

IIM RANCHI SET TO CONDUCT STUDY ON PM'S 'MANN KI BAAT'

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RANCHI: In a first-of-its-kind research, a dedicated team of faculty members of the Indian Management Institute(IIM), Ranchi, would conduct a study on analysing the themes and issues addressed in 100 episodes of 'Mann Ki Baat'—a radio programme of Prime Minister Narendra Modi hosted on the last Sunday every month.

The radio programme, during which the PM shares his thoughts over a host of issues, would be completing its 100th episode on April 30.

IIM Ranchi director Deepak Kumar Srivastava said the programme has been selected for study as it has emerged as a unique initiative in helping the government establish connect with people and played a crucial role in creating a national discourse on these issues.

"This study would not be a survey and assessment of any government scheme. Rather, this study would focus on creating an archive of the issues raised during the different episodes of the programme and create an archive, which would be useful for researchers and policymakers alike," said Srivastav. The director said the study would be completed in a month and the report would be made public soon after.

"The study intends to understand the key themes and keywords to comprehend the different issues. A concise record of the various schemes talked about in PM's address can be a good addition to the archive. The comprehensive list of topics extracted can help government make recommendations and curate policies at the state and national level," said the director.