Multi-thematic Methodological Path for the Content Analysis of Mann Ki Baat Programme

Gurjeet Kaur[1] & Ashutosh Mishra[2]

[1]Research Scholar, Chitkara School of Mass Communication,

Chitkara University, Punjab, India.

[2]Professor, Chitkara School of Mass Communication, Chitkara University, Punjab, India.

Abstract- In this digitisation age, the use of All India Radio (AIR) as a mass communication channel by the Prime Minister of India has altered the scenario and has induced new life to public broadcasting through the programme *"Mann Ki Baat (MKB)"*. Prime Minister Narendra Modi's radio show *"MKB"* is known for conveying the Prime Minister's voice to people in general and voicing the issues and problems of the majority. This monthly radio program is an effort by Prime Minister Narendra Modi to interact directly with the nation. Twitter and Facebook are doing the job but he needed the modest radio in the remotest part of India to serve the poorest of the poor. His keen understanding of how radio affected society has contributed to the judgment. Since 2014, over 70 episodes till date have been done and the variety of content, personal connection with the people keeps growing. Therefore, it is important to study the use of this monthly radio programme as a successful platform for establishing the connection between 'the masses' and the PM with reference to *MKB* broadcasts. This work aims to conduct a content analysis of *MKB* programme. The content of 24 chosen broadcasts of *MKB* programme has been selected for the analysis through constructed and continuous sampling method from the time period of October 2014- June 2020. Different Primary and secondary variables have been figured out from the contents delivered by PM Modi which are further divided into various themes and issues raised/addressed in this radio programme. The theoretical foundations created wherein all the 24 episodes were transcribed and cleaned and were imported to the NVIVO. Thematic analysis was done to generate the Themes using the Auto code feature of this software. All together in total 4 themes have been identified specifically development of human resources, contribution to major challenges, sense of responsibilities, and self -reliance. However, this paper consists of 2 themes that have been discussed in *MKB* programme i.e., Contribution to major challenges and Self Reliance. Different issues have been studied based on these themes whereas next 2 themes will be discussed in next study. The content analysis reported in this study may help to estimate and understand the outcome of these discussed themes and issues.

Keywords: - All India Radio, content analysis*, Mann Ki Baat (MKB),* Narendra Modi, Prime Minister, thematic analysi*s.*

1. Introduction

1.1 Radio as Medium of Mass Communication

The word 'communication' is derived from the Latin word 'communis' which means a process of exchange of ideas, views, facts, feelings, etc. between or among people to create common understanding (Keval J Kumar, 2000). Radio has been considered a powerful mass communication tool despite the rise in social media and the digital age emergence. Radio is a commonly used mass media and has a massive capacity to transmit the information as radio signals reach almost the entire population. A study indicates that there are more than 177 radio stations worldwide, and about 97% of the population has access to the radio (Payal K., 2018). Radio is a primary medium of entertainment that caters to the general public. Radio has been active in educating people and raising awareness about many social problems and the need for social change, growth, and action. Some examples are spreading awareness about new policies, development projects and initiatives, new ideas, etc. It can help build a healthier atmosphere for growth, and it broadens and illuminates people's horizons, gradually shifting their attitude to life. Research has shown that radio is an effective communication medium when a group discussion and question-answer session follow it. It has been observed that another significant aspect of radio as a public medium is that it serves a large rural community without access to television and where there is no electricity supply (Lazzari, 2019). All India Radio (AIR) programmes in these areas remain the only source of information and entertainment. Besides, AIR broadcasts programmes in 24 languages and 140 dialects.

Further, considering the history of Radio in India, it has played a vital role as a communication medium in nations' economic, political and cultural development. It has the unique benefit of being eligible through low-cost, battery-operated and mobile receiver sets accessible to almost all, including in rural areas. Radio is an easy and effective medium to bond with, hence continuing with India's popularity for the average "Argumentative Indian". Furthermore, the critical milestones of the development related to Radio in India are also summarised in Table 1.

Table 1 History of radio in India (K. J. Kumar, 2017)

Year	Prominent Development in Radio
1926	Indian Broadcasting company–Private company were given permission to set up 2 stations.
1927	Bombay and Calcutta stations were set up
1930	The Government took over and formed Indian state broadcasting service (ISBS)
1932	The Government had started broadcasting BBC in India.
1935	Office of Controller of broadcasting was created under the Department of Industries and Labour of the Government. In the same year, Mr Lionel Fielden assumed charge as the first controller of broadcasting.
1936	Delhi radio station was opened, and in the same year, ISBS was named All India Radio.
1937	AIR was transferred from the Ministry of labour and Industries to the Department of Communication.
1939	News Bulletins were centralised in all languages at Delhi. External service started and directed to Afghanistan, Iran and Arab countries in Pushtu.
1939	Controller Broadcasting Lionel Fielden was succeeded by Prof. A.S. Bokhari, who remained the head of AIR for six crucial years. In addition to the existing medium wave transmitters. Short wave transmitters were installed at Delhi, Bombay, Calcutta and Madras.
1940	Shows for Indian troops were started (WW-2 around the corner). Prof. A.S. Bokhari commenced broadcasting the 10 minutes Hindustani news Commentary.
1941	AIR was transferred back to the Department of Information & Broadcasting Ministry, which after Independence became a separate Ministry by itself.
1947	At the time of Independence, there were 9 AIR stations including Peshawar, Lahore and Dhaka.
1956	AIR officially called Akashvani.
1957	Vividh Bharti was launched and Rural Radio Forum was initiated.
1990	The Prasar Bharti Act was Introduced, which provided a direction to govern the broadcasting policies.
1995	The Supreme Court pronounced that the **'airwaves are public property'**. This observation led to the auctioning of the frequency of airwaves to the possible private owners. The monopoly of All India Radio ended in 1999 when the Ministry of Information and Broadcasting launched the first phase of FM radio broadcasting.
2002	**First phase** Total 22 private radio stations were established in metros and other big cities for commercial and entertainment purpose.
2005	**Second phase** Total 245 radio stations started in various cities (87).
2015	**Third Phase** The target was to launch radio stations in C and D category cities across India which is still going on. According to I & B Ministry, 347 private FM radio stations are operational.

History has witnessed that prominent personalities also utilised radio to deliver speeches and interact with citizens. Politicians and great leaders across the world have used or are using it for making some announcements occasionally. Because of its reach, the radio was the chosen medium by Nazi's during the German revolution. Hitler's chief propagandist Joseph Goebbels once said that the German revolution would have been impossible without the aeroplane and the radio. To speak about the emergency banning act and the course of world war II, the then US President Franklin Roosevelt decided to embark on a series of 30 radio addresses named' Fire Side Chats' between 1933 and 1944. Post autonomy, the All India Radio (AIR) turned into the legislature's connection and the general population. Whether Nehru delivered his speech to inform the nation of the terrible news about the Mahatma Gandhi's assassination on January 30, 1948, or the news about India's Independence on August 15, 1947; the radio was the medium for disseminating the information. The initial Five-Year Plan, zamindari nullification, Hindu Marriage Act, decision results, first President Rajendra Prasad and first Prime Minister Pt. Jawaharlal Nehru's live broadcasts were the most-listened programs. During her tenure as the prime minister, Indira Gandhi widely used radio, especially during the emergency, to reach out to the citizens (K., 2018). Like creating modern India's first Army, the Azad Hind Fauj, Netaji Subhash Chander Bose also created possibly the nation's first pre-Independence radio service named The Azad Hind Radio. Many revolutionaries and freedom fighters in India were said to have been influenced by many speeches of Netaji.

Prime Minister Narender Modi has changed the scenario by using radio as a tool for mass communication. He has been using radio not only for alluring voters during elections but also to get in touch with Indian citizens. Through his monthly radio Programme, he directly interacts by reaching the poorest of the poor in India's remotest part. His keen sense of how radio shaped history has also contributed to the decision. He has already done more than 70 episodes, and bonding with the listeners is only growing.

1.2 *Mann Ki Baat*-The PM's Show

"MKB" - Prime Minister Narendra Modi's radio show is known for conveying the Prime Minister's voice to people in general and voicing the masses' issues and problems. PM Narendra Modi is the host of this talk show broadcasted on the last Sunday of every month since 2014. MKB is a fascinating practice of Prime Minister Narendra Modi to connect via radio with the country's commoner. The Prime Minister, via this forum, intends to communicate with the common person on standard premises, appraise them about ongoing Government's activities, advise them to avail the benefits offered through various schemes, and seek their support and cooperation for effecting good administration in the country. MKB allows the ordinary citizen to submit his/her feedback to the PM and tell him about the regions and the themes on which his following address should be based upon, thus, making it an open door interface of a participatory nature (Duhan, 2019). The radio programme is being relayed by AIR & Doordarshan and other private radio stations and TV channels. This programme has a broader reach as it is being broadcast in vernacular languages, making it more appropriate to the masses (HR, 2016). Since the programme's launch on October 3, 2014, the PM has been the Medias' favourite. His shift to social media has marked his presence on a unique platform like MKB to engage with the masses, while at the same time taking back an old traditional medium like radio is itself a case study (HR, 2016).

2. Review of Literature

This MKB programme also triggered the research related to it where researchers have reviewed and analysed the MKB programme episodes. Some of the researchers focused on popular themes and programmes such as Clean India, Khadi Revolution, Yoga and Ayurveda addressed and hosted by Prime Minister. A researcher studied the talk show's insights and its impact on the masses but did not examine which type of topic will become a part of the positive impact and discussion (Mehar, 2019). A foreign researcher has done a study on the radio for continuous engagement with the communities to educate them on developments in the Political Governance and Socio-Economic sphere of the country. However, in India, very few research studies have been done on public service broadcasting (M.Berry, 2011). The researcher mentioned little about the influence of MKB Programme on people. The research elaborates about social media's effectiveness as a platform for continuous dialogue with citizens in modern politics and its implication for mainstream Media (Usha M. Rodrigues, 2017). It remains to be seen whether Mr Modi's direct communication strategy with his followers is creating a mirage of a government responsive to the people's needs.

Further research is required to test Mr Modi's communication strategy's effectiveness in mobilising the masses (Sanjay, 2015). The researchers have analysed the different MKB talk show program but did not suggest how it can be made more effective (Jsna,2016; HR, 2016). The study has concluded that a positive relationship exists between vernacular radio programming content and community participation in issues of governance. The study recommended that radio station give more attention to such programs' content, but it does not mention what kind of content attracts the listeners (Gyan, 2018; Phadnis Ajit, 2019). Researches mention Mr Modi's engagement with social media to communicate with the common person but observe that Mr Modi has often kept a distance from traditional media (Swapnil, 2019; Subir, 2017). Some researches opine that Mr Modi should seek feedback on his content for his monthly radio monologue. However, they did not study the feedback given by the listeners (Swapnil, 2019). A researcher provided a glimpse of how the MKB shows about the Government's concernfor the health and well-being of the masses and its agenda to spread knowledge among people about the current scenario. MKB has served as a driving force communicating to the people about the Government's efforts for their welfare and enforcing the ideas shared and addressed in the show.

The research works mentioned above were single thematic and time-bound in nature with 1-2 years. Therefore it necessitates analysing the content of MKB programme for multi-thematic issues since its inception, i.e., 2014. This paper aims to analyse the themes and issues raised and addressed in the MKB programme and examine it as a medium to spread awareness about 'Self Reliant India' and 'Contribution to Major Challenges'. Twenty-four episodes over six years were chosen and categorised in various primary and secondary themes to achieve the objective mentioned above.

The complete research paper is divided into five sections.

Section 3 depicts the Methodology adopted to obtain the results.

Section 4 presents the results and discussion of the thorough content analysis of the obtained results.

Section 5 concludes the research work.

3. Research Methodology

3.1 Source of Data and Period of Analysis

Data collection is an essential part of this research. This study is based on mixed methods research design (Schoonen booma, Burke, Johnson, & Froehlich, 2017). Until June 2020, sixty-six MKB monthly radio programmes were aired ever since it commenced in October 2014. Twenty-four episodes were selected for analysis. The three episodes from each year, i.e., from October 2014 to December 2019 and six episodes from January to June 2020 were chosen through a constructed and continuous sampling method for content analysis. The initial three episodes of the year 2014 and 6 sequential episodes (January- June) of 2020 were selected. From the remaining 57 monthly episodes aired between 2015 and 2019, every fourth episode was selected from each year. The above selection criterion enabled having a fair representative sample of the MKB contents spread over five years. Table 2 summarises the chronology of 24 episodes of MKB programme selected for content analysis.

Table 2: The selected episodes of MKB (2014- 2020)

S.No.		Date	Duration	S. No.	Date	Duration
(i)	i	3-10-2014	13min48sec	(xiii)	28-01-2018	28min10sec
(ii)	ii	2-11-2014	18min56sec	(xiv)	27-05-2018	27min46sec
(iii)	iii	14-12-2014	26min8sec	(xv)	30-09-2018	23min46sec
(iv)	iv	27-1-2015	32min45sec	(xvi)	27-01-2019	29min58sec
(v)	v	31-05-2015	23min39sec	(xvii)	25-08-2019	31min50sec
(vi)	vi	20-09-2015	29min27sec	(xviii)	29-12-2019	29min40sec
(vii)	vii	31-01-2016	28min26sec	(xix)	26-01-2020	29min9sec
(viii)	viii	22-05-2016	31min41sec	(xx)	23-02-2020	25min30sec
(ix)	ix	25-09-2016	34min5sec	(xxi)	29-03-2020	36min4sec
(x)	x	29-01-2017	34min23sec	(xxii)	26-04-2020	31min6sec
(xi)	xi	28-05-2017	29min12sec	(xxiii)	31-05-2020	29min8sec
(xii)	xii	24-09092017	29min1sec	(xxiv)	28-06-2020	32min33sec

3.2 DATA ANALYSIS: The study was done in 2 phases. Initially the theoretical foundations created wherein all the 24 episodes were transcribed and cleaned and were imported to the **NVIVO**. In this study, transcription feature was not used hence all transcription was done manually using MS word. Initially, Data Cleaning was done. Stop words were declared and punctuation marks were removed. Further Thematic analysis was done to generate the Themes using the Auto code feature. This feature has recognized around **99** words that were spoken or used frequently by host of the programme. (Table3) has provided the episode number as well as point of occurrence where these words were used throughout the transcript. This quantitative analysis has also shown the presence of a particular word in more than one episode.

Note: ▮▮ The blue coloured columns depict the presence and point of occurrence of a particular word in an episode (shown in table 3).

Table3. Words frequently spoken in MKB Episodes

24 selected MKB Episodes →

Words Frequently used	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1 : ACTIVITY	0	0	0	0	158	0	0	201	987	2010	0	0	0	0	0	0	0	0	192	0	117	0	0	0
2 : ANNIVERSARY	113	0	0	0	0	0	0	0	682	77	84	234	173	0	358	296	426	926	538	0	0	196	0	0
3 : ART	0	0	0	0	0	0	347	254	0	0	0	0	233	0	0	160	826	0	0	1664	0	0	0	0
4 : ATMOSPHERE	0	0	0	0	0	0	293	0	0	1345	63	0	343	0	0	0	0	0	0	0	0	0	0	0
5 : BANKING	0	0	0	0	0	0	0	1358	0	0	0	0	0	0	0	0	0	0	0	0	370	108	0	0
6 : BHARAT	0	0	0	0	0	30	0	0	0	0	0	0	0	0	141	0	0	0	0	0	0	123	475	0
7 : CAMPAIGN	0	0	0	0	0	0	0	0	788	0	689	328	171	0	0	0	852	0	293	0	0	143	134	56
8 : CHANGE	0	102	0	0	0	228	607	546	0	1013	0	0	131	98	0	0	0	0	352	0	0	206	0	0
9 : CHILD	233	0	0	331	0	0	293	0	186	0	0	0	87	0	0	0	0	0	138	0	0	0	164	0
10 : CLEANING	162	0	0	257	0	0	0	0	0	0	207	0	330	0	0	0	92	0	0	0	66	206	0	0
11 : CLEANLINESS	0	175	0	0	0	128	0	0	3728	248	350	238	171	0	516	0	426	0	0	0	0	0	0	0
12 : CLOTHES	0	48	0	0	135	0	0	0	0	0	0	0	0	172	231	0	0	0	352	0	0	0	0	0
13 : COMMUNITY	0	0	0	0	0	0	0	0	0	0	0	204	0	0	0	0	843	0	538	0	130	69	0	0
14 : COUNTRYMEN	299	0	0	0	0	190	347	404	267	0	301	234	171	49	84	0	475	242	62	282	0	154	0	151
15 : DEVELOPMENT	162	0	0	0	253	0	607	0	0	670	0	0	0	567	0	0	0	242	538	0	0	0	0	0
16 : DRIVE	0	175	0	0	0	128	0	0	0	0	175	0	997	0	0	0	0	0	0	0	0	114	0	0
17 : DRUG	0	448	785	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

18 : DUTY	0	0	0	144	0	0	0	139	0	418	0	0	343	0	0	151	741	0	0	0	0	0	0	0
19 : EFFORTS	0	408	0	0	0	0	0	2081	1311	0	203	230	484	0	255	0	0	0	293	0	0	196	134	510
20 : ELECTION	0	0	0	0	0	228	0	404	0	1340	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21 : ENERGY	0	0	0	257	189	204	607	0	260	0	240	0	327	567	0	0	488	677	0	0	0	0	0	0
22 : ENTIRE COUNTRY	0	0	0	0	0	0	0	518	0	0	0	0	327	307	0	0	0	0	138	162	0	0	0	518
23 : EVENT	0	0	0	0	0	0	689	0	0	0	301	0	0	307	317	0	0	0	236	0	0	0	0	60
24 : EXAM	0	0	0	0	956	0	0	0	0	2394	0	0	0	0	0	207	0	0	62	0	0	0	0	0
25 : EXAMPLE	0	0	0	0	0	0	0	0	0	0	323	0	343	0	203	146	1482	141	0	0	0	123	416	0
26 : EXPERIENCE	0	233	0	30	357	0	0	405	0	1013	221	216	0	0	0	0	0	0	0	0	0	0	0	518
27 : FAMILY	0	102	75	0	478	763	0	0	254	1926	0	0	0	567	0	0	0	0	0	0	144	0	0	1036
28 : FARMER	0	0	0	0	552	0	689	1250	682	0	0	0	0	0	0	0	0	0	0	0	0	386	0	316
29 : FIGHTERS	0	0	0	0	0	0	0	0	0	0	266	0	981	0	0	68	0	0	0	0	0	0	0	0
30 : FOOD	0	0	0	0	0	0	0	404	0	0	249	145	0	0	0	0	740	0	0	0	0	0	0	0
31 : FOREST	0	0	0	0	0	0	0	278	186	0	0	0	330	0	255	0	0	0	0	197	0	0	0	0
32 : FREEDOM	0	0	0	0	0	0	0	0	260	0	585	0	0	0	0	298	0	164	0	0	0	0	0	0
33 : FRIENDS	0	224	0	0	0	0	186	0	682	424	0	0	0	456	0	207	0	0	0	584	0	0	0	336
34 : FUTURE	0	0	0	0	182	0	0	0	397	233	227	0	0	0	0	0	0	0	172	0	0	0	0	0
35 : GENERATION	0	224	0	0	0	0	607	0	1185	170	320	0	0	0	0	0	0	677	0	0	0	154	0	0
36 : GIRL	0	0	0	72	0	190	293	0	186	0	0	0	87	0	0	0	0	0	138	0	0	0	0	0
37 : GOVERNMENT	0	735	66	0	204	0	607	206	375	0	211	442	0	0	0	0	0	0	##	538	0	0	216	0
38 : HARD WORK	0	0	0	0	478	146	0	625	0	1013	0	0	0	240	0	0	0	0	297	0	0	177	416	150
39 : HEALTH	0	0	0	371	0	0	607	546	0	0	0	0	331	0	203	0	0	592	0	0	1212	69	0	0
40 : HELP	0	0	0	0	0	0	689	826	0	91	0	0	331	0	0	0	0	0	0	0	0	151	416	138
41 : HERITAGE	0	0	0	96	0	0	0	0	552	0	0	247	0	0	390	0	0	0	0	161	0	272	0	0
42 : ISSUES	0	165	0	0	204	164	0	0	788	90	0	0	0	0	141	0	0	0	0	0	0	0	0	0
43 : LAKH	0	0	0	0	0	132	607	625	0	0	0	0	0	0	0	341	0	0	0	422	87	143	990	0
44 : LEVEL	0	0	0	0	0	164	0	0	0	0	0	0	0	567	0	369	0	0	0	0	117	478	0	0
45 : LIFE	0	102	236	0	0	0	293	0	0	0	426	0	1021	88	0	0	488	0	319	0	0	66	0	0
46 : MANNER	0	0	0	0	0	0	0	0	260	170	0	0	0	0	0	498	624	0	0	0	0	0	0	0
47 : MEANS	0	0	0	0	0	0	0	0	0	0	0	0	0	336	189	116	0	0	0	0	0	0	0	0
48 : MEDIA	0	131	236	0	0	0	186	0	397	142	211	145	331	0	144	121	0	0	92	0	402	272	0	0
49 : MOVEMENT	0	257	472	0	0	125	0	625	260	0	63	0	137	0	141	0	240	592	352	0	0	0	0	0
50 : ORGANIZATIONS	0	0	0	315	0	0	607	0	0	0	0	0	0	0	0	0	0	242	0	0	0	151	416	0
51 : PATH	0	0	30	0	1210	0	0	0	0	0	0	0	0	0	0	0	488	0	0	282	0	0	0	151
52 : PERSONNEL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	43	0	133	0	0	370	631	574	0
53 : PLACE	143	0	0	0	333	0	0	0	1364	0	0	238	0	0	390	125	570	242	0	422	0	0	0	0
54 : PLASTIC	78	0	0	0	0	0	0	0	0	0	0	0	0	176	0	0	852	0	138	0	0	0	0	0
55 : POLITICAL	0	0	116	0	0	0	0	0	927	0	0	438	0	0	0	0	0	0	0	0	0	0	0	0
56 : POWER	0	0	0	0	0	175	0	546	0	0	240	0	470	0	396	0	0	0	0	0	150	0	0	0
57 : PRODUCTS	299	0	0	0	210	146	209	0	788	0	0	0	0	0	0	0	0	375	0	422	0	0	54	0
58 : PROGRAMME	0	76	0	46	0	0	0	0	750	0	0	0	0	0	400	0	0	921	0	0	0	0	0	0
59 : PUBLIC	0	771	472	0	0	0	689	402	0	0	0	542	0	0	0	0	426	0	831	0	0	0	0	0
60 : RACE	0	0	293	0	0	0	0	114	237	0	213	0	0	0	0	0	114	0	0	0	0	0	68	0
61 : RAILWAY	0	0	0	0	0	204	347	0	0	170	0	0	0	0	0	0	0	0	0	0	0	0	1148	0
62 : RECORD	0	0	0	0	0	0	0	0	186	0	0	0	0	0	0	146	0	0	236	0	0	0	0	151
63 : REGION	0	0	0	0	0	0	257	0	0	0	0	0	343	0	0	0	0	592	0	0	0	0	574	0
64 : RESOLVE	0	0	0	0	0	0	0	0	0	0	77	0	0	500	0	0	0	0	382	0	0	0	134	518
65 : RESULTS	0	257	0	0	478	0	0	1029	0	308	63	0	0	0	0	0	0	0	0	0	0	0	0	0

Word	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
66 : SCHOOL	162	0	81	0	0	0	0	0	0	211	0	0	0	296	0	0	0	0	384	379	0	386	0	0
67 : SEASON	0	48	0	0	478	0	0	750	0	0	0	0	0	0	0	0	0	0	792	0	0	0	253	331
68 : SECTOR	0	0	0	0	0	0	0	0	0	0	0	167	0	0	0	0	426	0	0	0	0	343	0	1314
69 : SECURITY	0	0	81	257	182	0	0	0	397	496	0	0	131	0	0	43	0	0	0	0	0	0	0	0
70 : SELF	0	0	0	0	62	0	0	546	0	0	0	90	827	0	342	0	0	0	0	0	87	223	574	0
71 : SERVICE	0	0	236	0	0	0	0	359	0	0	0	0	331	0	470	0	0	0	297	0	185	389	117	0
72 : SOCIAL MEDIA	0	131	236	0	0	0	0	0	397	142	211	0	331	0	0	121	0	0	92	0	402	272	0	0
73 : SOCIETY	233	0	0	##	0	0	0	0	0	0	0	105	268	28	119	0	488	0	0	282	0	151	0	0
74 : SPACE	0	0	0	0	0	0	689	135	0	0	0	0	173	0	0	359	0	0	0	0	0	0	0	398
75 : SPORTS	0	0	0	0	222	0	0	404	579	670	0	238	0	671	0	146	0	0	0	197	0	0	0	0
76 : STAFF	0	0	0	0	158	0	0	0	0	0	0	0	343	0	0	43	0	0	0	0	658	275	311	0
77 : STATE	0	257	0	0	0	91	81	206	0	0	0	105	282	567	0	0	0	677	0	0	0	108	311	0
78 : STATION	0	0	0	0	0	0	1041	0	0	0	0	0	343	0	0	193	0	0	0	0	0	0	0	0
79 : STORIES	0	236	0	0	219	0	0	0	0	0	0	0	0	0	94	146	0	0	0	619	0	0	416	0
80 : STRENGTH	383	0	0	0	210	0	237	0	0	1013	89	167	0	0	342	0	0	0	0	0	0	246	0	0
81 : STUDENTS	0	76	0	0	0	0	0	0	397	424	0	0	0	121	144	0	0	592	0	379	0	0	0	0
82 : SYSTEM	162	0	247	572	0	0	418	521	0	0	0	0	0	0	0	0	488	0	0	0	467	0	123	0
83 : TEACHERS	0	0	0	0	158	132	0	0	0	212	0	58	0	192	0	0	488	0	0	0	150	0	158	0
84 : TECHNOLOGY	0	0	0	0	0	0	1296	1250	1470	0	0	0	0	0	0	0	0	229	0	0	0	92	0	0
85 : THINGS	299	0	74	0	0	190	0	0	0	0	301	304	0	0	0	0	236	0	704	0	0	0	0	0
86 : TIME	0	0	0	0	0	116	0	0	0	1153	0	0	417	0	0	0	413	0	246	0	202	126	0	630
87 : TOILETS	0	0	0	0	0	0	0	0	682	0	0	0	0	0	0	242	0	0	0	0	0	123	0	0
88 : TRADITIONAL	0	0	0	0	348	0	0	0	0	1013	0	247	0	671	0	0	69	0	0	832	0	154	253	370
89 : TRAINING	0	0	0	0	0	0	0	0	0	0	0	349	654	0	0	0	0	470	0	0	0	0	234	0
90 : TREATMENT	0	0	0	0	0	0	0	0	0	0	0	0	330	0	0	0	0	0	538	0	0	0	1719	0
91 : VALUES	0	0	0	257	0	0	607	0	0	170	0	383	0	0	119	0	1970	677	0	0	0	0	0	0
92 : VILLAGE	0	0	0	0	0	0	0	0	0	0	0	238	0	0	0	0	0	229	0	820	0	0	574	531
93 : WASTE	0	0	0	0	0	0	689	0	788	0	480	291	0	0	0	0	426	0	0	0	0	0	0	0
94 : WATER	0	0	0	0	0	0	0	5639	0	0	147	0	0	0	0	0	0	0	1342	0	0	272	506	356
95 : WOMEN	0	0	0	0	0	0	347	0	682	0	0	0	2171	307	0	0	0	256	0	422	0	0	0	0
96 : YOGA	0	0	0	0	189	0	0	0	0	0	655	0	0	0	0	0	0	0	0	0	150	0	316	0
97 : YOUNG AGE	0	0	0	315	0	204	0	0	260	0	0	291	0	0	0	72	0	0	0	0	0	0	0	165
98 : YOUNG FRIENDS	0	0	0	0	0	0	0	0	682	212	0	0	0	313	0	207	0	0	0	584	0	0	0	168
99: CORONA										272	69	402	335	400										

In second phase of study, the above mentioned data was used to refer back to the transcripts to determine the context of the usage of these frequently used words by the host (shown in Table 3). All the 24 selected episodes of MKB programme were listened and analysed carefully. Further Primary variables and secondary variables were determined based on the words frequently spoken by host of the programme. These variables were extracted to understand how PM as a host is using this programme as a medium to spread awareness about self reliant India & major challenges to tackle with. The content defined how various issues such as Fit India, Digital India, scientific innovations and women empowerment are responsible for building a self-reliant India. At the same time, it has also been studied why drug trap, OROP, black money and COVID-19 are considered major challenges for India and what contributions have been made to curb down such challenges. Following are the primary and secondary variables (Shown in

Fig. 1) that were determined from the contextual study of the frequently used words provided by the quantitative analysis of the selected episodes.
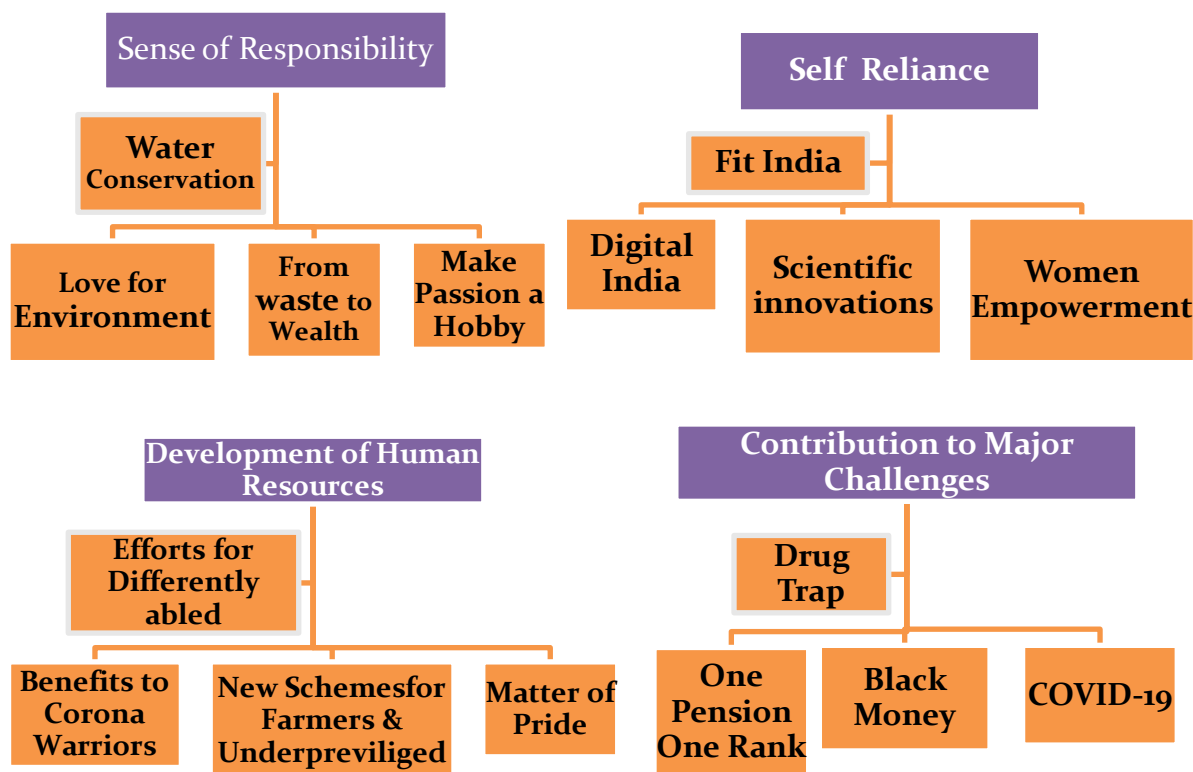

Fig 1. Primary Variables ▇ and secondary variables ▇

4. Results and discussions

Note: - The interpretation provided here is not intended to support or criticise any political personality/party in India.

In this section, these primary and secondary variables (shown in fig. 1) have been analysed and divided into 4 parts, i.e., theme, issues, explanation of issues mentioned in MKB and outcome of the issues discussed in this program. All together in total 4 themes and 16 issues have been identified specifically development of human resources, contribution to major challenges, sense of responsibilities, and self-reliance. However, keeping in mind the word limit, this paper consists of 2 themes that have been discussed in *MKB* programme i.e., Contribution to major challenges and Self Reliance. Different issues have been studied based on these themes whereas next 2 themes will be discussed in next study.

4.1 Theme: - Self-Reliance: The Atamnirbhar Bharat (self-dependent India) theme was initiated by the PM under which Rs 20 lakh crore stimulus and relief package was announced by the Government to help individuals and businesses during the COVID-19 pandemic. This theme has been taken for studying its various aspects, like Fit India, Digital India, Space & Science and women empowerment and its ways of approach to make India self-reliant.

4.1.1 Issues:-

4.1.1.1 Fit India: - In personality development, sports play a significant role. Sports are of considerable value in building a good personality. In India, there is no dearth of talent; therefore, the PM spoke about sports' value. When players were going for Rio Olympics games, PM appealed to the people to send messages with good wishes to players to boost their morale. To inculcate the source of strength among players, the PM spoke about the Social Media Campaign '#HumFitTohIndiaFit' introduced by former Sports Minister Rajyawardhan Rathore, who urged people to share their fitness by doing exercises. After his video of push-ups went viral on social media, several celebrities, including the PM, Virat Kohli, Saina Nehwal and Hrithik Roshan, posted their videos exercising or doing Yoga on social media. PM asserted that modern sports and games are designed to improve our critical thought, focus, alertness and energy levels, and physical abilities. Games are not just games; they teach children life-long qualities such as mission setting, commitment, team spirit, and teamwork. Mr Modi suggested that these games' animated videos should be displayed as played on the streets, along with the requisite rules and regulations. In January 2019, when Khelo India Youth Games were held in Pune around 16,000 players became part of these games and participants from every state performed well on their individual scores. PM also shared the inspirational stories of some players whom poverty and disability could not stop winning medals. The life of many medal winners is also immensely inspiring.

Outcome: - In MKB, PM expressed that the appeal made by him had a positive result. Sports Ministry has launched the Sports Talent search portal, intended to inspire millions of athletic children in the country to upload their videos or bio-data about their achievements in sport on the website. He mentioned that Kidambi Shrikant, India's badminton player won the Indonesia Open,

bringing glory to the country. A listener of the show Shri TS Kartik said on NarendraModiApp (NAMO App) that the recent success of our athletes who competed in the Paralympics had become the victory of the human spirit. In fact, in September 2016, Paralympics and Indian athletes' success transformed perception towards humankind, particularly towards the DIVYANG (the differently-abled), maybe beyond sporting achievement. It was observed that in addition to physical and athletic skills, what is required more than usual sporting activities are strength and determination. August 2019's 'The Fit India' Movement encourages people to prioritise sport and fitness and take part in events organised by state governments, companies and celebrities. In fact, FIFA World Cup under 17 was also organised in India, which witnessed people's involvement in sports activities.

4.1.1.2 Digital India:- In the MKB programme, Mr Modi urged to create modern and open India by making many universally available facilities across the country. When talking about digital transactions, Mr Modi expressed his pleasure about these transactions increasing significantly in India after demonetisation. He emphasised that 10 lakh people have already received rewards under the Digi-Dhan scheme. He requested the beneficiary of Digi-Dhan Scheme to become ambassadors and educate people about digital India. Mr Modi was astonished that not only young Indians but also 70-year-olds had so quickly adopted demonetisation. PM mentioned that the RUPAY card has also been useful as credit and debit card.

Outcome: - At the outset, digital India concept appeared complicated and ambitious. However, once people got used to it, it looked adaptable and to make that spread swiftly, the Government opened bank accounts for almost every family under the new Pradhan Mantri Jan Dhan Yojana (National Mission for Financial Inclusion to ensure access to financial services, namely, a basic savings & deposit **accounts**, remittance, credit, insurance, pension in an affordable manner). People were facilitated to obtain their Aadhar Cards (with unique identity number for Indian citizens) which led to every Indian gaining access to a mobile telephone. The synchronisation of all three - Jan Dhan, Aadhar and Mobile (JAM) has transformed India further into a digital nation. Mobile banking or bank on Mobile was the second project started by Mr Modi's Government. Introducing the Universal Payment App, on mobile phones eased the digital transaction and electronic money transfers. Introducing One Nation One Bill, i.e. Goods and Services (GST) Bill, was another significant development for creating digital India. Under the GST regime, all existing indirect taxes were merged in a single bill.

4.1.1.3 Women Empowerment: - Mr Modi deliberated on women empowerment in MKB. He was concerned about the declining sex ratio of females. Consequently, in 2015 his Government initiated a campaign, i.e., 'Beti Bachao Beti Padhao'(Save the Girl Child, Educate the Girl Child). It is a collaborative project between the Ministry of Women and Child Development, the Ministry of Health and Family Welfare and the Ministry of Human Resources Development. This national initiative focuses on multi-sectoral action in 100 identified CSR-low districts across all the states and Union Territories. In 2017, the Government launched Mahila Shakti Kendra to empower rural women with opportunities for skills growth, jobs, digital literacy, health, and nutrition. Mahila Shakti Kendra is being operated through community involvement and student volunteers in 115 of the most backward districts. In his MKB address, the PM invited people to visit Hunar-Haat in Delhi, a marketing platform that leverages technology to support women entrepreneurs, self-help groups and NGOs to showcase their products and services. In one of the episodes of MKB, the PM mentioned that the Air Force offered women an option of a permanent commission in addition to the Short Service Commission, which led to empowering women in the defence sector.

Outcome: - To enhance the sex ratio of the girl child, Haryana and Gujarat Governments came forward to boost the morale of girls, by selecting the most educated girls from every village for National Flag hoisting in the state's school on India's Republic Day (January 26). As part of skills growth, the Solar Charkha experiment made remarkable changes in women's lives, like creating more employment and consequent rise in their family income. The President of India met a group of extraordinary women and inaugurated a book based on their achievements. The wave of empowering women reached Matunga railway station in Mumbai - India's commercial capital, making it the first station managed solely by women staff. The BSF (Border Security Force) motorcycling acrobat contingent comprising of women made their debut in the Republic Day Parade in 2018 - was a big hit and the nation awed at their performance. Empowerment is another form of self-reliance; therefore, women in Dantewada at Chattishgarh become self-reliant by driving e-rickshaw. People of Bihar had also started the Longest Human Chain Campaign to spread awareness about maladies such as child marriage & dowry system.

4.1.1.4 Scientific innovations: - Kiran Sirdar, a listener of MKB asked the PM to talk about the Indian space programme and its future, and encourage schools across India to set up 'astronomy clubs' that promote astronomy and science interest. As a host of the show, Mr Modi took notice of this suggestion and discussed various recent scientific innovations in India. Talking about the Indian Space Research Organization's (ISRO) initiative to help display Sriharikota's rocket launches, the PM said that since ancient times India had prowess in space technology. Therefore, children, young people are more and more interested in science and technology in India. He mentioned that ISRO had launched a sitting and viewing rocket launches at Sriharikota to inspire children and young people with this new initiative. Making an online booking to visit this programme was made possible to facilitate aspiring families. The PM also shared about the 1000 orbiting earth days, which were finished by the Mars Orbit Mission (MOM) launched on November 5, 2013. On September 24, 2014, the MOM entered the orbit of the fiery red planet Mars. In February 2016, ISRO created a world record with its successful mission to take Mangalyaan to Mars. Mr Modi addressed the nation in MKB's 29th episode, highlighting the remarkable launch of 104 satellites as a great achievement for India and congratulated the ISRO team. Yuvika is an acronym for Yuva Vigyani Karyakram and this programme is in line with the vision, Jai Jawan, Jai Kisan, Jai Vigyan and Jai Anusandhan (Hail soldier, Hail Farmer, Hail research). Students can visit various ISRO centres during their holidays and learn about Space Technology, Space Science and Space Applications in this programme. It has contributed a great deal to promoting stronger ties with many countries around the world. South Asian Satellites became a unique project strengthening the relations with India's neighbouring countries. During the 62nd broadcast of MKB, Mr Modi disclosed the ISRO Yuvika initiative to share Spatial Technologies information to young people to evince and enhance their interest in space science.

Outcome: - Mentioning various scientific innovations, the PM also touched on the Mars Mission's success and praised the Indian scientists. He expressed that the satellites and Sounding Rockets built by students had entered the orbit of planet Mars. The 'KALAM SAT' designed by the students was introduced on January 24, 2017. Sounding Rockets, created by Odisha University's students, have also produced several records. The number of successful space missions undertaken since the country's Independence until 2014 was equivalent to those successfully performed in the next four years. India has also set a world record for launching 104 satellites simultaneously using a single space launch vehicle. Space Vehicle Chandrayaan-2 established India's reach on the moon. The PM said that India is using space technologies in systems to save money and lives. Whether it is a cyclone, rail and road safety or space technology, these safety steps are being implemented everywhere. The fishermen have been given NAVIC devices that contribute to their economic growth and ensure their safety. India is leveraging space technology to boost government service delivery and transparency. The "Housing for All" or "House for All" framework requires geo-tagging 40 lakh homes spread across 23 states. Approximately 30.5 million houses under MNREGA have been tagged under this scheme. In June 2017, ISRO launched the Cartosat-2 Satellite Series along with 30 nano-satellites. With these nano-satellites, Indian farmers and other users are profiting a lot as satellites would provide details on natural disasters.

4.2 Theme

Contribution to Major Challenges: - MKB radio programme is being broadcasted since 2014. Therefore PM Modi has highlighted various issues that are significant challenges for the country to tackle, like Drug Trap, Black Money, One rank one pension (OROP) and COVID- 19. This article attempts to know the PM's steps to eradicate these problems to fulfil his promise made.

4.2.1 Issues

4.2.1.1 Drug Trap: - The PM expressed his concern about narcotics, drug abuse and the drug cartel and how it threatened Indian youth. Through MKB, the PM appealed to the audience to share their experiences of having rescued any child from drug abuse or the ways and means known to them to help drug victims, or if any Government official had played a good part in curbing down drug abuse. The PM assured that he would convey these efforts to the people to inspire others to eradicate the drug menace. Expressing his concern for the nation's youth, he asserted that the drug menace could be solved if the nation worked together as a community. Expressing his disappointment about young people being blamed as reckless and irresponsible for falling into the drug trap was confusing children rather than helping them to come out of drug addiction. He defined the issue as a psycho-socio-medical problem and that its remedy was not limited to medical intervention alone; this threat needed careful handling. He suggested that to resolve this danger, the drug addict needed coordinated support from his family, friends, society, the Government and the legal system. The PM asked to launch a continuous online campaign by joining the '#DrugsFreeIndia' to create a robust public awareness and education.

Outcome: - After the PM's address on drug abuse, the radio stations or the government offices received more than 7000 letters addressed to the PM. Responses were collected online on the government website - Mygov.in, on Twitter and Facebook. As a consequence, a profoundly ingrained topic found a voice in society's conscience. The PM persuaded that parents should spend more time with their children and keep an eye on their activities. He said that the pharmacist's position is very critical in such cases as some of them provide medicines without a doctor's prescription. The Home Ministry, the BSF and the Narcotics Department are responsible for monitoring the smuggling of drugs from abroad or across the country's border. The helpline number 1-800-11-0031 was launched to assist alcoholic and drug-addict individuals, their family members and community. The 'Drugs Free India' campaign struck a chord with individuals from all walks of life, including entertainment and sports, and vast numbers of individuals embraced it on social media. Sixty thousand college students participated in the Drugs Free India campaign in 2019; around 10 million students from 12,000 colleges participated through webcasting service.

4.2.1.2 One rank one pension (OROP):- During his MKB's address, the PM asked the retired servicemen from the armed forces to allow him some time to resolve OROP issue. He highlighted the previous governments' missing intentions and efforts for it, who had simply vowed to resolve the "vexed" question of OROP but ended up "just playing" with the armed forces' feelings for 40 years without doing anything on the matter. He criticised those indulging in politics over the matter and said that "problems" had got complicated over the years, and attempts were being made to simplify it to make it appropriate. He repeatedly assured the retired servicemen that his Government would solve the OROP problem."

Outcome: - With the Government releasing a notification to help over 25 lakh veterans and war widows, the overdue OROP System was approved and implemented. However, the protesting ex-servicemen refused the gazette notice, arguing that their key requests were not approved and became a "one-rank-five-pension. Mr Modi submitted that under the framework, which had been stuck for nearly 40 years, around Rs 8,500 crore had been distributed. The notice conveyed that the pension would be re-fixed every five years in the future.

4.2.1.3 Black money: - Mr Modi urged people to trust him - their prime servant, have faith in him for taking all necessary steps to curb the black money menace. Mr Modi vowed to bring back every penny of the hard-earned money siphoned out of the economy, whether two rupees or five rupees or millions or even billions. He promised himself to keep trying till the goal gets accomplished. Expressing his sincere concern, Mr Modi sought the citizen's blessings and promised to fully support people working on the issue whenever and in whatever way they needed. He came up with the idea that digital payments could help curb black money and play a vital role in the war on corruption. He asked the youth to become an "anti-corruption cadre" as part of the "cleanliness" campaign.

To curb corruption and convert black money into white money in India, India's Government declared demonetisation of high denomination currencies in 2016. In March 2017, the PM urged people to use less cash in their daily lives and continue supporting the digital payment movement. With concerted efforts, the government, through Double Tax Avoidance Agreement (DTAA), entered into a pact with tax havens - Switzerland, Singapore, Mauritius and Panama, which agreed to exchange suspicious Indian banking transactions in real-time. Acting against the shell firms accused of money laundering activities, the government cancelled the registration of two lakh such firms. The government provided that unless the shell companies complied with the necessary criteria, their directors would remain barred from conducting business on behalf of the companies. With relentless efforts, the government set up a mechanism to block corruption and generation of black money and built a deterrent to strictly prevent it.

Outcome: - The quantum and value of digital payment increased phenomenally after demonetisation. About 15 million users downloaded the BHIM App for executing transactions digitally. People wrote to the PM expressing their complaints about demonetisation. The PM thanked and appreciated individuals who wrote to him, welcoming the change and listed other peoples' wrongdoings. He informed of receiving around 90 percent of the suggestions about black money/corruption from the people, which led him to constitute an SIT (Special Investigation Team) to dig out black money. A government Declaration offered a window to defaulters to clean up their past, encouraging violators with a penalty of just 25 percent to pay taxes on their secret/black money. On November 8 2016, Mr Modi executed the historical measure of demonetisation. It was the most significant blow to Indian black money hoarders worldwide, and the government launched a plan to connect bank accounts of all Indian citizens with their Aadhaar (Unique Identification Card) and PAN (Permanent Account Number). The Income Tax Department was very active in getting hold of false or Ghost accounts. Benami (i.e. spurious/fictitious) Transactions (Prohibition) Amendment Act 2016 was enforced, which equipped the government to track various Benami assets created using black money. Earlier, the defaulters used to hedge black money on Benami property by taking advantage of this Act's shortcomings. Following the 2016 Amendment in the Act, the government tightened the noose on unscrupulous elements.

4.2.1.4 COVID-19:- Narendra Modi declared corona virus a significant challenge to knowledge, science, the rich, the poor, the strong and the weak alike. He warned that corona virus is neither confined to any nation's border nor does it make any distinction of regional season. Mr Modi relayed the World Health Organization's finding that a person infected with coronary artery disease appearing fully healthy at the initial stage but capable of spreading it to hundreds of people within 7 to 10 days. He also noted that, despite providing the best healthcare facilities in developed countries, the disease explosively spread in other countries experienced in just a few days. Though the virus had not spread at a fast pace initially, he urged people to support the nationwide lockdown to control its spread and that any carelessness by anyone would create an uncontrollable challenge for India too.

Outcome:- In a nutshell, we can say that irrespective of the opposition leader's penchant for giving a political tinge to what the party in harness does, there is no denying the fact that Mr Modi addressed the unfortunate pandemic in a very human and humane manner. As a result, his word of mouth was taken as a verdict by the people, e.g. mass compliance to his appeal about boosting the Corona Warriors' morale (the frontline workers battling COVID-19) by clapping, ringing bells or utensils at a particular time on a particular date in the entire country. It was innovative on Mr Modi's part to call them warriors- a gesture potent enough to equip those on corona front with a soldierly spirit. He announced succour for the poor and needy up to Diwali/Chhath puja, etc., so as not to let them lose the festive spirit, demonstrating volumes about the tenderness of his heart for the poor. The very act of addressing the nation again and again over the pandemic issue showed his concern for the ruled.

5. Conclusion:

The content review revealed that all episodes of the MKB showed to have adopted a similar style of presentation. The format of MKB followed by the Prime Minister Narendra Modi starts by highlighting national and socially important issues, such as empowering women, water conservation, the importance of fitness, waste management, sport, pollution, major challenges, and self-reliance, sense of responsibilities, scientific innovations, etc. Mr Modi also addressed the calamitous pandemic in a very human and humane manner. As a result, people accepted his word of mouth as a verdict witnessed in the event of the whole nation's mass appreciation at the same time of the Corona Warriors.

The research studied different themes, be it contribution to major challenges or building a Self-reliant India, Mr Modi discussed various issues and tried to overcome those by appealing and inspiring people to engage in various social media movements. The uniqueness of MKB is that its listeners have also been given a chance to express their thoughts by providing feedback to the show's host. The PM entertains the suggestions being provided by the listeners for the improvement of the programme; for example, after the MKB episode on drug abuse, he got more than 7,000 letters collected online via emails on the government website, Mygov.in, Twitter and Facebook. As a consequence, a profoundly ingrained topic found a voice in society's conscious.

For the first time in the Indian radio history, the Prime minister of India used the radio regularly for staying connected with the citizens. In times of visual bombardment, MKB has become one of the most popular programmes in India and worldwide. As a host of the show, the Prime Minister Narendra Modi's diligence in disseminating news, information and letting people know about various critical national measures taken by government or events taking place across the globe with a strong understanding of their consequences for the masses is admirable. This program is popular in India and has listeners around the globe who lend their ears with the same enthusiasm as Indians do. Prime Minister implicitly conveys his message and supports the government's mobile apps, including the My Gov App and the Narendra Modi (NAMO) App. He also addresses the numerous government policies and programmes that have been implemented. The very act of addressing the nation again and again over the pandemic issue shows his concern for the people.

The present research study highlights the potential of public service broadcasting in India to help the growth of research in this particular domain and overcome the challenges being faced. Mann Ki Baat combines a common medium, such as radio, with the full continuum of networking technology.

6. Conflict of Interest Argument

Regarding the work, the author and/or its publication, the authors claimed that there were no possible conflicts of interest.

7. Financial assistance

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