09 Zaitoona Begum

from Chauntliwaar, Gaanderbal distributed free masks, rations, crop seeds, and apple saplings to create income opportunities.

10 Shriman Mohd Iqbal

in Anantnag, designed and built a sprayer machine for sanitization, instead of buying an expensive one from another town.

11 Tariq Ahmad Patloo

launched a boat ambulance service with health facilities at Dal Lake to reduce travel time for patients and spread awareness to save critical minutes in emergencies.

COLLECTIVE ACTION

01 Heart Lungs Critical Centre, Bijnor, organizes camps offering free diagnosis and treatment for a host of ailments.

MOVEMENTS

- 01 **Jan Aushadhi Yojana** launched in 2018, provides affordable healthcare by offering generic medicines at Jan Aushadhi Centres. Over 8604 such centres have been set up across India.
- 02 India's COVID-19 vaccination program is the world's largest. In 2021, it vaccinated over [30 lakh](https://weather.com/en-IN/india/coronavirus/news/2021-01-31-india-vaccinates-37-lakh-people-against-COVID-19-pm-modi-hails) (https://weather.com/en-IN/india/coronavirus/news/2021-01-31-india-vaccinates-37-lakh-people-against-COVID-19-pm-modi-hails) **Corona Warriors** in 15 days.
- 03 In 2021, India launched the “**Oxygen Express**” to transport medical oxygen, and the Indian Air Force lifted oxygen tankers and containers. Oxygen production was increased from 900 MT to 9500 MT per day.
- 04 **The Ayushman Bharat scheme**, implemented in 2018, provides a health insurance cover of Rs 5 lakh per family per annum for secondary and tertiary care across public and private hospitals. It is the world's largest health assurance scheme, with more than 50 crore eligible beneficiaries.
- 05 In April 2022, a Global Ayush Investment and Innovation Summit on holistic health saw investment proposals of around 10,000 crore rupees.
- 06 The e-Sanjeevani telemedicine platform, launched in April 2020, has conducted over 10 crore teleconsultations as of February, 2023. It is especially useful to people in remote areas.



Theme 3

WELLNESS

WordStat analysis shows that *Mann Ki Baat* focuses frequently on well-being—physical, emotional, and mental—as well as health. For instance, PM Modi has used the word “wellness” on 31 broadcasts so far. He has also used the word “Yoga” 331 times, “fit” 64 times, and “fitness” 32 times.

From the beginning, *Mann Ki Baat* has promoted government wellness initiatives: for instance, in an August 2019 episode, PM Modi announced the establishment of the Fit India Movement, a nationwide program to promote healthy living via exercise, balanced diets, and stress management. He has also used the program to promote Ministry of Youth Affairs and Sports events (such as the Fit India Plog Run, Fit India School, Fit India Cyclothon, Fit India Walkathon, and the Fit India Freedom Run); introduce government efforts to promote physical fitness by building parks, Yoga facilities, and sports facilities; and encouraged citizens to make physical fitness an integral part of their daily lives. Similarly, in June 2019, PM Modi discussed the negative consequences of tobacco and smoking on overall health and asked all of his listeners to work towards a tobacco-free society—including by quitting smoking themselves. Finally, the *Mann Ki Baat* program has emphasized the role of medicinal herbs, traditional health practices, and the role the Ministry of Ayush has to play in promoting wellness practices. At the same time, the emergence of AYUSH start-ups have increased the market size of Ayurvedic medicines to around 1,40,000 crores—six times larger than it was six years ago as shared by the Prime Minister in his *Mann Ki Baat* address on February 27, 2022.



CASE STUDY 1

Treatment of Breast Cancer with Yoga at TATA Memorial Centre

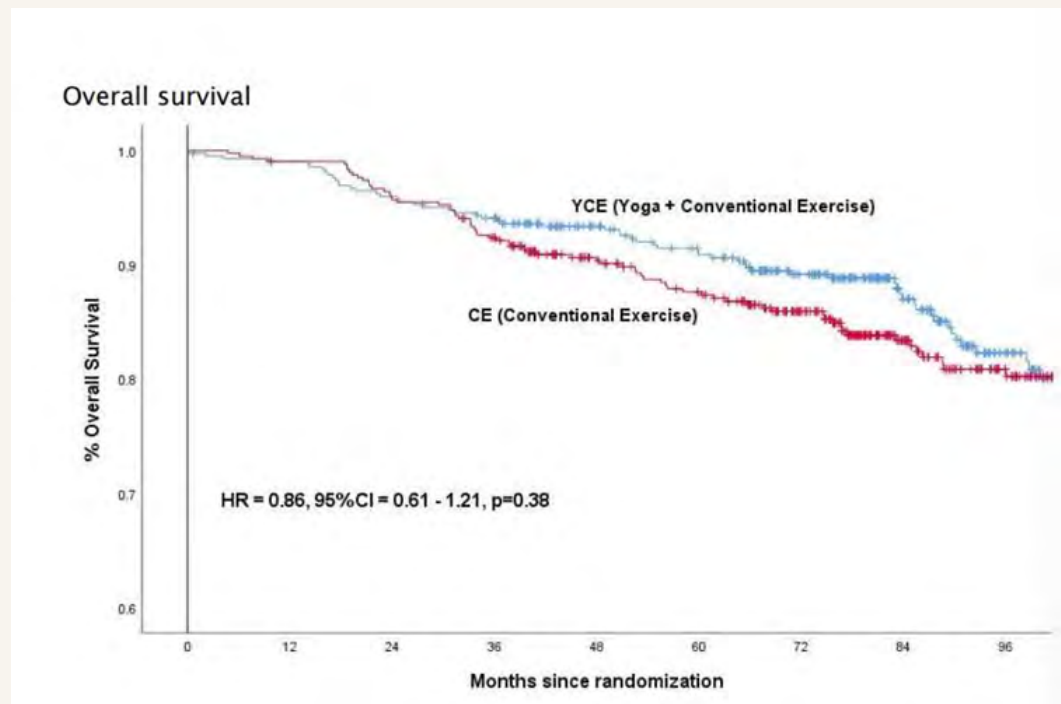
Breast cancer is the most common cancer affecting women not only in India but globally. There are more than 2.3 million cases of breast cancer that occur each year, which make it the most common cancer among adults. (Source: WHO). According to an ICMR study, one in nine Indians will develop cancer during their lifetime. An estimated 30% of breast cancer cases are attributed to modifiable risk factors, such as excess body weight, physical inactivity, and alcohol intake, and thus may be preventable. Secondary prevention through mammography screening can further prevent death, and alongside advances in treatment, is attributed with substantial reductions in breast cancer mortality. (Source: ACS Journal)

Research was done by Tata Memorial Centre which revealed that Yoga is very effective in the treatment of breast cancer. The team from Tata Memorial conducted this research titled 'Randomized Trial Testing Effect of Yoga in Breast Cancer'. PM Modi mentioned in the *Mann Ki Baat* program, "I am happy that in the era of evidence-based medicine, Yoga and Ayurveda are now passing the test of the modern era. In-depth research conducted by the Tata Memorial Centre has shown that Yoga is very effective for breast cancer patients."

As per the study, inclusion of Yoga in the treatment of breast cancer patients is highly beneficial. The inclusion of Yoga resulted in a 15% relative improvement in disease-free survival (DFS) and 14% in overall survival (OS).

Yoga includes both conventional exercises and specific asanas. Though there have been various reasons behind the betterment of breast cancer patients, the contribution of the practice of Yoga has been very evident. Yoga has helped in reducing recurrence, prolonging life expectancy and improvement in quality of life. The Yoga protocol for breast cancer treatment consisted of simple and healthy asanas with regular periods of relaxation and pranayama.

Story in images



Research Presented in the US: The doctors of TMC presented a spotlight research paper at the San Antonio Breast Cancer Symposium (SABCS), one of the world's most prestigious breast cancer conferences held annually in the USA. It presents the historical training effects of Yoga on breast cancer.



TMH patients practising Yoga.



Tata Memorial Hospital

Success Stories

Over its 99 episodes, the *Mann Ki Baat* program has featured public and private efforts to boost wellness nationwide. These include:

COLLECTIVE ACTION

- 01 **The Centre for Integrative Medicine and Research at AIIMS, Delhi** validates Indian traditional medical practices through research. It has published 20 papers in international journals, showcasing the benefits of Yoga in curing syncope, migraine, heart diseases, depression, sleep disorders and complications related to pregnancy.





MOVEMENTS

- 01** **The Ministry of Ayush** launched a comic book named “Professor Ayushman” to raise awareness about medicinal and herbal plants among children. The book features cartoon characters and short stories to promote the usefulness of plants like Aloe Vera, Tulsi, and Neem.
- 02** **Guardian Ring** is a program in which Indian missions worldwide organize sunrise Yoga programs. The program progresses from one country to another from east to west, with streaming linked as a relay event.
- 03** The **Indian Virtual Herbarium** offers a vast collection of digital images and scientific information of over one lakh plant specimens, providing a rich picture of India’s botanical diversity and serving as a unique example of how technology can connect us to our roots.

Theme 4

WATER CONSERVATION

India has significant water resources, but many regions experience shortages over the course of the year—which means that communities and individuals need to manage water resources wisely to preserve access for themselves and future generations. As a result, *Mann Ki Baat* frequently emphasises the need for water conservation in India: according to WordStat, “water conservation” has been discussed 79 times so far.

Multiple water conservation initiatives of the Government have been highlighted by the PM during his broadcast:

01 Jal Shakti Abhiyan

Jal Shakti Abhiyan is a water-conservation campaign started in 2019 by the Ministry of Jal Shakti. It supervises various regional initiatives, including water-conservation efforts, rainwater harvesting, and groundwater recharging. Jal Shakti Abhiyan also seeks to provide piped water to every family in India by 2024.

On *Mann Ki Baat*, the Prime Minister has introduced listeners to Jal Shakti Abhiyan, raised public awareness about water conservation, and encouraged people to adopt sustainable water-management practices such as replacing leaky faucets, utilising water-saving appliances, and harvesting rainwater in their towns.

02 Atal Bhujal Yojana

PM Modi has also introduced listeners to the new Atal Bhujal Yojana groundwater-management program. He has also emphasised the need to recycle wastewater and reuse it for irrigation, industrial use, and even drinking.

Government initiatives like these are critical to India’s efforts to conserve water and support sustainable water-management practices across the country. Featuring them on *Mann Ki Baat* encourages listeners to consider how they too can act to help preserve this crucial resource.

CASE STUDY 2

Nagandhi River Rejuvenation

In the districts of Vellore and Tiruvannamalai, Tamil Nadu, the river Naganadhi, which was supposed to provide a continuous supply of water and be a source of hope for the people, dried up. The groundwater in the area decreased, making people dependent on bore wells and impacting agriculture severely. Looking at the dire situation of the village and the people, Dr. Chandrasekaran Kuppan of the Art of Living Foundation decided to intervene.

He began researching the geology and environmental science and designed a model to revive the river. Dr. Kuppan decided to involve the women of the villages in the project. More than 1,000 women from 21 villages built recharge wells and check dams. Even though the work involved was physically intense, these women came together and made the Naganadhi river flow again.

The women worked through all stages of the project, from digging the wells and placing the cement rings to putting the stones to finally closing the well with a cement lid. Now they make roughly 2,000 rings per month and the profits are equally shared among members. Together, they have built more than 7,000 recharge wells and check dams across various neighbouring villages.

PM Modi has repeatedly stressed the importance of the conservation of rivers and their importance in Indian traditions and culture.

He mentioned this project twice on *Mann Ki Baat*, coinciding with World Rivers Day in Sep 2021:

You would be glad to know that today, the river is brimming with water. And truly, when a river is full of water, it lends such tranquillity to the mind...I have actually witnessed the experience.

He continued:

The government and social service organisations keep undertaking one endeavour or the other in order to rejuvenate rivers throughout the country and cleanse the waters. It has been going on for decades now. There are some people who have dedicated themselves to these causes. And it is this very tradition, this very endeavour, this very faith that has saved our rivers.

”

Story in images



The recharge well stored water and the check dam controlled the flow of water



The Naganadhi River flowing into the villages of Vellore after being dry for 15 years



A few of the women who helped mould the project into what it is today





Once dry, the agricultural land is now ripe with crops, trees and shrubbery, and even the once dry wells are now filled with groundwater.

CASE STUDY 3

Jal Shakti Jan Shakti Abhiyan in Andav Village, Banda

In the words of PM Modi, “The availability of water determines the progress and speed of any country.” In the June 2021 episode of *Mann Ki Baat*, he spoke about the people of Andhav village in Banda district of UP. Farmers here have given a very interesting name to their campaign: ‘*Khet ka pani khet mein, gaon ka pani gaon mein*’. Under this campaign, high bunds (embankments) have been raised in several hundred bighas (acres) of fields in the village. As a result, rainwater started collecting in the field and percolating into the ground. With the increase in groundwater levels, farmers are now growing wheat, paddy, gram, vegetables, and more. Now, they are also planting trees on the bunds, which will boost their income even further. Many nearby villages, including Armar, Kaji Tola, Nibhor, Palon, Bhabhua, Barauli, and many others, have also started building embankments.

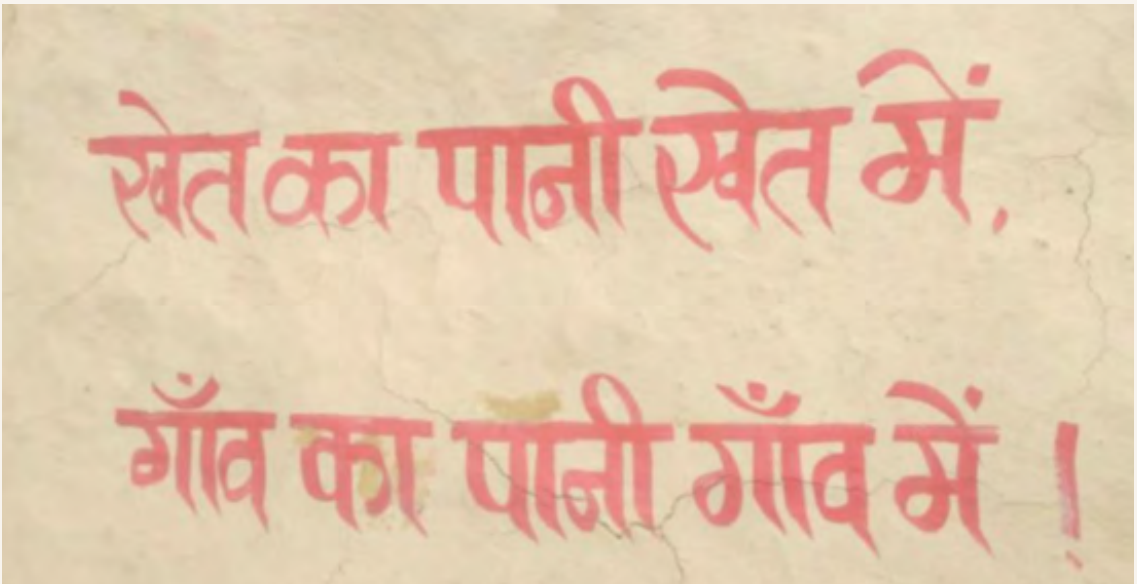
Story in images



Andav Village, where the people came together for their successful water conservation campaign, ‘Khet Ka Pani Khet Mein, Gaon Ka Pani Gaon Mein’



The recharge well stored water and the check dam controlled the flow of water



The campaign name painted on the walls of the village to spread awareness



A member of the village who helped during the campaign



Multiple crops have been produced and cultivated on once-dry land

पास जागरण

पानी पर शोध कर गांव को बना रहे पानीदार

जागरण संवाददाता का कहना है : पानी पर शोध कर गांव के एक युवा ने एक ऐसी अलख जगाई कि अब सब मिल गांव को पानीदार बना रहे हैं। परियोजना सामने है यहाँ के तालाब व कुएँ हर समय जल से लबालब रहते हैं। इनका कहना है कि शुरुआत ही चुकी है। अपने इस मिशन को दूसरे गाँवों तक ले जाने का भी संकल्प लिया है।

अबका शोध का गाँव अर्थात् अब जल संरक्षण के लिए जाना जाता है। यहाँ के युवा छात्र रामबाबू तिवारी जो मीजूटूट समय हलाहाबाद विश्वविद्यालय के शोध छात्र हैं। इनका शोध के रूप में शैक्षिक मंचन पानी पर ही जारी है। प्रयोग के दौर पर उन्होंने 2014 में गाँव को ही जल संरक्षण का माध्यम बनाया। मिशन को करना पहले अकेले संभाली। बात पानी बचाने की थी तो एक-एक कर अर्थात् के दूसरे युवाक भी रामबाबू के इस अभियान से जुड़ गए। जिसका परिणाम भी दिखाई दे रहा है। गाँव में तीन बड़े तालाब सुंदर, झरिया व देव तालाब का पुनरोद्धार सामीप्य ने सामूहिक इमरतन से किया। इस कार्य के प्रति निष्ठा बनी रहे इसके लिए हर साल 12 सितंबर को गाँव के लोग पंचायत समिति समक्ष आवाज उठाते कर कर्तव्यपूर्ण

अपना पानी से भरा तालाब • जागरण

को सम्मानित करते हैं। हुना ही नहीं गाँव में जल साभरता अभियान चल रहा है। घरों में जल को लेकर तरह-तरह के स्लोगन लिखकर प्रेरित करने का काम चल रहा है। हर माह अजरंगबली आश्रम में पानी पीयाल आयोजित होती है। जिसमें सिर्फ पानी को लेकर ही गाँव के लोग घर्ष कर आगे की समीति व दिशा तय करती हैं। बरसात की एक-एक बूँद को कैसे सहेजा जाए वही उद्देश्य लेकर गाँव वाले तरह-तरह के जतन कर इसे अंजाम तक पहुँचाने का काम कर रहे हैं। इसका एक भूम खेत तालाब निर्माण से भी जुड़ चुका है। वहीं गाँव का पानी गाँव में खेत का पानी खेत में रुके किसानों ने तीन बी बीघा खेत पर महुबुदे कर ली है।

प्रतिवर्ष आयोजित होता है तालाब महोत्सव ; अर्थात् के सामीप्य को मालूम है कि गाँव में तालाबों के बिना जीवन की कल्पना नहीं की जा सकती। इस मर्म को समझते हुए तालाबों के प्रति इनकी अटूट अट्ट है। शोध छात्र रामबाबू तिवारी बताते हैं कि प्रति वर्ष करतक पूर्णिमा को तालाब महोत्सव आयोजित किया जाता है। जिसमें पानी को लेकर घर्ष होती है।

जल संरक्षण

रामबाबू तिवारी, समाजसेवी • जागरण

Coverage of the initiative in newspapers, Dainik Jagran

Success Stories

Mann Ki Baat has also highlighted other water conservation initiatives—community and individual, public and private. These include

CHANGEMAKERS

01 Satchidananda Bharti

modernised traditional water conservation, digging ponds in Pauri Garhwal, Uttarakhand.

02 Mupattam Sri Narayanan

distributed 10,0000 earthen pots in Kerala as part of the “Pots for Water of Life” campaign to provide water for animals and birds during the summer.

03 Arun Krishnamurthy

led a successful campaign to clean more than 150 ponds and lakes in Chennai.

04 Rohan Kale

began a campaign to preserve centuries-old step wells in Maharashtra, which was filled with mud and garbage. Public participation has begun to revive the step wells.

COLLECTIVE ACTION

01 **Hivre Bazaar farmers** in Maharashtra addressed local water shortage by changing cropping patterns, giving up water-intensive crops, and implementing drip irrigation and water harvesting.

02 **Gorva Gram Panchayat in Madhya Pradesh** created 27 farm ponds, leading to increase in groundwater levels, thus contributing to greater agricultural productivity and improved water quality.

- 03 **Fatehpur** district revived the dry Sasur-Khaderi river via soil and water conservation. People from more than 40 villages helped in the process.
- 04 People from two **Panchayats in Jalore** district, Rajasthan rejuvenated two historical step wells which had become storehouses for garbage and dirty water.
- 05 Villagers in **Jharkhand's Ormanjhi** changed the course of a mountain spring using indigenous methods. This conserved water, stopped soil erosion, prevented crop damage, and facilitated the irrigation of local fields.
- 06 The **Saraahi Lake in Barabanki, UP**, was saved from drying out by the collective efforts of villagers who built a one-meter-high embankment around it.
- 07 **Villagers of Suniyakot** in Uttarakhand, after two decades of water scarcity, worked together to raise funds, lay pipes, and set up a pumping station to bring water to their village.
- 08 5,000 NSS volunteers in **Kakinada** collected 30 tonnes of plastic during Ganpati immersion, raising awareness of plastic pollution.



MOVEMENTS

- 01 **Maharashtra, Andhra Pradesh, and Gujarat** are implementing drip irrigation to save water and increase crop production, with a goal of bringing 2 to 3 lakh hectares of additional land under micro-irrigation each year.
- 02 **MNREGA** funds are used for water conservation activities, including rainwater harvesting and reviving rivers. In **Kerala**, 7,000 MNREGA workers revived the Kuttumperoor river after 70 days of work.
- 03 **Jal Shakti Abhiyan-I**, launched in 2019, aimed to promote water conservation in 256 water-stressed districts. **Jal Shakti Abhiyan: Catch the Rain** expanded the initiative nationwide during the pre-monsoon and monsoon periods.





Theme 5

SUSTAINABLE DEVELOPMENT

PM Modi has often used *Mann Ki Baat* broadcasts to call for a grassroots, people-centric, community-driven approach to achieving sustainable development in India, balancing economic growth with environmental protection. In particular, episodes frequently stress the significance of technology and innovation in sustainable development. WordStat has found words and phrases such as “digital adoption,” “financial inclusion,” “environment protection,” “women empowerment,” “skilling,” “education,” and “agricultural sustainability.”

Episodes of the program urge Indian citizens to adopt convenient, efficient digital platforms for a wide range of uses, including online learning, e-commerce, and digital payments. For example, PM Modi has frequently highlighted the benefits of the National Payments Corporation of India’s UPI payments system, including convenience, security, and speed, and he has encouraged listeners to adopt the system for everyday transactions such as bill payments, online shopping, and money transfers. *Mann Ki Baat* has emphasised the role UPI can play in achieving the government’s vision of a cashless society: between 2018 and 2022, the total number of digital transactions in India has increased from about 2071 crores to about 8840 crores.¹⁶

Mann Ki Baat has also covered government initiatives, such as the Jan Dhan Yojana, aimed at increasing financial inclusion for all, promoting economic growth, and empowering people who live in rural areas. In addition to encouraging listeners to adopt UPI for digital payments, PM Modi has urged them to obtain comprehensive insurance coverage against crop loss via the PM Fasal Bima Yojana (PMFBY) and open Jan Dhan Accounts, bank accounts that do not require users to maintain a minimum balance. Perhaps in part as a result of this boost in media coverage, the number of Jan Dhan Accounts in India has increased from about 18 crores in 2015 to about 46 crores in 2022.¹⁷

India relies heavily on its agricultural sector, and public and private initiatives for building sustainability in agriculture are featured frequently on *Mann Ki Baat*. For instance:

- The PM has highlighted the importance of organic farming and the use of alternative practices, such as Zero Budget Natural Farming (ZBNF), which can lead to higher crop yields, better soil health, and improved income for farmers and reduce the negative impact of agriculture on the environment.

¹⁶ <https://pib.gov.in/PressReleasframePage.aspx?PRID=1897272>

¹⁷ <https://pib.gov.in/PressReleasframePage.aspx?PRID=1854909>

- PM Fasal Bima Yojana (PMFBY) government insurance can mitigate the risks farmers encounter, provide access to credit, and encourage increased investment in agriculture. The PMFBY, established in 2016, is now the world's third largest crop insurance system in terms of farmer enrolment (it has 5.5 crore participants).¹⁸ *Mann Ki Baat* is certainly not the only reason for the PMFBY's success so far, but it is likely that the radio program has brought it to the attention of some listeners who might not otherwise know about it.

PM Modi often highlights the importance of empowering women for the achievement of sustainable development in India, and he has talked about government initiatives—Beti Bachao Beti Padhao and Sukanya Samridhi Yojana, for instance—which aim to improve the status of girls and women through education and other measures. The PM has also encouraged women to participate in economic activities and has highlighted the role of women entrepreneurs in promoting sustainable development. *Mann Ki Baat* has also introduced listeners to government schemes like Stand Up India and Mudra Yojana, which aim to provide financial support to women entrepreneurs and promote their participation in the formal economy.

Finally, *Mann Ki Baat* has emphasised the importance of environmental protection and drawn attention to government campaigns to promote sustainable environmental practices and conserve natural resources. (These include Swachh Bharat Abhiyan, Green India Mission, and Namami Gange.) Likewise, PM Modi has urged individuals and communities to act on their own to adopt eco-friendly practices like sorting and recycling waste and reducing plastic use. He has also used the program to highlight the role of technology in promoting sustainable development, such as promoting renewable energy sources like solar and wind power, and encouraging listeners to work to preserve India's biodiversity and natural heritage via initiatives like planting trees, conserving wildlife and forests, and protecting rivers and lakes.

¹⁸ <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1880239>



CASE STUDY 1

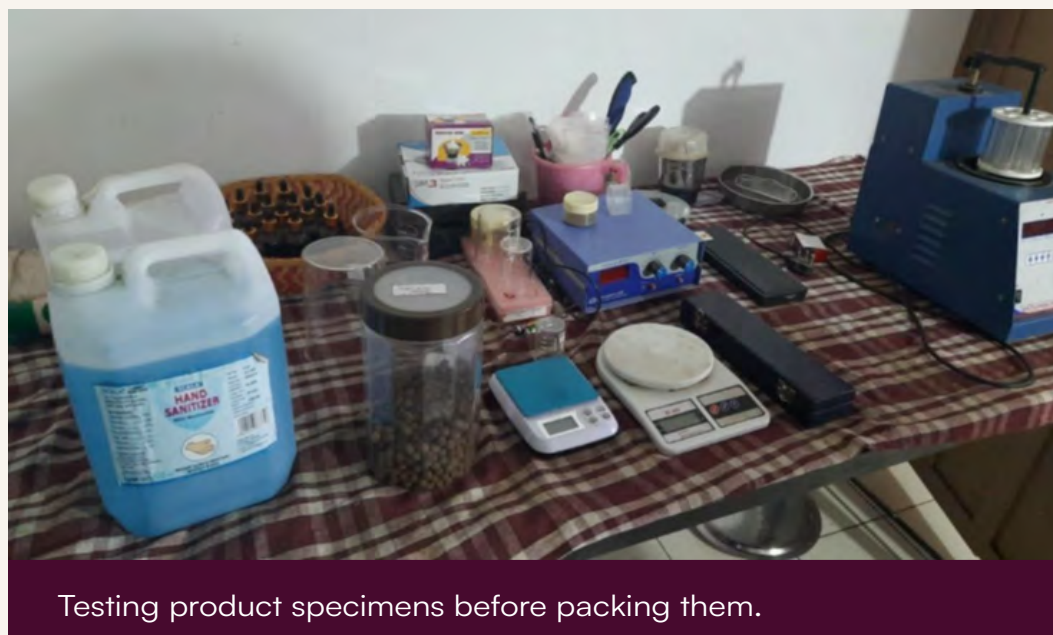
Agricultural Innovation by Chebrolu Sai Sudha

Chebrolu Sai Sudha, who was recently featured by PM Modi on Maan Ki Baat for her entrepreneurial spirit, has been interested in ayurvedic and natural treatments since she was a young girl. When her mother, sister, and sister-in-law were all diagnosed with breast cancer, she began to consider the limitations of modern medicine and study Ayurvedic medicines. Along her journey, she met Shri Dandapani Sastry, an Ayurveda expert who later became her guru and mentor. Sudha trained under him for a year and a half. She started developing medicinal products at home and eventually decided to create Bilvam Herbals in 2019.

For this task, she received help from Medi-Hub TBI, an Agri-Business Incubator commissioned with financial support from the National Agricultural Innovation Fund of the Indian Council of Agricultural Research. It is hosted at the ICAR-Directorate of Medicinal & Aromatic Plants Research, Anand, Gujarat.

The business currently employs about 10 people, and more than 400 farmers sell herbs, turmeric and other spices, and Palash flowers to the business. During the pandemic, Bilvam developed Tulasī Turmeric blend, edible camphor-infused sesame oil nasal drops, turmeric blend with aromatic spices, and other products.

Story in images



Testing product specimens before packing them.



Sachets of medicinal products.



Ingredients stored in containers and ready for processing

Tablet making machine for R&D



Specimens made using the tablet machine

Product Manager Tarun explaining how the products are made





The garden the team has built



Dev Bhanushali explaining the uses of each plant

Dev Bhanushali explains the 'Gosala' that they built and the natural food and medicines they provide.



CASE STUDY 2

Sustainable Weaving by Hari Prasad

The handloom industry is the country's largest cottage industry, with 23.77 lakh looms. It is also the second-largest employment provider in the rural region employing more than 3 million people in direct and allied activities. (Source: Indian Trade Portal). The India handloom industry produces several traditional products such as sarees, shawls, fashion accessories etc. This is the story of Yeldhi Hari Prasad Garu, a weaver in Rajanna Sircilla district of Telangana. For the G20 summit this year, Hari Prasad wove the G20 logo with his hands on a cloth and sent it to the Prime Minister as a gift. Speaking in the *Mann Ki Baat* program, the PM expressed his pleasant surprise at seeing the unique gift from the weaver from Sircilla, Telangana. The Prime Minister praised Hari Prasad for his extraordinary skills in making such a logo on cloth. Hari Prasad is a true grass root level champion who is building social/economic and environmental sustainability by his deeds. Locals and the weavers' community of Sircilla town were overwhelmed after hearing about the PM's reference to their own Hari Prasad.

Hari Prasad followed his fathers' footsteps and continues the family's tradition of weaving be it by hand or machine. In his village, he's the only youngest member in the weaving community and he hopes to change that in the near future. When the PM mentioned him in the *Mann Ki Baat* program, the whole village congratulated and celebrated him. Soon after, there was an inflow of people wanting to buy sarees made from silk and polyester. There was a sudden boom in sales through their weaving business. This led to an increase in the number of power-looms as they helped meet the demand more quickly. Currently, there are 200 Handloom workers and around 5,000 Power loom workers in Sircilla.

As for Hari Prasad, his factory was personally visited by an American Handloom Expert who appreciated his sustainable ways of making sarees and other clothing. He was invited by Sri Raja Rajeshwara Polytechnic College to conduct a session discussing how designs were woven onto different cloths as well as his G20 logo. Students from various fashion institutes visited his factory to understand the weaving process as a whole and to learn new techniques.

Story in images

Hari Prasad,
with a handloom
weaving
machine.



After getting mainstream attention from around the country, the factory where Hari Prasad works increased its size to accommodate more power looms and workers to meet the demand.

The inside of
Hari Prasad's
factory
showcasing
all his new
Powerlooms,
which can
produce 7-10
polyester sarees
in a week.





Another weaving factory in the locality where only powerlooms are used. More and more factories in Sircilla have begun using power looms over handlooms. This is so because silk sarees take at least 1 week to be produced whereas polyester sarees can be made in a day or two using power looms.

CASE STUDY 3

Saafwater

Water is essential to life, yet millions of people around the world lack access to it. A report launched on the eve of the first major UN conference on water in over 45 years says 26% of the world's population doesn't have access to safe drinking water. In India out of its population of 1.3 billion people, 91 million people lack access to safe water (Source: water.org). Current challenges include extreme water stress, contaminated surface water and lack of access to piped water supply.

In December 2021, PM Modi mentioned 'Saafwater' in *Mann Ki Baat*. PM Modi said, "Saafwater is a startup that is helping people map and identify clean drinking water with the help of Artificial Intelligence and IoT, which is enabling people to drink clean water with the help of technology". Through the story of SaafWater, PM Modi appealed to people to understand cleanliness as a responsibility and to contribute towards the same in whatever way they can. Saaf water is an AI-IoT platform that monitors water quality in real-time to forewarn anomalies, along with purification recommendations to improve it. The platform also provides water quality forecasts so that you can take proactive measures to stay safe. The team was declared the winner of Call for Global Challenge 2021 for their contribution towards a clean and healthy future. The recognition at a bigger stage evidences the usefulness of the startup both in present and future scenarios.

In December 2020, Hrishikesh Bhandari, co-founder and CEO of Saafwater was travelling to this village with his mother. Unfortunately, most villagers were consuming contaminated water which led to multiple infections. It was then that he found that 2 lakh people get affected every year due to contaminated water and decided to work towards this cause.

The 5 Co-founders come from different regions across India with the mission of "Making Invisible Visible", to detect contamination in water. They installed the software in a housing colony of 20-25 flats with around 65 people. here are many sensors incorporated in the hardware, like PS sensor (Pressure), TDS sensor (Total Dissolved Solid), and temperature sensor. The device has inbuilt Artificial Intelligence to predict the quality of water.

Saafwater was also the technology and implementation partner with the Ministry of Housing and Urban Affairs Program 2.0, where 2 major areas of Hyderabad were tested. In both "Lakdi Ka Pull" and "Red Hills Area", Saafwater was installed with the help of Hyderabad Municipal Corporation, where thousands of people were impacted. There was a Community Outreach Program on Diwali in Goa where many people brought samples of water and were shocked to see the result

that detected physical and biological contamination in the water. The team now wants to expand to larger water areas like swimming pools where the cleanliness of water plays a very critical role. Mention of Saafwater in a platform like PM Modi's *Mann Ki Baat* was a proud moment for the entire team and has motivated them to make more people aware of the benefits and future mission of accurately detecting water quality globally. Post getting featured, the product received great recognition.

Story in images

Making the invisible water quality, visible!







```

            graph TD
            subgraph Water_quality_check
            direction LR
            Input([Input]) --> Water[Water] --> Device[Saaf Water Device]
            end
            subgraph Technology
            direction LR
            Sensors[Temp Sensor, Turbidity, Temp, pH and electrical conductivity sensors] --> Data[Data collected from the sensors] --> Predictive[Predictive Analytics/ML]
            end
            subgraph Communication
            direction LR
            Dashboard[Final Dashboard] --> Mobile[User's mobile Screen/Laptop screen] --> Output([Output])
            end
            Device --> Sensors
            Sensors --> Data
            Data --> Predictive
            Predictive --> Dashboard
            Predictive --> Mobile
            Predictive --> Output
            
```



- Flow meter
- TDS & Temperature
- pH
- Turbidity

Saafwater Instrument





Hrishikesh Bhandari, co-Founder and CEO of Saafwater explaining how the initiative started



Satyam Prakash, one of the co-founders of Saafwater explaining the reach and impact.



Prasad Patil, working as Hardware Engineer in Saafwater explaining technical details.



Sanket Marathe, the technical mind behind Saafwater.



Chandrakant, Co-founder, and Mentor of Saafwater.

Success Stories

Mann Ki Baat has introduced listeners to dozens of examples of government, community, and individual action to promote sustainability of all kinds. These examples fall into six main categories: *agriculture, women's empowerment, financial inclusion, the environment, skilling and education, and digital adoption.*

CHANGEMAKERS

01 **Manoj Gilda and Nikhil** *(Agriculture)*

Manoj Gilda and Nikhil ji have established an agri-storage start-up, developing bulk storage system for agricultural products.

02 **Yogesh Sahu and Rajneesh Bajpayee** *(Digital Adoption)*

Yogesh Sahu and Rajneesh Bajpayee developed the SmartGaonApp that connects villagers with the world and offers information, phone directory, news, health, events and a marketplace for farmers. The app has been useful in monitoring developmental work in Rae Bareilly's Taudhakpur village.

03 **Fit India Plogging** *(Environment)*

The Fit India Plogging Run, organized by the Ministry of Sports, aimed to raise awareness about sanitation and collect plastic waste. Ripudaman Belviji believes this program will lead India towards freedom from single-use plastic.

04 **Atul Patidar** *(Digital Adoption)*

Atul Patidar from Barwani, Madhya Pradesh has connected 4,000 farmers in his area through a digital platform. Farmers can now order agricultural essentials and equipment online and receive home delivery. Atul is also teaching farmers about technology and online payment methods.

05 N.S. Rajappan Sahab *(Environment)*

An elderly disabled man in Kerala, N.S. Rajappan Sahab, took a boat to Vembanad lake to remove plastic bottles despite being paralyzed and unable to walk.

06 Babita Rajput *(Environment)*

Babita Rajput led the effort to revive a dried-up lake in her village, mobilizing women to build a canal for rainwater. The lake is now filled with water, providing a source of life for the community.

07 Jagdish Kuniyal *(Environment)*

Jagdish Kuniyal solved the water crisis in Bageshwar, Uttarakhand by planting thousands of trees with fellow villagers.

08 Murugesan *(Environment)*

Murugesan ji from Madurai made a machine to make ropes from banana waste, eliminating that waste and enabling farmers to earn additional income.

09 Indian startups *(Digital Adoption)*

Indian startups and companies are innovating to recycle the 50 million tonnes of e-waste thrown away annually. E-Parisaraa extracts precious metals, Ecoreco collects e-waste through an app, and Attero Recycling has patented recycling technology.

10 Sanjay Kashyap *(Skilling & Education)*

Sanjay Kashyap from Jharkhand, known as the “Library Man,” established libraries for poor and tribal children in various districts of the state.

11 Jatin *(Skilling & Education)*

Jatin founded a “Community Library and Resource Centre” with more than 3000 books covering various topics, including comic books and educational toys for children. The centre has 40 volunteers and receives 80 student visitors daily for offline and online guidance.

12 Taimmal *(Skilling & Education)*

Taimmal ji from Tamil Nadu donated one lakh rupees from his savings earned by selling coconut water to improve a local school's infrastructure, allowing it to hold classes up to higher secondary education.

13 Bilal and Munir Ahmed Sheikh *(Agriculture)*

Bilal and Munir Ahmed Sheikh from Pulwama, Jammu and Kashmir installed a Vermi composting unit at home. It has helped farmers get around 3,000 quintals of Vermicompost annually and created employment opportunities.

14 IIT Madras *(Digital Adoption)*

A start-up founded by an IIT Madras alumnus has created a 3D printed house using a special concrete.

15 Saayee Praneeth *(Digital Adoption)*

Saayee Praneeth, a software engineer from Andhra Pradesh, uses his interest in meteorology to provide weather information to farmers. He purchases data from different sources, analyses them, and sends necessary information to farmers in the local language. He also spreads awareness on how to stay safe during difficult climatic conditions.

16 Marimuthu Yoganathan *(Environment)*

Bus conductor Marimuthu Yoganathan in Coimbatore, Tamil Nadu, distributes free saplings to passengers along with their tickets. He uses a significant portion of his salary to fund his mission of spreading greenery and awareness about the importance of planting trees.

17 Bijay Kumar Kabi *(Environment)*

Bijay Kumar Kabiji raised a 25-acre mangrove forest on the outskirts of Barakot village in Kendrapada, Odisha, to protect it from high tides and cyclones. The forest, which took 12 years to grow, is now credited with saving the village from natural disasters.

18 **Jadav Payeng** *(Environment)*

Jadav Payeng of Assam planted 300 hectares of forest, encouraging biodiversity and conservation. He was awarded the Padma award for his work.

19 **Kisan Chachi** *(Agriculture)*

The PM appreciated Kisan Chachi of Muzaffarpur, Bihar for setting a precedent in the direction of women empowerment and farming.

COLLECTIVE ACTION

- (Agriculture)*
- 01 Farmers in **Tohoo village**, Himachal Pradesh, improved soil health and increased productivity by following guidelines on fertilizers and organic fertilizers. As a result, wheat production per acre quadrupled.
- (Women Empowerment)*
- 02 As part of a Swachh Bharat Abhiyan hygiene campaign, **15 lakh women in Jharkhand** built 1.7 lakh toilets in 20 days.
- (Environment)*
- 03 Under the “**Clean Ganga Campaign**,” a group from the BSF scaled Mount Everest and brought back loads of trash littered there.
- (Agriculture)*
- 04 Corporate professionals and IT engineers in Bangalore created the “Samridhi Trust” to train farmers on organic farming and growing multiple crops, doubling their income.
- (Environment)*
- 05 Scuba divers in Visakhapatnam remove 4000kg of plastic waste from Mangamaripetta beach in 13 days, aided by local residents and fishermen.
- (Agriculture)*
- 06 Women in **Purnia** formed the **Adarsh Jeevika Mahila Mulberry Production Group** cooperative to produce silk from mulberry cocoons and generate income.
- (Environment)*
- 07 **Thaaru tribal community** in Bihar observes “**Saath ghante ke Barna**,” a sixty-hour lockdown to protect nature, as part of their centuries-old tradition called Barna.

(Women Empowerment)

- 08 Women in a Jharkhand self-help group launched the **Ajivika Farm Fresh** app to deliver fresh vegetables and fruits directly from the fields to people's homes, ensuring fair prices for farmers and fresh produce for buyers. During the COVID-19 lockdown, they delivered more than 50 lakhs worth of fruits and vegetables.

(Environment)

- 09 **Temples in Assam** are playing a unique role in the protection of nature. The Hayagriva Madheb Temple at Hajo, the Nagashankar Temple at Sonitpur and the Ugratara Temple at Guwahati have many ponds nearby that are being used to save near-extinct species of turtles.

(Environment)

- 10 India has seen a **60 per cent increase in its leopard population** between 2014 and 2018, with over 12,852 leopards in 2019.

(Environment)

- 11 People in cities like Delhi provide food, water, and shelter to stray animals. In **Kaushambi**, inmates made blankets to protect cows from the cold.

(Environment)

- 12 The **Boinpalli** vegetable market generates 500 units of electricity and 30 kg of biofuel daily from 10 tonnes of vegetable waste, illuminating the market and powering its canteen.

(Agriculture)

- 13 **Badaut village Panchayat** in Panchkula, Haryana, faced problems with water drainage and contamination, but they found a way to collect and use the water for farm irrigation.

(Agriculture)

- 14 People in **Bhadarwah**, Jammu, and Kashmir shifted from traditional maize cultivation to lavender floriculture with assistance from the **Aroma Mission**. This transition has increased their income.

(Environment)

- 15 Puducherry youth started the "Recycling for Life" campaign to collect and segregate waste, compost organic waste, and recycle the rest to save oceans and beaches from plastic pollution.

(Environment)

- 16 "Mission Jal Thal" in Srinagar involves cleaning and restoring lakes and ponds, with a focus on Kushal Saar and Gil Saar lakes. Public participation and technology are being used to remove plastic waste, illegal constructions, and restore old water channels. The initiative has increased the number of migratory birds and fish.

(Environment)

- 17 **Diu** in Daman-Diu is the first district in India to use 100 per cent clean energy for all daytime needs by installing solar panels on barren land and buildings.

(Environment)

- 18 In the “**Arunachal Pradesh Airgun Surrender Campaign,**” people are voluntarily surrendering their airguns to stop indiscriminate hunting of birds in the state.

(Environment)

- 19 **Hivre Bazaar farmers** in Maharashtra addressed a local water shortage by changing cropping patterns, giving up water-intensive crops, and implementing drip irrigation and water harvesting.

(Environment)

- 20 Palmyra trees were planted on small islands in **Thoothukudi district,** Tamil Nadu to prevent them from submerging in the sea. The trees protect the soil and serve as a natural defence against cyclones and storms.

(Environment)

- 21 Kanjirangal Panchayat in Tamil Nadu generates electricity from two tonnes of waste per day and sells residual products as pesticides.

(Agriculture)

- 22 The “**Sukhet Model**” of Bihar is a joint initiative by Dr. Rajendra Prasad Agricultural University and Krishi Vigyan Kendra to reduce pollution in villages. Dung and waste are collected and exchanged for money towards LPG cylinders, while vermicompost is created as bio-fertilizer.

(Women Empowerment)

- 23 In a unique initiative during the COVID-19 pandemic in Lakhimpur Kheri, Uttar Pradesh women were trained to manufacture fibre from banana stems and use it to make handbags, mats, and rugs.

(Agriculture)

- 24 The PM praised the “**Aranyak FPO**” maize trading group in Purnea, Bihar, and announced a Rs 1 lakh crore infrastructure fund to provide financial assistance to FPOs, agricultural producers, and cooperative groups. The self-help groups of women are also being given help, and loans to these groups in Bihar have increased by 32 times since 2013-14.

MOVEMENTS

(Women Empowerment)

- 01 A campaign in Cuddalore district, Tamil Nadu, has banned child marriage (and prevented 175 such marriages). As part of this campaign, PM Modi's administration opened "Sukanya Samridhi Yojana" bank accounts for more than 55,000 young women.

(Skilling & Education)

- 02 Kathua district in Jammu and Kashmir connected all departments with the "Beti Bachao—Beti Padhao Yojana" and is working towards the adoption and education of orphaned baby girls through Gram-Sabhas and the Convergence Model.

(Skilling & Education)

- 03 The "Har Ghar Dastak" campaign in Madhya Pradesh aims to promote education for girls by visiting every household in every village.

(Skilling & Education)

- 04 In Rajasthan the "Apna Bachcha, Apna Vidyalaya" campaign is being run to readmit girls who had dropped out of local schools.

(Skilling & Education)

- 05 The "Himayat Program" in Jammu Kashmir and Ladakh has trained 18,000 youths in 77 different trades.

(Skilling & Education)

- 06 Teachers all over India adopted innovative methods and uploaded course materials on the Diksha Portal during the COVID-19 pandemic. This helped students in remote areas access education during the lockdowns.

(Environment)

- 07 The "Namami Gange Campaign" has received global recognition for its efforts to restore the Ganga river's ecosystem. The campaign has led to an increase in biodiversity, including different species of fish and turtles. The "Jalaj Ajeevika Model" has been launched to increase livelihood opportunities through tourism-based boat safaris.

(Environment)

- 08 The Swachh Sagar-Surakshit Sagar campaign, aimed at cleaning up India's coastal areas, saw high public participation during its 75-day duration. The campaign coincided with Coastal Cleanup Day as part of the Azadi Ka Amrit Mahotsav celebrations.

- 09 *(Environment)* Aizawl in Mizoram has transformed the polluted Chitte Lui river into a resource by converting plastic waste into the state's first plastic road. The 'Save Chitte Lui' action plan is a community effort involving local agencies and voluntary organizations.
- 10 *(Environment)* Assam's campaign against rhinoceros poaching led to the burning of 2400 seized horns. Only one rhino was killed in 2021, compared to 37 in 2013.
- 11 *(Environment)* The bird population in Kaziranga National Park has increased by 175 per cent. Observers spotted 112 bird species during the last census.
- 12 *(Agriculture)* **Shahi Litchi**, a well-known GI-certified fruit from **Bihar's Muzaffarpur** district, was sent to the UK via a special flight, despite the pandemic crisis. The fruit received the 'Phytosanitary Certificate' from the state, making it globally known as Bihar's Litchi.
- 13 *(Agriculture)* The PM interacted with fish farmer, **Jyoti Mandal**, at the launch of **Pradhan Mantri Matsya Sampada Yojana** and announced that a new ministry has been created to oversee the fishing industry, with a goal to double fish exports in 3-4 years, creating new job opportunities.

05 Looking Forward

Mann Ki Baat is a unique radio program that engages both rural and urban populations in India in a two-way conversation with PM Modi's government. Citizens can listen and learn about government initiatives and local and individual activism on some of the most important issues facing the country, and they can give feedback and ask questions via letter, telephone, and social-media comments. As our analysis shows, the program focuses on five primary topics—cleanliness and sanitation, health, wellness, water conservation, and sustainable development—and highlights the accomplishments of ordinary people and communities, possibly inspiring listeners to become “change makers” themselves.

To enhance the reach and effectiveness of *Mann Ki Baat*, officials could incorporate interactive tools such as public opinion questionnaires and surveys; provide greater transparency in the selection of topics and guests; and diversify the format. Occasionally debates, for instance, might facilitate a more holistic comprehension of complex issues and encourage critical thinking among the general public. To further enhance the program's impact and engage a previously unreachable audience, *Mann Ki Baat*'s producers could draw inspiration from other globally successful development communication programs. For instance, Brazil's Fome Zero program utilised a variety of communication channels, including personal narratives, media campaigns, posters, and community-based organisations, to raise awareness and engage citizens in the fight against starvation.

By adapting new and familiar formats (such as podcasts and community radio) to cultivate local dialogue and community engagement, *Mann Ki Baat* can continue to play a significant role in promoting development and social change in India.



06

Appendix A

Topical Analysis

Cleanliness and Sanitation



Episode Number	Year	Discussion
1	2014	In the very first episode on <i>Mann Ki Baat</i> , the PM announced the commencement of the 'Swachh Bharat Abhiyan' on the eve of Mahatma Gandhi's birth anniversary. On 2nd October 2014, 1.25 crore countrymen came together to start the movement.
12	2015	The PM discussed the success of the cleanliness campaign in two ways: the removal of garbage piles and a sense of public satisfaction towards cleanliness. He also noted a positive change in people's behavior on trains, with less littering and an increased awareness of cleanliness.
13	2015	The PM mentioned media campaigns promoting cleanliness, such as ABP News' "Ye Bharat Desh Hai Mera," NDTV's "Banega Swachh India," and Dainik Jagaran's encouragement of the campaign.
23	2016	The PM urged people to make short films on cleanliness and send them to the government for a competition, with prizes awarded on Gandhi Jayanti Day.
24	2016	The PM reflected on the Swachha Bharat Mission launched on 2nd October two years ago, and highlighted progress made: 125 crore steps towards cleanliness, 2.48 crore rural toilets built, and ODF campaigns launched at state, district, and village levels. He announced that the INDOSAN conference on cleanliness will be held from 25th September to 2nd October.
37	2017	The PM focused on the efforts of children and youth in cleanliness, as well as the role of youth in innovation and change. The episode also featured stories of official efforts to bring about change.



Episode Number	Year	Discussion
48	2018	The PM discussed the success of the Swachh Bharat Mission and the Swachhta Hi Sewa movement, which saw voluntary cleaning efforts across India. He also mentioned that India will be hosting the world's biggest sanitation convention.
55	2019	The PM emphasised on <i>Mann Ki Baat's</i> important role in the cleanliness campaign. It began five years ago and is now setting new benchmarks in cleanliness & sanitation. This movement has now advanced from cleanliness towards beautification, demonstrating the collective will and strength of people.
56	2019	The PM announced the start of 'Swachchata Hi Sewa' movement on 11th September with a focus on curbing single-use plastic. He acknowledged India's success in campaigns for cleanliness and open defecation.
86	2022	The PM talked about the expansion and innovation of the Clean India Mission in the past eight years and highlighted stories reflecting public participation, emphasizing that big goals can be achieved through Sabka Prayas (collective effort).
96	2022	The PM praised and acknowledged the initiatives of various units under the Ministry of Information and Broadcasting for driving cleanliness.
98	2023	The PM discussed the impact of Swachh Bharat Abhiyan on public participation and shared inspiring stories from different parts of India.

Health



Episode Number	Year	Discussion
4	2015	US President Barack Obama was the chief guest at India's 66th Republic Day celebrations. During his visit, he appeared on the PM's radio show <i>Mann Ki Baat</i> to discuss technology's role in health. They praised India's progress in disease eradication, emphasizing the importance of global cooperation in improving health outcomes. Citizens were urged to share their ideas on social media using the hashtag #YesWeCan.
18	2016	The PM addressed the importance of World Health Day 2016, which focused on "Beat Diabetes". He also talked about the prevalence of tuberculosis in India and emphasized the importance of early detection and treatment. With more than 13,500 Microscopy Centres, more than four lakh DOTS providers, various advanced laboratories offering free checkup services, the PM urged the people to get timely tests done.



Episode Number	Year	Discussion
40	2018	The PM spoke about the Jan Aushadhi Yojana, which aims to provide affordable healthcare by offering generic medicines at Jan Aushadhi Centres. Over 3000 such centres have been set up across India to provide quality and affordable healthcare to the poor.
42	2018	The PM noted that Swachh Bharat and Swasth Bharat are not mutually exclusive initiatives. He discussed affordable healthcare options through the Jan Aushadhi Kendras, reduced costs for heart stents and knee implants, and Ayushman Bharat Yojana for free medical treatment to 50 crore citizens annually. He also mentioned the increase in MBBS seats and opening of new AIIMS, along with a goal to make the country TB-free by 2025.
63	2020	The PM urged people to follow COVID-19 precautions, interacted with recovered patients and doctors, and announced a health insurance cover of up to Rs 50 lakhs for healthcare workers.
64	2020	The PM emphasized the importance of social distancing and masks in preventing the spread of COVID-19. He also announced the 'Lifeline Udan' initiative to deliver essential medical supplies to remote areas during the lockdown period. The cargo includes reagents, testing kits, protective gear, and other essential items.
69	2020	The PM announced the slogan, "Do Gaj Ki Doori, Mask Zaroori" to emphasise the importance of following safety measures to fight against COVID-19, including wearing masks, using face shields, maintaining social distancing, and practicing hygiene.
73	2021	The PM brought to notice that India is undertaking the world's biggest COVID-19 Vaccine Program and is vaccinating its citizens faster than any other country, having vaccinated over 30 lakh Corona Warriors in just 15 days, whereas advanced countries such as America and Britain took longer.
77	2021	The PM highlighted crisis management during the second wave of the COVID-19 pandemic, with Indian Railways launching the "Oxygen Express" to transport medical oxygen to remote parts of the country. The Indian Air Force also lifted oxygen tankers and liquid oxygen containers from domestic and international destinations, completing over 1600 sorties and flown over 3000 hours. Oxygen production was increased from 900 Metric Tonnes to around 9500 Metric Tonnes per day.
78	2021	The PM announced the second phase of the vaccination campaign in India which started on June 21 and more than 86 lakh people were vaccinated for free in a single day. He urged the citizens to register for vaccination at their nearest hospitals.
81	2021	The PM mentioned that the Ayushman Bharat scheme, the world's largest health assurance scheme, was implemented three years ago on the 25th of September and so far, more than 2.5 crore impoverished people in India have received free treatment up to Rs 5 lakh in hospitals under this scheme.



Episode Number	Year	Discussion
91	2022	The PM discussed the increasing interest in holistic healthcare, Ayurveda and Indian medicine globally. In April of 2022, a Global Ayush Investment and Innovation Summit was held, and investment proposals of around ten thousand crore rupees were received.
92	2022	The PM highlighted Project Sampoorna and other initiatives to eradicate malnutrition in India, including the use of technology and public participation. The POSHAN Abhiyaan has expanded to include 14 to 18-year-old daughters in Aspirational Districts and North Eastern states.
98	2023	The PM highlighted the success of the eSanjeevani telemedicine platform, which has conducted over 50 lakh teleconsultations, providing quality healthcare to people in rural and remote areas during the pandemic. He urged people to spread awareness about the platform to help more people benefit from it.

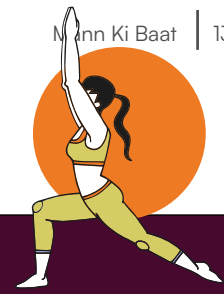
Wellness



Episode Number	Year	Discussion
3	2014	The PM discusses the issue of drug addiction, stating that blaming the youth for being irresponsible would only push them further into addiction. He believes that it is a psycho-socio-medical issue that requires a joint effort from the individual concerned, their family, friends, society, government, and legal system. He expressed his concern over this issue and suggested launching a toll-free helpline. The PM highlights the 3 D's of drug addiction: Darkness, Destruction, and Devastation.
8	2015	PM Modi proposed International Yoga Day at the UN, which was quickly accepted. He is proud that the proposal for International Yoga Day received support from 177 countries within 100 days, making it a historic event. He highlights how Yoga connects people and nations, and proposes becoming an ambassador for promoting Yoga. He urged people to spread knowledge about Yoga and its benefits to others around the world.
9	2015	The PM spoke about how practicing Yoga daily can impact one's well-being positively.
15	2015	The PM expressed pride in the world's acceptance and attraction towards Yoga, stating that it is a reminder of India's enormity.
17	2016	The PM highlighted the global interest in Yoga and its significance for mental development. He encouraged students to continue practicing Yoga during exams.



Episode Number	Year	Discussion
20	2016	The PM stressed on the importance of daily Yoga practice for 20-30 minutes and its benefits in leading a balanced life. He believes in the principle of prevention rather than cure and says that practicing Yoga can help maintain good health, strong will power, self-confidence, and concentration.
21	2016	PM Modi acknowledged the growing popularity of Yoga around the world. He noted that many TV channels in India and abroad are already contributing to spreading information about Yoga. He also mentioned two examples of how technology and social media have helped promote Yoga globally, including the UN projection of Yoga asanas on a building in New York City and Twitter's Yoga imaging experiment.
29	2017	The PM discussed creating an environment for open expression of depression and the benefits of Yoga for mental well-being. He highlighted the importance of joint families in eliminating loneliness and suppressing depression. He urged people to openly talk about depression and to participate in collective Yoga festivals.
32	2017	The PM emphasized the importance of Yoga in leading a stress-free life and its role in wellness and fitness. He also mentioned writing letters to all governments and leaders about the Yoga Day and encouraged people to spread awareness about Yoga by posting on Yoga Day.
37	2017	The PM emphasized the importance of physical activity and a balanced diet for a healthy lifestyle, suggesting small changes in daily routine. He highlights the "Yoga for Young India" initiative for preventing lifestyle disorders and cites AIIMS studies on Yoga's effectiveness.
40	2018	PM Modi talks about European Union gifting him a calendar that displays various contributions made by Indians including in Ayurveda.
42	2018	PM Modi emphasized the global recognition of Yoga as a preventive health measure that guarantees fitness and wellness. He acknowledged the collective effort in making Yoga a mass movement, reaching every household.
43	2018	The PM emphasized the importance of Yoga in achieving a Fit India and encouraged everyone to participate in Yoga Day and share their fitness journey on social media. He acknowledged the growing awareness and benefits of Yoga and congratulates those who create educational animations on it.
45	2018	PM Modi reflected on the successful celebration of International Yoga Day and the increasing awareness of holistic health. Yoga has become iconic and is celebrated worldwide. The Bihar Yoga Vidyalaya and Swami Rajarsrhi Muni were honored for their contributions to Yoga. Many countries showed how they celebrated Yoga on Twitter. PM Modi acknowledges the contributions of the "Japan Yoga Niketan" and "Sarv Yoga International" in popularizing Yoga in Japan and Europe, respectively.

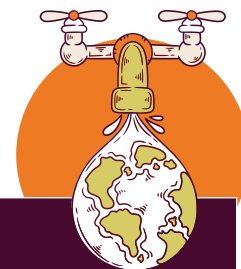


Episode Number	Year	Discussion
54	2019	PM Modi discussed the success of International Yoga Day and the increasing awareness of holistic health care. He noted that Yoga has become an iconic symbol and is practiced by people all over the world.
56	2019	The PM recounted his visit to Bhutan and said that whenever he goes anywhere in the world and meets people, a 5-7 minute discussion on Yoga follows. He expressed gratitude to major leaders of the world who also practice Yoga.
57	2019	PM Modi discussed the dangers of tobacco addiction and its associated health risks such as cancer, diabetes, and high blood pressure. He dispelled some myths about e-cigarettes and highlighted the need for more awareness regarding their harmful effects. He encouraged people to prioritize a healthy lifestyle and work towards a Fit India by giving up these addictions.
61	2020	PM Modi praised the efforts made under the "Fit India" campaign, including the Cyclothon event and the "Fit India School" campaign. Over 65,000 schools have obtained "Fit India School" certificates through online registration. PM Modi called for the integration of physical activity and sports with education to promote fitness and urges all schools to become "fit schools."
62	2020	PM Modi highlighted the importance of adventure and sports in fitness, encouraging people to integrate physical activity into their lives.
65	2020	PM Modi highlighted the growing awareness and recognition of Yoga around the world during the coronavirus pandemic. He noted that people are paying serious attention to Yoga as a way to stay healthy while staying at home. Many individuals who have never practiced Yoga before are now joining online Yoga classes or learning through online videos.
73	2021	PM Modi highlighted the increasing international recognition of Yoga and the enthusiasm with which International Yoga Day is celebrated around the world. He specifically mentioned the growing popularity of Yoga in Chile and how the Chilean Congress has passed a proposal declaring November 4 th as National Yoga Day to honor the first Yoga institution in Chile established by José Rafael Estrada in 1962.
81	2021	PM Modi mentioned a comic book named "Professor Ayushman" initiated by the Ministry of Ayush which educates children about medicinal and herbal plants. He also highlighted India's potential in the export of Ayurvedic and herbal products, urging scientists and researchers to pay attention to such products to help increase the wellness and immunity of people and the income of farmers and youth.
82	2021	India is collaborating with the World Health Organization (WHO) to promote Yoga and AYUSH. WHO announced the establishment of a Global Centre for Traditional Medicine in India in March 2021.

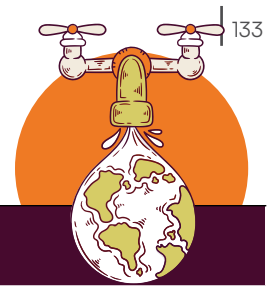


Episode Number	Year	Discussion
86	2022	PM Modiji highlighted the success stories of Ayurveda and the increased attention given to promoting it in India, including the establishment of the Ministry of AYUSH. He also mentioned the emergence of many new start-ups in this field. Furthermore, he mentioned the Ayush start-up challenge.
87	2022	The Ayush Manufacturing Industry has grown from 22 thousand crores to one lakh forty thousand crore rupees in six years. The possibilities in the Ayurveda sector are increasing continuously, including in the start-up world.
89	2022	PM Modi urged people to celebrate the 8th International Yoga Day while taking COVID-19 precautions. The theme for 2022 was "Yoga for Humanity." He introduced a new initiative called Guardian Ring, which involved celebrating the movement of the sun through Yoga from different parts of the earth, organized by Indian missions in different countries.
91	2022	Ayush exports saw a record growth due to increasing interest in Ayurveda and Indian medicine globally. Many start-ups are also emerging in this sector, with investment proposals of about ten thousand crore rupees received at the recent Global Ayush Investment and Innovation Summit. There was a significant increase in research on medicinal plants during the COVID-19 period, and the launch of the Indian Virtual Herbarium provided a digital collection of images and scientific information related to over one lakh specimens of preserved plants or plant parts, showcasing India's botanical diversity.
96	2022	PM Modi highlighted the importance of evidence-based research in traditional medicine, such as Ayurveda and Yoga. He cited the example of Tata Memorial Centre's research, which showed that regular practice of Yoga reduced the risk of recurrence and death of breast cancer patients by 15%. Delhi's AIIMS conducted research on the benefits of Yoga for various health conditions and published 20 papers in reputed international journals.

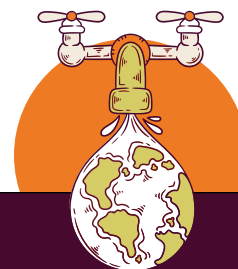
Water Conservation



Episode Number	Year	Discussion
6	2015	The PM spoke at length about the adversities faced by farmers due to the erratic behaviour of monsoon in India. In 2014, there was scarcity of rain while in 2015 all states above Maharashtra had to bear difficulties with unseasonal rain and hailstorm. This directly affects the living conditions of farmers.



Episode Number	Year	Discussion
9	2015	The PM emphasised the importance of rain-water harvesting and called for a mass movement to save water everywhere, including check dams, watershed development, small lakes, and ponds in fields. He also stated that the 'Waste to Wealth' policy has been launched, which allows contaminated water to be recycled and used for irrigation in fields.
18	2016	The PM urged for community participation in water conservation. Additionally, he stated that the government has decided to construct five lakh ponds and farm water reservoirs to facilitate water conservation. Also, under MNREGA, there is a focus on creating assets for water conservation.
20	2016	The PM emphasized the importance of forest and water conservation in India and discussed various water conservation efforts in different states, including drip irrigation, well revival, and dam-building campaigns. He also mentioned recent forest fires caused by dry leaf littering and carelessness and urged the implementation of successful water conservation methods across all states.
54	2019	The PM addressed the issue of water scarcity in India and emphasised the need for people's participation to find a solution. A new Jalashakti ministry has been created to handle water-related issues.
55	2019	The PM discussed water conservation efforts across India, including traditional methods and innovative campaigns. He congratulated Meghalaya and Haryana for their water conservation policies and suggested using festivals and fairs to spread the message. The village of Aara Keram in Jharkhand was praised for its collective effort in changing the course of a mountain spring, which facilitated effective irrigation of fields while preventing soil erosion and crop damage.
61	2020	The PM cited examples of public participation in water conservation efforts, such as cleaning step wells in Rajasthan, building an embankment in Uttar Pradesh, and bringing water to a village in Uttarakhand. He also mentioned an innovative idea from Tamil Nadu on harnessing a borewell for rainwater harvesting.
74	2021	The PM proposed a 100-day campaign for cleaning up water sources and conserving rainwater. The Jal Shakti Ministry's Catch The Rain campaign aims to encourage repairing existing rainwater harvesting systems, cleaning up lakes and ponds, and removing impediments for water to flow into water sources to conserve rainwater.
81	2021	The PM highlighted the significance of World River Day, urged emotional connection with rivers, and emphasized the need for collective efforts to clean and rejuvenate rivers. He mentioned Jal-Jeelani Ekadashi and Chhatth as examples. He cited the rejuvenation of Naagnadi river in Tamil Nadu and linking of Narmada and Sabarmati rivers as successful initiatives.



Episode Number	Year	Discussion
87	2022	The PM emphasized the importance of water conservation and announced plans to build 75 Amrit Sarovars in every district through the Amrit Mahotsav campaign. He encouraged youth involvement and referenced ancient texts on water conservation. The Jal Mandir Scheme is protecting wells and step wells, and he suggested similar campaigns at the local level.
92	2022	The PM discussed how the construction of Amrit Sarovars is being used as a mass movement to rejuvenate old water bodies, provide water for animals and farming, and raise groundwater tables. The Amrit Sarovar campaign has been successful in various locations including Warangal, Telangana, Mocha Gram Panchayat in Madhya Pradesh, and Lalitpur, Uttar Pradesh.
93	2022	The 'Swachh Sagar - Surakshit Sagar' campaign ran from July 5th to September 17th to clean up India's coastal areas and raise awareness of the environmental challenges they face, especially due to litter causing water pollution. Initiatives such as collecting plastic during Ganpati immersion and over 20,000 school students in Odisha taking a pledge were taken to support the campaign.

Sustainable Development



Episode Number	Year	Discussion
6	2015	The PM expressed his gratitude towards farmers and acknowledged the difficulties they face like, lack of facilities. The government is working to increase farmers' yields through initiatives like the "Soil Health Card" and proper regulations.
8	2015	The PM launched three policies for social security last month, which have already seen over 8 crore registrations. The Jeevan Jyoti Bima Yojna is available for those who invest just 330 rupees annually. The government aims to eliminate poverty and create self-sufficient citizens.
9	2015	The Prime Minister discussed the launch of the Amrut scheme to improve the quality of life in Indian cities and promote the idea of waste to wealth. The government has launched three insurance schemes the target for which is to reach 2 crore, 5 crore, 7 crore, and 10 crore sisters before the festival of Rakshabandhan.
11	2015	The PM celebrated the success of the Jan Dhan Yojana program, which has provided banking facilities to 18 crore poor people and created job opportunities for the youth. Also, he talked about The Land Acquisition Act and stated that the proposed changes will not go through and instead 13 points related to the monetary issues of farmers will be implemented immediately.



Episode Number	Year	Discussion
14	2015	The PM discussed the success of the MUDRA bank program, which has provided 42,000 crore rupees to 66 lakh people, including women and those from the SC, ST, OBC category, encouraging small scale enterprises and creating job opportunities.
15	2015	The Indian government's Pahal scheme, the largest Direct Benefit Transfer Scheme, has successfully transferred subsidies directly to 15 crore LPG customers without any middlemen or corruption. The scheme has earned a place in the Guinness Book of World Records. The MNREGA scheme and student scholarships are also being linked to this scheme, and approximately 40,000 crore rupees are being directly transferred to beneficiaries under 35-40 schemes.
16	2016	The PM urged listeners to promote the Pradhan Mantri Fasal Beema Yojana scheme to provide security for farmers through comprehensive, simple, and technologically advanced crop insurance at a low premium rate. The target is to ensure at least 50% of farmers benefit from crop insurance within the next 1-2 years.
17	2016	The PM announced that India will install a Laser Interferometer Gravitational-Wave Observatory (LIGO) to enhance the discovery process, making India the third country in the world to have such a facility.
18	2016	The PM announced the launch of the Kisan Suvidha App for farmers to access agricultural and weather information, including market updates and links to experts. He urged farmers to download the app and provide feedback for improvements. He also congratulated Coal India for developing an eco-friendly mine-tourism circuit at Savaner near Nagpur, which has attracted nearly 10,000 visitors.
19	2016	The PM announced the deployment of trash skimmers in several cities to clean up the Ganga river and urges local bodies to continue this work. The government also prepared an action plan to control industrial pollution, which was implemented in some areas with positive results.
20	2016	The PM commended various states for their water conservation initiatives, including groundwater recharging, small dams, water temples, and the revival of ancient deep tanks or masonry wells. These initiatives include 'Mission Bhagirathi' in Telangana, 'Neeru Pragati Mission' in Andhra Pradesh, 'Jal Yukt Shivar' in Maharashtra, and others.
22	2016	The Atal Innovation Mission encourages innovation and entrepreneurship in India through labs and incubation centers, and also launched Atal Grand Challenges. The PM appreciated the efforts of states in increasing green cover with campaigns like tree planting, with Maharashtra aiming for 3 crore trees, Rajasthan planting 25 lakh despite desert conditions, and Andhra Pradesh aiming for 50% more green cover by 2029.



Episode Number	Year	Discussion
23	2016	The PM urged people to use eco-friendly clay idols for Ganeshutsav, which will not only protect the environment but also generate employment opportunities for those who traditionally made clay idols.
26	2016	The PM expressed confidence in the success of demonetization despite the challenges posed by vast currency proliferation and praised the efforts of government employees, banks, and post offices working towards the transformation.
27	2016	The PM encouraged the informal sector to adopt digital payments. He spoke about the "Digi Dhan Vyapar Yojana" that rewards traders for promoting cashless transactions and adopting digital payments, with a focus on helping the poor and lower middle class.
28	2017	The PM empathizes with the stress exams cause for children, teachers, and parents, and received letters expressing concern.
30	2017	PM Modi praised the contribution of farmers to the country's economy and the record-breaking crop production of over 2,700 lakh tonnes. He applauded farmers for growing pulse crops, which are a significant source of protein for the poor. Modi also expressed gratitude for the success of the Beti Bachao Beti Padhao movement.
31	2017	PM Modi encouraged students to develop new skills and improve existing ones, such as learning a new language, playing an instrument, swimming, or drawing. He emphasized the importance of learning new skills to bring new joys to life and broaden career opportunities.
32	2017	PM Modi talked about the potential of waste and encouraged people to see it as a valuable resource rather than garbage. He believes that new techniques for waste management can be developed by viewing waste as wealth. The government launched a campaign to provide litter bins for solid and liquid waste in 4000 towns across the country on World Environment Day. The waste will be sorted and green waste will be used in fields while blue waste will be recycled.
34	2017	PM Modi addressed the natural disasters caused by climate change, including floods in Assam, North-East, Gujarat, Rajasthan, and parts of Bengal. He mentioned extensive relief efforts being taken by the central and state governments, as well as social and cultural organizations and citizens. The government, army, air force, NDRF, and paramilitary forces all worked together to help those affected.
38	2017	PM Modi talked about soil health on World Soil Day and discusses the impact of fertilizers on soil. He highlights the importance of soil for the growth of plants and animals. He also discussed the techniques used by farmers to protect and add nutrients to the soil. He mentioned the use of soil health cards by farmers to understand their soil better.



Episode Number	Year	Discussion
39	2017	PM Modi mentioned that the Ministry of Minority Affairs has abolished the practice of requiring Muslim women to have male guardians for Haj pilgrimage. Around 1300 women have applied to perform Haj without a male guardian. Modi has suggested that single women pilgrims should be excluded from the lottery system and be given a chance as a special category, and emphasized the importance of women's rights and opportunities.
40	2018	The PM highlighted the achievements of women in various fields, including Defence Minister Nirmala Seetharaman's flight in a Sukhoi 30 fighter plane and the all-women crew on board INSV Tarini circumnavigating the globe. The President recently met with extraordinary women achievers and a book has been compiled on these "first ladies" to inspire the country. The e-book is available on the Narendra Modi website.
41	2018	The PM announced the GOBAR-DHAN scheme, the aim of which is to convert cattle dung and agricultural waste into compost and bio-gas to promote cleanliness in villages and generate energy.
42	2018	The PM appreciated the efforts by farmers in Meghalaya who have achieved record production with technology. He announced that MSP for crops will be at least one and a half times their cost, including labor, animal and machinery costs, land revenue, interest on capital, and cost of farmer/family labor. 22000 rural haats will be upgraded and integrated with APMC and e-NAM platform.
44	2018	India hosted World Environment Day with the theme 'Beat Plastic Pollution' on June 5. The PM urged people to curb plastic pollution and check the negative impact on the environment, wildlife, and health. He also mentioned how the BSF scaled the Everest and cleaned the litter as part of the 'Clean Ganga Campaign.'
45	2018	PM Modi talked about the success story of 'Samridhi Trust' in Bangalore, where corporate professionals and IT engineers have helped farmers to double their income by imparting training in organic farming and latest agricultural techniques.
47	2018	The PM talked about changes brought to monsoons due to climate change. He expressed concern over the harmful effects of floods and acknowledged the efforts of various agencies and the National Disaster Response Force (NDRF) in the rescue and relief operations during the Kerala floods.
60	2019	The PM emphasised on the importance of 'Skilling' and spoke at length about the Himayat Program in Jammu and Kashmir that has trained 18000 youth in 77 trades so far.
67	2020	The PM highlighted sustainable agriculture practices, mentioning innovations in apricot production using solar dryers and heaters, and efforts by farmers in Kutch and Ladakh to improve fruit quality, productivity, and yield in dragon fruit cultivation.



Episode Number	Year	Discussion
68	2020	The PM emphasized sustainability during festivals. He highlighted the Thaar community's sixty-hour lockdown tradition in West Champaran, Bihar, which they have been observing for centuries to protect nature. He also praised the use of eco-friendly Ganeshas during Ganeshotsav.
70	2020	The PM discussed two initiatives that used technology-based service delivery during the pandemic. In Jharkhand, a self-help group of women used the 'Ajivika Farm Fresh' app to deliver fresh vegetables directly from farmers' fields to households. In Madhya Pradesh, Atul Patidar's digital platform 'E-platform farm card' connected thousands of farmers, enabling them to order agricultural essentials and equipment from home. These initiatives ensured fair prices for farmers and provided convenience to buyers.
72	2020	The PM spoke about the significant increase in the population of leopards, lions, and tigers, as well as an increase in forest area in India. Between 2014 and 2018, the number of leopards has risen by more than 60 percent from 7,900 in 2014 to 12,852 in 2019.
73	2021	Turning Waste into Wealth. In Hyderabad's vegetable market, 10 tonnes of waste is collected daily and converted into 500 units of electricity and 30 kilos of bio fuel. In Badaut village, Haryana, polluted water is filtered and used for irrigation. In Tawang, Arunachal Pradesh, a local social worker is reviving the art of making eco-friendly paper.
79	2021	People-led efforts at nature protection include bee farming in various regions of India, the creation of mangrove forests to protect villages from high tides and cyclones, and the planting of micro-forests. Electronic and automobile waste recycling is also being innovated, with a professor in Andhra Pradesh creating sculptures from automobile metal scrap.
80	2021	The PM discussed local initiatives that promote sustainability - (1) Sukhet Model in Madhubani, Bihar collects waste for vermicompost and cooking gas cylinders, benefitting villagers with reduced pollution and bio-fertilizer. (2) Kanjirangal Panchayat in Tamil Nadu generates electricity from village waste, selling residual products as pesticides
81	2021	During August, more than 355 crore UPI transactions took place, indicating a growing trend towards digital transactions in India. Vermi-composting initiatives are also gaining popularity, such as the one by Bilal Ahmed Sheikh and Munir Ahmed Sheikh in Jammu and Kashmir, which has not only benefited agriculture but also created employment opportunities.
84	2021	The PM highlighted the Arunachal Pradesh Airgun Surrender Campagin which is aimed at protecting the wildlife of Arunachal Pradesh which is home to more than 500 species of birds.



Episode Number	Year	Discussion
85	2022	The PM discussed the efforts made in Assam to curb rhinoceros poaching, with a campaign launched seven years ago. In September 2020, over 2400 seized horns were burnt as a stern message to poachers, resulting in a decrease in rhino hunting, with only one killing in 2021 compared to 37 in 2013.
86	2022	"Mission Jal Thal" is about cleaning the lakes and ponds of Srinagar, Kashmir, and restoring them to their former state. This mass movement focuses on public participation and technology, aiming to remove plastic waste and illegal constructions, restore water channels, and educate people. The initiative has increased the number of migratory birds and fish in Gil Saar Lake.
87	2022	The PM urged parents to educate their daughters and highlighted the Kanya Shiksha Pravesh Utsav program aimed at increasing girls' enrollment in schools and bringing back those who missed their studies for some reason.
90	2022	The PM discussed how Aizawl's polluted Chitte Lui river is being cleaned by local agencies and voluntary organizations, and the plastic waste is being recycled into a resource, such as the state's first plastic road. Meanwhile, Puducherry's youth initiated the 'Recycling for Life' campaign to collect and recycle garbage and create compost from organic waste to prevent plastic pollution.
91	2022	The PM stated that the country's honey production has been increasing, and the export of honey has also gone up due campaigns such as the National Beekeeping and Honey Mission.
96	2022	The 'Namami Gange Campaign' is an eight-year-old initiative to restore the ecosystem of the Ganga river, recognized by the United Nations. People's participation. The PM acknowledged that the efforts of Ganga Praharis and Doots, and the 'Jalaj Ajeevika Model' have contributed to the campaign's success.
97	2023	The PM highlighted the issue of e-waste disposal and the need to recycle and reuse it. He mentioned startups working towards innovative solutions, such as E-Parisaraa, Ecoreco, and Attero Recycling. However, he stressed the importance of safe disposal methods and awareness, as currently only 15-17% of e-waste is being recycled every year.
99	2023	The PM praised India's renewable energy success and progress in solar energy. He highlighted the people of Bhadarwah switching from traditional maize cultivation to lavender floriculture, resulting in increased income, with the help of the Aroma Mission. He also mentioned MSR-Olive Housing Society in Pune running their utilities with solar energy and Diu becoming the first district in India to use 100% clean energy for all daytime needs through solar panels installed on barren land and buildings.

Appendix B

Literature Review

In recent years, the global media landscape has shifted to emphasise television, the Internet, and social media. Yet there are still billions of people worldwide who do not or cannot use the Internet, especially in developing countries¹⁹: in India, the Internet penetration rate was around 50 percent in 2022. At the same time, researchers argue that information on social media is often shared and consumed in a vacuum. It is easy for Internet users to see only the content they already want and like while avoiding the things they need or should know as citizens (Kent, 2013).

Mann Ki Baat uses radio to reach out to the millions of Indians who are still outside the digital revolution. The program covers a wide range of topics that officials believe are important in citizens' day-to-day lives. At the same time, by welcoming listeners' input and featuring guests who are ordinary people with familiar experiences, *Mann Ki Baat* has developed a great rapport with its audience.

This paper represents the first effort to analyse the impact of all 99 *Mann Ki Baat* episodes broadcast so far, and to assess the program's role in making audiences aware of new and changing public policies under the auspices of PM Modi's government. Earlier research has focused on smaller subsets of episodes:

- Makwana & Ganatra's (2022) sentiment analysis, textual data analysis and other statistical techniques highlighted some of the broad thematic areas *Mann Ki Baat* covers and assessed some of its potential impact.
- Kaur's (2022) qualitative data analysis using NVIVO software identified key topics and corresponding policy actions.²⁰ For example, the authors identified "efforts for differently abled"²¹ as one of the most important areas covered in the program, and pointed to the provision of Divyang facilities in all Kendriya Vidyalayas and Central Universities as one government initiative in this area.

¹⁹As per UN's International Telecommunication Union (ITU), about 3 billion people do not have never used internet in developing countries.

²⁰The study was based on 24 selected episodes.

²¹On episodes from January to December 2018 from Twitter with tweets having hashtag #MannkiBaat using Python.

Likewise, the PM discussed the mistreatment of “corona warriors,” then implemented an ordinance enabling stringent punishment for those harassing, injuring or indulging in that kind of mistreatment.

- On the impact side, Garg (2020) conducted a sentiment analysis of public opinion based on Twitter data. By identifying some thematic areas and keywords, they concluded that most of the topics the PM covers on the program—such as “sanitation,” “Fit India,” and “swachh bharat”—were associated with positive public sentiment. Very few, like “kumbhmela,” carried a negative connotation.
- Garhwal et al (2023) attempted to assess the role the program has played as a service delivery system for information and awareness building on social issues using data analytic tools.²² The results showed the program was moderately effective as a system of delivering information, though the authors argued that its real-time impact on the ground among the population is something that still needs to be explored.
- A sentiment analysis²³ by Raj & Kajla (2015) on Swachh Bharat Abhiyan revealed that most of the people had a positive sentiment about the mission. Twitter data showed the sentiment varied across geographical locations in India, with the southern region showing more responsiveness towards the mission.
- A study conducted by IIM Rohtak in 2023 on behalf of Prasar Bharti has found that 96% of the Indian population is aware of Prime Minister Narendra Modi’s monthly radio program, Mann Ki Baat. The study shows that 23 crore people tune in regularly to the program, while another 41 crore occasionally listen to it. The report also highlights the reasons behind the program’s popularity, including Modi’s perceived knowledge, empathetic approach, and the government’s positive impact on people’s lives. The study surveyed approximately 10,003 people, with 65% preferring Hindi, and 18% preferring English as their language of choice.

While some authors have argued that the PM’s *Mann Ki Baat* broadcasts serve a primarily rhetorical, political purpose, (Saxena, 2016), others have noted that the program can play a major role in elevating public awareness of the themes and topics it covers. This paper argues that although it is true that *Mann Ki Baat* promotes government schemes and initiatives, its main purpose is create a narrative that is inclusive and positive and celebrates grassroots efforts to build a better India.

²² The study was based on 80 episodes persuing Python and online textual data analyser.

Based on Twitter data.

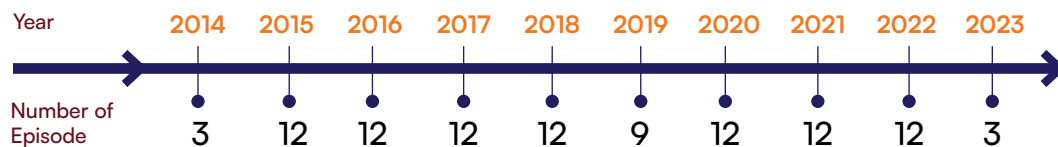
²³ In 2014, there were just three episodes of *Mann Ki Baat*; in 2019, there were nine. From 2015—2018

Appendix C

Methodology

Word Frequency Analysis

For a qualitative textual analysis of all 99 *Mann Ki Baat* episodes broadcast between 2014 and 2023,²⁴ we used the text-mining tool WordStat to categorize the transcripts published on the government’s official *Mann Ki Baat* website.²⁵ We used the program to identify, categorize, and illustrate the main themes and topics the program has covered over the years.



Word clouds are a visual representation of the most commonly used words in a text: the size of each word is proportional to the relative frequency of its use.²⁶ Textual analysis of the 93 episodes of *Mann Ki Baat* broadcast between 2014 and 2023 generated the following word clouds for each year of the program. It should be noted that for the years 2014 and 2023, there was not enough data for the software to run a frequency analysis and word clouds for those years could not be generated for this report.

²⁴In 2014, there were just three episodes of *Mann Ki Baat*; in 2019, there were nine. From 2015–2018 and 2020–2022 and for the first three months of 2023, the program was broadcast every month.

²⁵PMINDIA. *Mann Ki Baat* | Prime Minister of India. (n.d.). Retrieved April 6, 2023, from <https://www.pmindia.gov.in/en/mann-ki-baat/#>

²⁶Provalis Research. (2021). *Wordstat 9 Text Analytics Software User’s Guide*



Figure 5

Word cloud representing the 12 episodes of Mann Ki Baat broadcast in 2015



Figure 6

Word cloud representing the 12 episodes of Mann Ki Baat broadcast in 2016



Figure 7
Word cloud representing the 12 episodes of Mann Ki Baat broadcast in 2017



Figure 8
Word cloud representing the 12 episodes of Mann Ki Baat broadcast in 2018



Figure 9

Word cloud representing the 9 episodes of Mann Ki Baat broadcast in 2019



Figure 10

Word cloud representing the 12 episodes of Mann Ki Baat broadcast in 2020

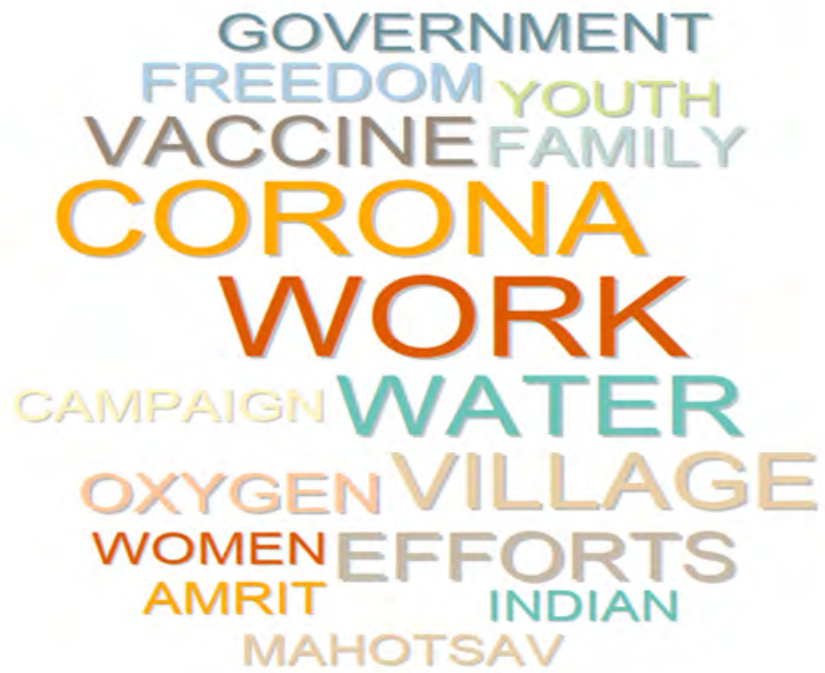


Figure 11

Word cloud representing the 12 episodes of Mann Ki Baat broadcast in 2021



Figure 12

Word cloud representing the 12 episodes of Mann Ki Baat broadcast in 2022

Topic Extraction

WordStat computes a word x word correlation matrix which is further used to extract the topics from the text in consideration. It relies on Natural Language Processing and statistical analysis to extract the underlying themes from the text inputs. The 'Topic Extraction' function of WordStat allows for topic modelling using Non-Negative Matrix Factorization (NNMF) method. The NNMF method is probabilistic in nature and renders different yet similar solutions everytime the analysis is run. The algorithm factors the word frequency matrix into two non-negative matrices, one representing topics and the other representing the distribution of words over those topics. This method imposes non-negativity constraints on the factorization, which results in a more interpretable output. The software can also perform a Factor Analysis but NNMF is the preferred method given its ability to treat larger matrices than Factor Analysis.²⁷

Hierarchical Clustering Analysis (Dendrograms)

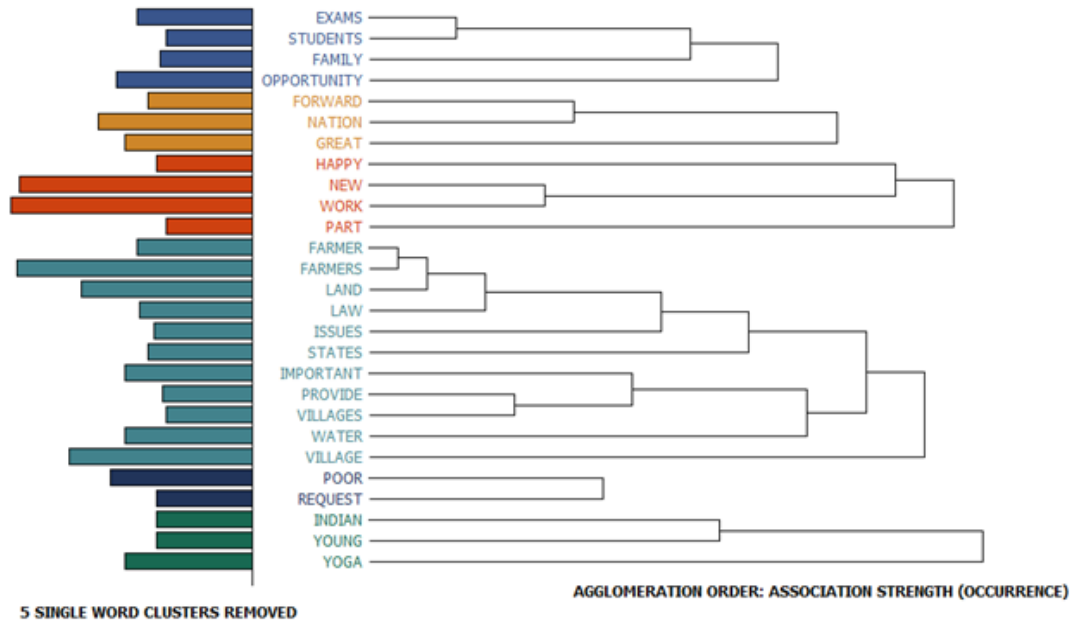
An extension of the word frequency analysis is the co-occurrence analysis where associated terms are highlighted and used for further dissection of the themes in the text. WordStat allows categorization via graphical tools to identify and represent words or categories that are related. The software performs hierarchical cluster analysis on the included words and categories to create these graphical representations. Co-occurrence analysis is a way of hierarchical clustering where words or categories that co-occur in a textual dataset are identified. WordStat, by default, qualifies co-occurrence as two words or categories that appear together in the same case or document. This is graphically represented through a dendrogram.

The software creates clusters from a similarity matrix using an average-linkage hierarchical clustering method. The vertical axis lists the items and the horizontal axis represents the clusters formed at each step of the clustering procedure. In the process of agglomeration, words or categories that frequently co-occur are grouped together early on, while those that are unrelated or seldom occur together are grouped towards the end. The default agglomeration order in WordStat is by association strength. When measuring the co-occurrence of two items, agglomeration by association strength takes into account the probability of them occurring together randomly. WordStat also removes single-word clusters when creating the dendrogram graphs to drive attention to words with the strongest associations. This is useful to eliminate the single-word items that have negligible associated words in the text .

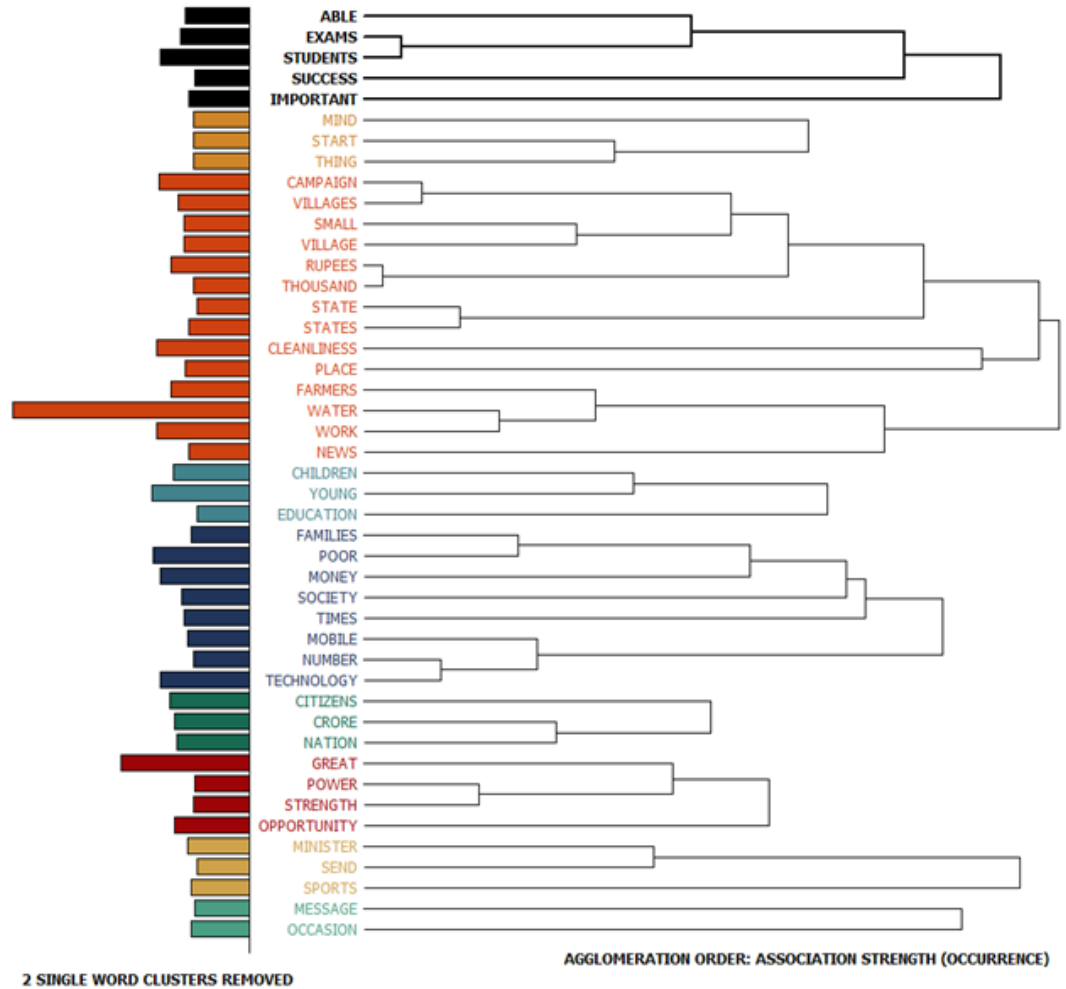
²⁷ Provalis Research. (2021). Wordstat 9 Text Analytics Software User's Guide

For producing the dendrograms, the number clusters for the years 2015-2022 is 11 and for 2019 is 4. WordStat allows one to increase or decrease the number of clusters as per the desired results and for the ease of understanding the associations amongst the words, 11 was set as the number of clusters for all years except for 2019. For the years 2014 and 2023, there was not enough data available to run through WordStat for any such analysis and hence the year-wise dendrograms for the same have not been included in this report. Given below are the year-wise dendrograms for the years 2015-2022.

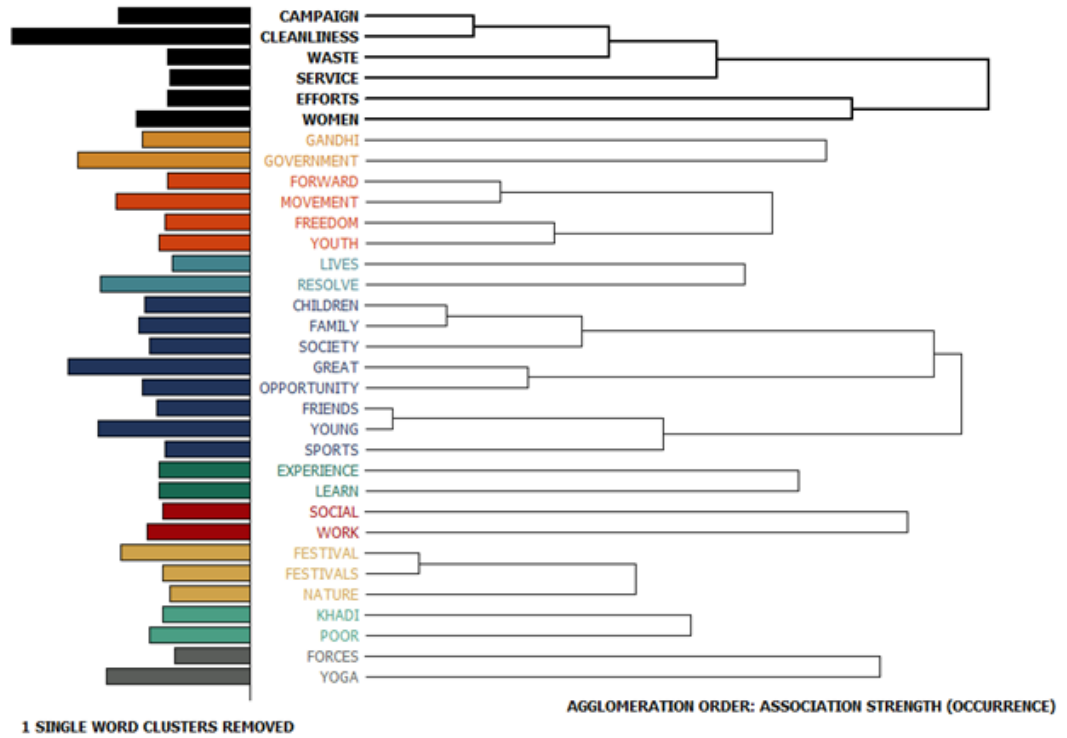
2015



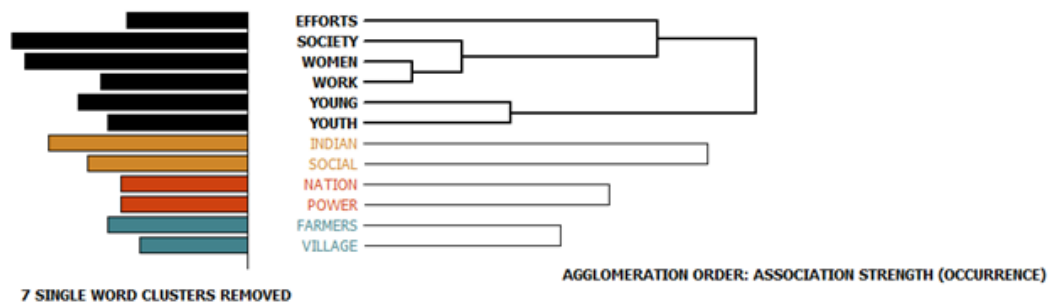
2016



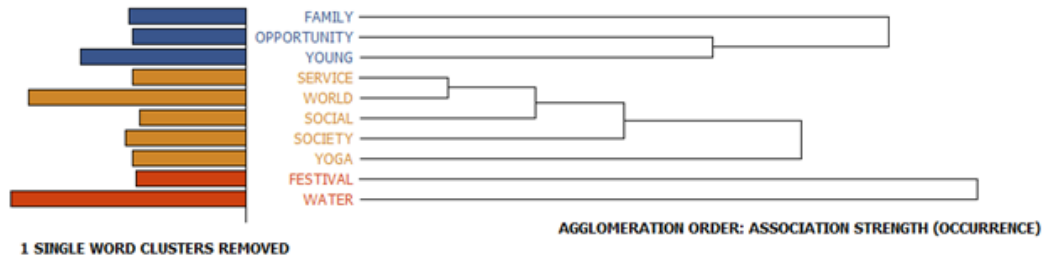
2017



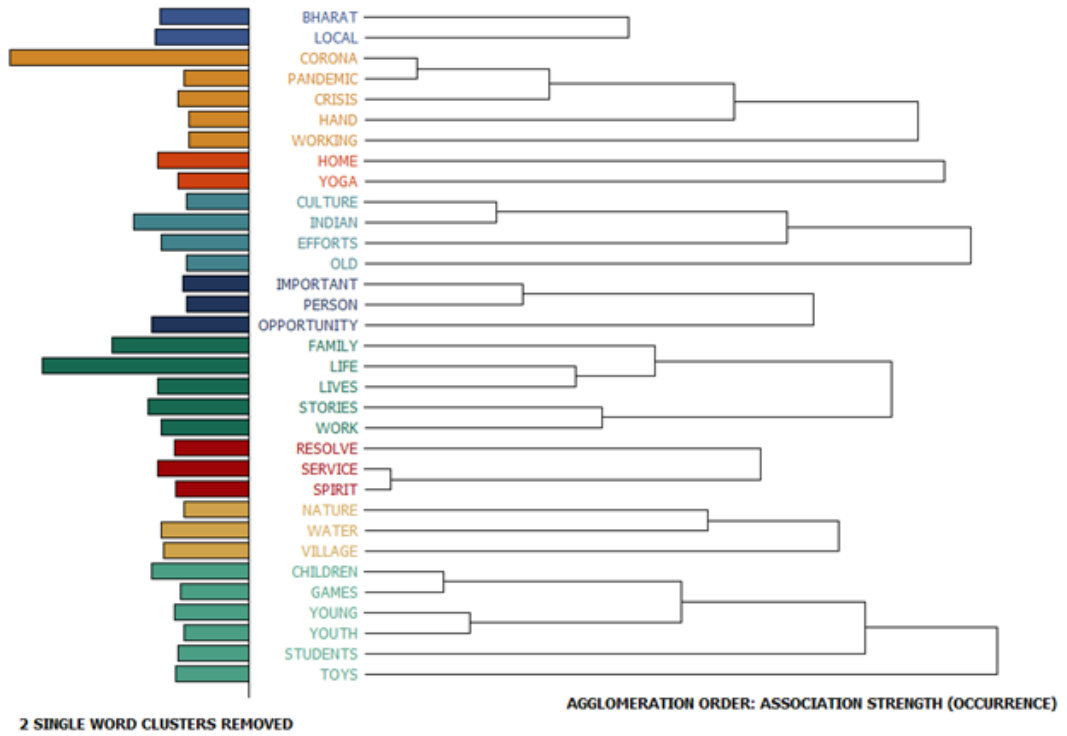
2018



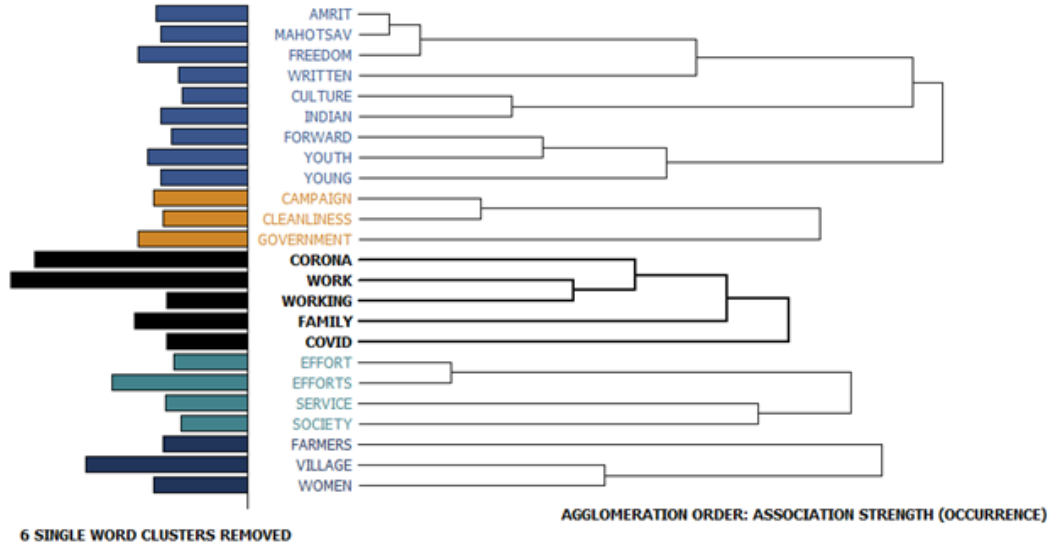
2019



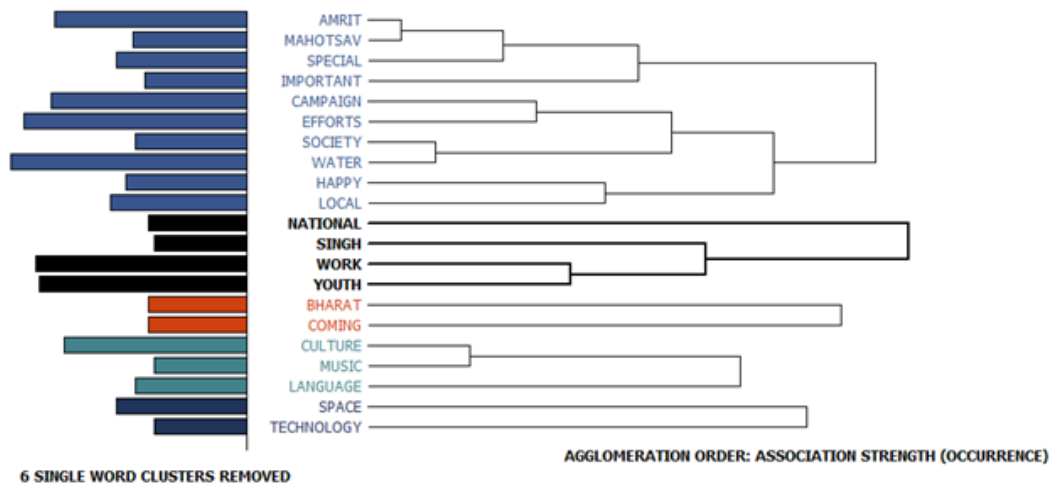
2020



2021



2022



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