



IIM Ranchi will conduct a study on analyzing the themes and issues addressed in 100 episodes of "Mann Ki Baat"

Campus Updates 28 Apr, 2023 95

Honorable Prime Minister Shri Narendra Modi has the "Mann ki Baat" initiative to share thoughts and opinions on various social, economic, and political issues. The first episode was broadcast on 3rd October 2014 on the occasion of Vijay Dashami. Since then, it has been broadcast on the last Sunday of every month in various languages across the country. The program is broadcasted on Doordarshan, All India Radio, and other platforms, including social media.

"Mann ki Baat" aims to encourage people to share their views, ideas, and opinions on different issues that affect people. This program has enabled the government to connect with the people of India and understand their aspirations and concerns. The program often emphasizes unity, harmony, and inclusive development. Every episode of "Mann ki Baat" revolves around key

themes. For instance, the first episode revolved around the theme of Vijay Dashami – “the triumph of good over evil” and Mahatma Gandhi. The 99th episode of "Mann ki Baat" revolved around themes such as organ donation, clean energy, and Ek Bharat-Shreshtha Bharat. Over time, different issues have been discussed on the platform to raise awareness and promote development, including cleanliness, drug abuse, stress and competition among children, start-up India, Covid-19, and Milletpreneurs, to name a few. The program has

been successful in creating awareness and promoting various government initiatives, including Swachh Bharat Abhiyan, Digital India, and Beti Bachao Beti Padhao. Various research studies have found that the program has played a crucial role in creating a national discourse on these issues and has encouraged citizen participation and engagement.

However, it would be difficult for a person to recall all the issues discussed and understand the key themes discussed in the 100 episodes of the program "Mann ki Baat". Therefore, this study intends to understand the key themes and keywords to comprehend the different issues discussed over 100 episodes. A concise record of the various themes talked about in the PM's address can be a good addition to the archive. The comprehensive list of topics extracted can enable the government to make recommendations and curate policies at the state and national levels.