



9 Years of Mann Ki Baat: Transforming People, Policies & Governance

**DECISION SCIENCES
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE**

**ECONOMIC RESEARCH DEPARTMENT
STATE BANK OF INDIA
MUMBAI**

03 Oct 2023

Safe Harbor

This research work is a joint study by Economic Research Department, State Bank of India, Mumbai with Decision Sciences, IIM-B to analyze the impact of durable change in various parameters, tangible as also intangible ones, associated with diverse subject matters and areas of emphasis in 105 episodes of Mann ki Baat by the Prime Minister as the ambitiously inspirational mass connect programme enters its 10th Year on October 3, 2023!

We would like to thank to Dr. Bhuvanesh Pareek, Asst. Professor, Decision Sciences, IIM-B with whom we worked in close collaboration to finetune and streamline the myriad world of Google Search statistics. We would also like to thank Prof. Pulak Ghosh of IIM-B for his valuable inputs.

The study is an honest effort to analyze the transformative impact of an unprecedented mass connect programme on the psyche of a billion plus people through qualitative as also quantitative tools. There may be certain areas that may demand more clarity or give birth to novel questions. We believe, going forward, the key findings of the study could be the springboard to promote new ideas, harness innovation and connect people and policies to usher in better governance, the very idea central to the multiple addresses curating the connect in vogue...

- ❑ Unambiguous and clear communication by institutions helps in effective implementation of the policy. For example, over the last two decades, central banks have moved towards clearer communication and greater transparency and using such communication as a forward guidance for future policy actions. The 2008 global financial crisis and the pandemic only reinforced such contention. This was most evident during pandemic in India also when the RBI reiterated several times that it will do “whatever it takes” to support recovery
- ❑ In India, **Mann Ki Baat**, a direct dialogue with the nation was initiated by the Prime Minister first on 3rd October’ 2014 that instead of being a vehicle for policy, **is now becoming the policy in itself** with incrementally penetrative two-way communication with the people across latitudes and landscapes of India
- ❑ The **Mann Ki Baat** is now an important prism for **People, Policies and Governance (a rolling stone gathering mass!)**, by initiating **behavioural change** among the people and their psyche duly anchored by better crafted policies and evolving levels of governance
 - ❑ *“For the documented history of 2000 years of global trade, India remained the undisputed leader for nearly 1500 years out of 16 centuries”*
Angus Maddison
 - ❑ *Mann Ki Baat, in essence, appears to be the first step in this direction as India embarks on an adventurous trail ascending on the global stage*
- ❑ The choice of radio as a vector for transcending Mann ki Baat seems to be part of a well thought out strategy with radio’s coming-of-age comeback as a powerful yet cost effective medium for celebrating humanity in all its diversity. A report by UN reinforces people’s trust in radio as an effective, accurate, reliable and uncomplicated means of trust enabling communication...
- ❑ Analysing key texts, word frequency/ counts, overlapping structures underlying the 105 odd addresses through NLP (Natural Language Processing) and studying the change in Google Search trajectory post the address’ specifics, we believe Mann Ki Baat has emerged as a critical driver of positive changes through a collaborative playbook that builds upon people’s primal urge to let good things win over bad, positive energy overtake negative emotions and a teamwork spirit substituting a silos mentality (**the word India/Indians finds mention in various Mann ki Baat for 2200-plus times....**)

- ❑ Mann Ki Baat, 105 episodes young on date, has been a harbinger towards initiating dialogues and discussions on several issues of importance, from better governance and inclusive development to social issues and cultural events, while building bridges, reinforcing our shared connect with the past by invoking icons who inspire citizens cutting across cultural barriers
 - ❑ From Mahatma Gandhi to Swami Vivekanand to C V Raman to Lal Bahadur Shastri to Dr Kalam, the repeated mention of stellar figures has instilled a sense of confidence in the populace
 - ❑ Google search results analysis show a spike in related search post the mention of a cultural icon by the Prime Minister in Mann ki Baat, with repetition of mentions leading to higher search statistics over an elongated time period
 - ❑ Many of the social messages by PM have emerged as intense Social Campaigns like 'Swachh India', 'Selfie with Daughter', 'New India', 'Unsung Heroes', 'Vocal 4 Local' and 'Har Ghar Tiranga' cumulatively nudging people to adapt to a change centric environment, while fostering a deep behavioral shift (vindicated by Google search dynamics)
 - ❑ On economic front, continued referral of various schemes viz. PM MUDRA, SVANidhi, Sukanya Samriddhi, Jan Dhan acs, Direct Benefits Transfer(DBT) along with their success stories across the length and breadth of the country have resulted in rising awareness level that reflects in incremental adoption levels of these schemes, unlocking equitable prosperity for masses
 - ❑ During the troubled phases of pandemic, the recurring bouts of infections could not dent the psyche of the people as frequent addresses from the Prime Minister checkmated the spread of panic through false/unsubstantiated rumors (substantiated by Panic Index neutralization statistics)
- ❑ It would be interesting to do a Big Data analytics of huge plethora of data (in messages that the Prime Minister receives for each Mann Ki Baat through various platforms/mediums from lakhs) to decipher the underlying trajectory across demographics and curate policy making accordingly wherever feasible

Objective

- ❑ Mann Ki Baat (MKB) aims to connect the people directly, without any intermediary, creating a sense of inclusivity and allowing people from all walks of life to share their views with the Prime Minister

Progress

- ❑ Mann Ki Baat (MKB) started on **03 October 2014** and is broadcast on last Sunday of every month at 11 am on entire AIR, DD Network ...MKB translated by AIR into 22 Indian languages, 29 dialects and 11 Foreign Languages, apart from English
- ❑ Now, the interactive non-political program has been live telecast by many private channels too, along with digital platforms like 'X', "YouTube' etc
- ❑ MKB has completed 100 episodes on 30 April 2023 and discussed several issues starting from Governance and development to social issues and cultural events
- ❑ Many of the social messages by PM has emerged as Social Campaign like 'Selfie with Daughter', 'New India', 'Unsung Heros', 'Vocal 4 Local' and 'Har Ghar Tiranga', and many more

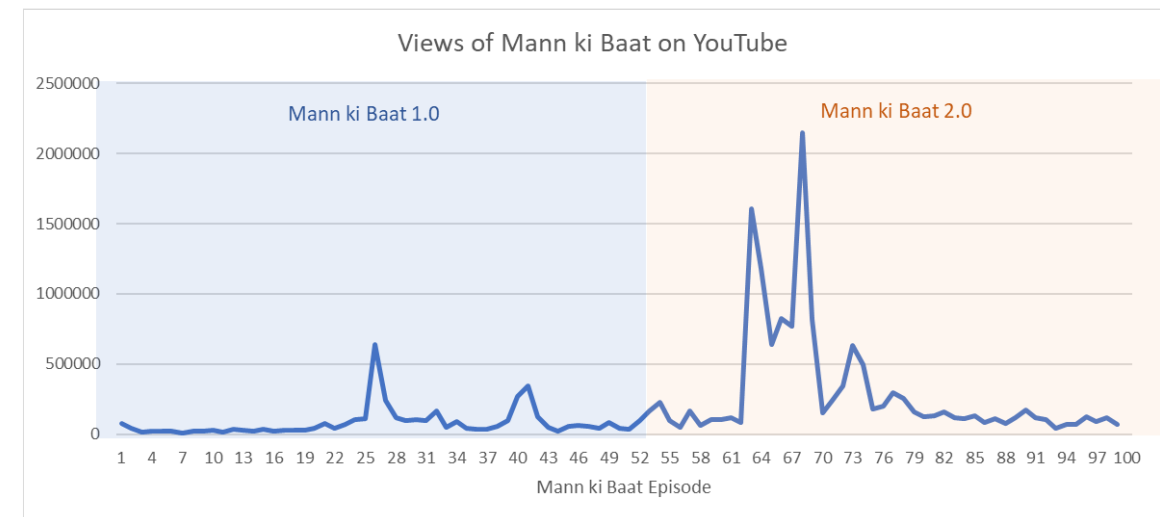
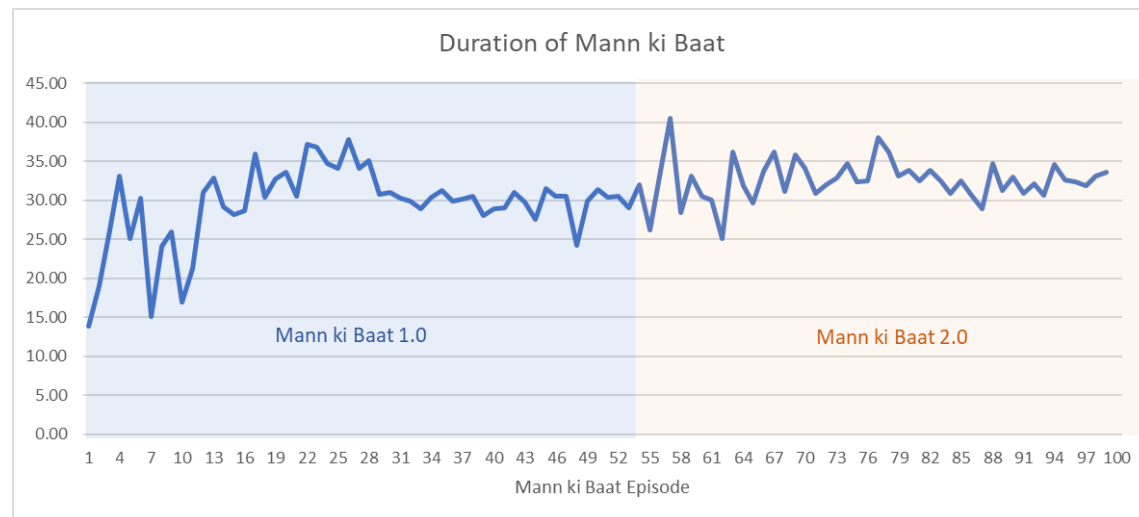
Why Radio as a Medium of Communication?

- ❑ Despite availability of plethora of digital communication means, PM chose Radio as All India Radio (AIR) is one of the largest broadcasting network in the world. AIR coverage to 99.20% of the population spread over 92.0% area of the country.
- ❑ Radio is the low-cost medium for its listeners and as a result, it has a wide spectrum of diffusion, even among rural people

- ❑ Effective communication is essential skill for a good leader. Communication skills help understand the goals and desires of people and solve their grievances. Effective communication skills also help foster an open and good rapport between leaders and their followers/citizens, which increases productivity and efficiency
- ❑ Mann Ki Baat which began from 03 October 2014 is one of the tools through which Prime Minister has been able to effectively share his vision for the country amongst the public at large
- ❑ Unambiguous and clear communication by a leader helps in effective implementation of the policy making it a successful one
- ❑ This report focuses on analyzing the policy implication of Mann ki Baat using the Natural Language Processing (NLP), which is an application of artificial intelligence to the interaction of computers and human (natural) languages

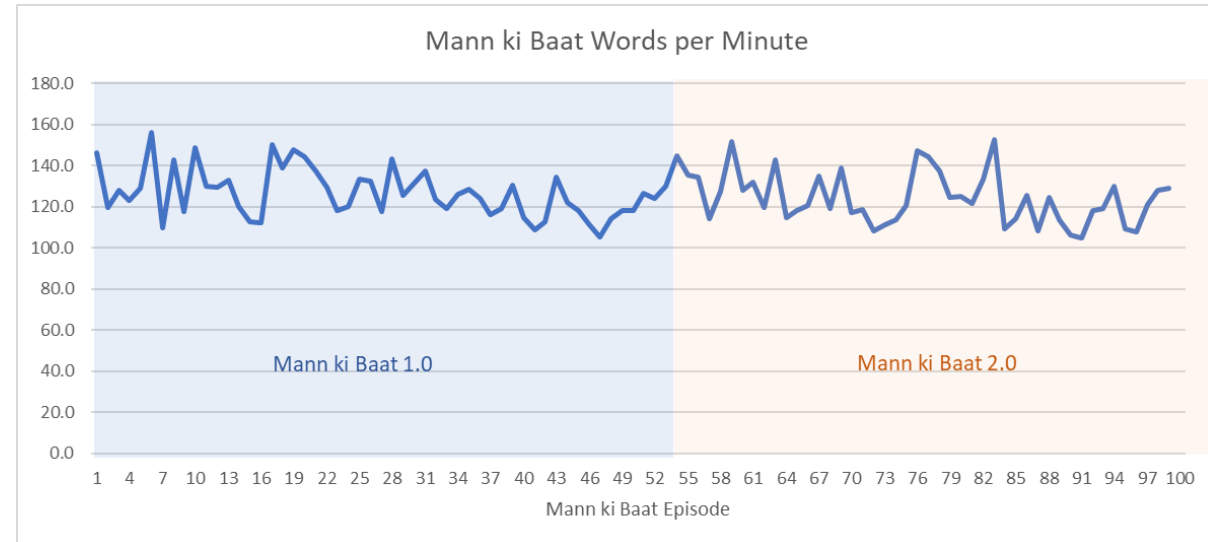
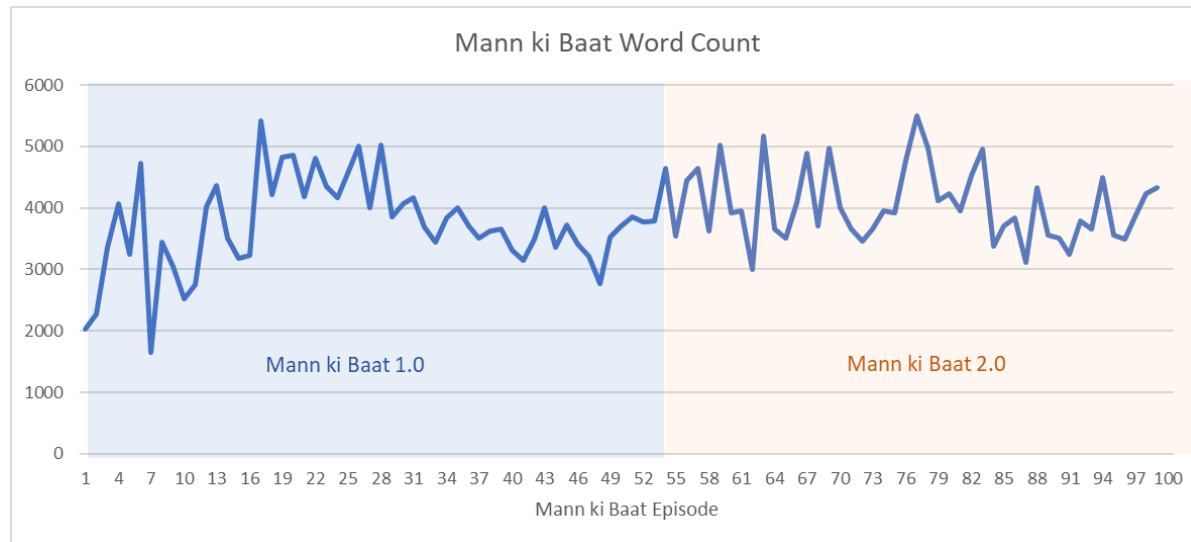
General Analysis of Mann ki Baat episodes

- ❑ Mann ki Baat episodes vary from 15 mins to 40 mins. Over the period, it is stabilizing at 32-33 mins, with lesser variation
- ❑ Viewership of Mann ki Baat went really high during covid. It became the most important source of authentic information
- ❑ As per PIB release dated 24 April 2023, 23 crore people listen to Mann Ki Baat regularly and another 41 crore people listen it occasionally. Majority of listeners have become aware of governments working and around 73% are optimistic and feel the country is going to progress



1. Mann ki Baat version 1 indicates first term of the current Government. Mann ki Baat version 2, the current term
2. Google search is sourced from Google trend data

- ❑ Words per episode have now standardized to ~4000 words per episode
- ❑ Words per minute have not changed over the period (120-130) while at the same time, speed and tempo remain the same



guru festivals world occasion
darkness soldiers haryana
diwali india free unity
life deepawali people
way sardar festival social
village country toilets nanak
campaign jawans well
freedom

year india nation
like country
nity poor pe
vernment
y farmers y

opportunity
holidays friends
ple water
fifa india like
ar world you
citizens tourism
event young spc

government various year
opportunity life
people yoga know
nation like country
try and world lives
years and farmers success

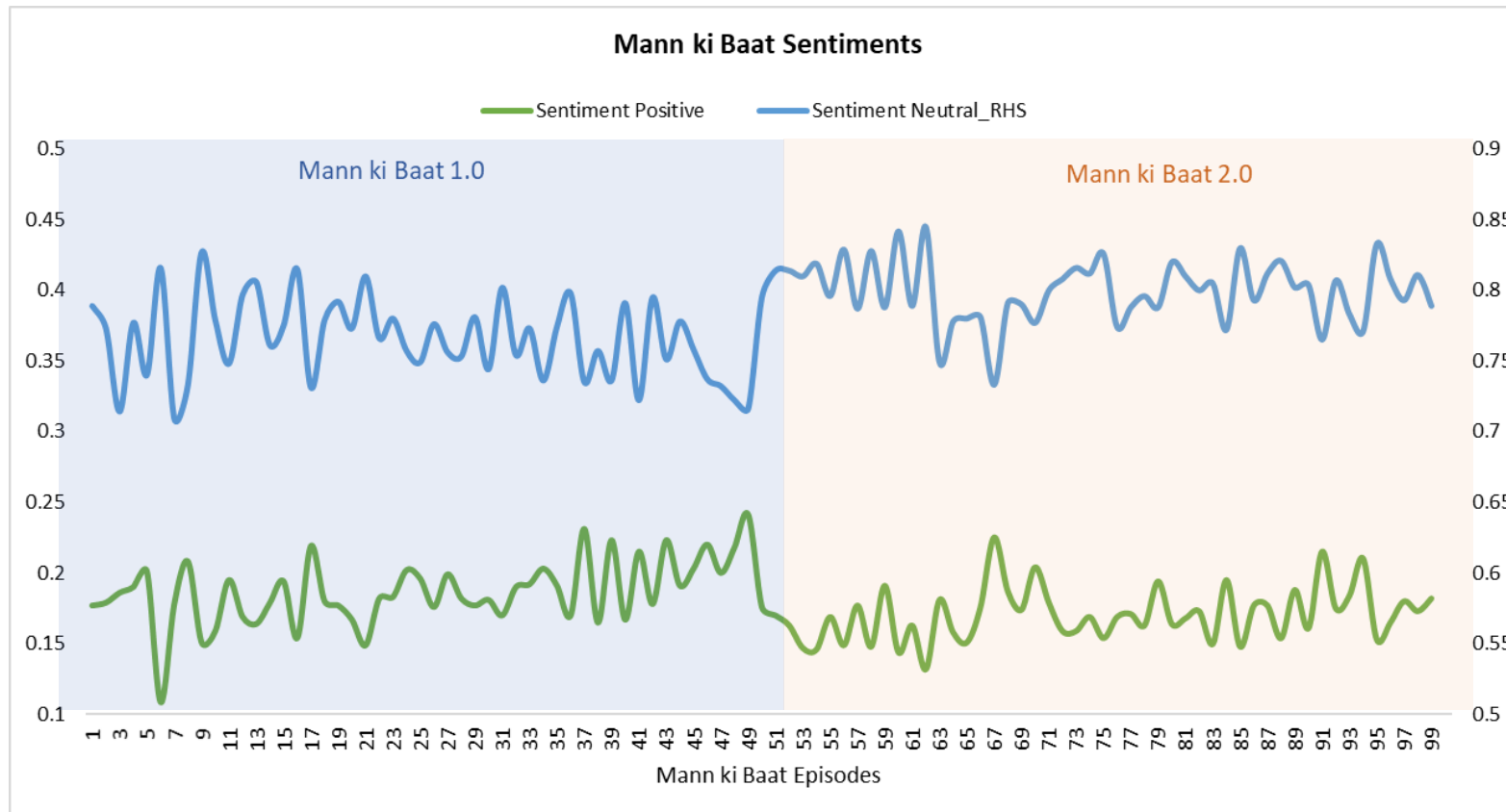
olympics suggestions
believe countrymen
started nation way
come people like thought

at storytelling
ners india like
g stories life
try story fami
e cook brinjal
vegetables thank
countrymen

experience cleanliness
social work good poor
ans people
diwali country
ay last change
know means family

teachers well
know child make
exam friends believe results
with exams entire wish
ome life think good
better students sometimes
competition paper
people

- ❑ Through sentiment analysis, computers may be used to understand the emotions portrayed in text. Text may be classified as positive, negative, or neutral using sentiment analysis. Lexical analysis, which counts the amount of positive, neutral, and negative terms in a text, is one of the approaches used in sentiment analysis. Each Mann ki Baat's feelings are determined via lexical analysis for this study
- ❑ As COVID engulfed the nation, the sentiments turned neutral



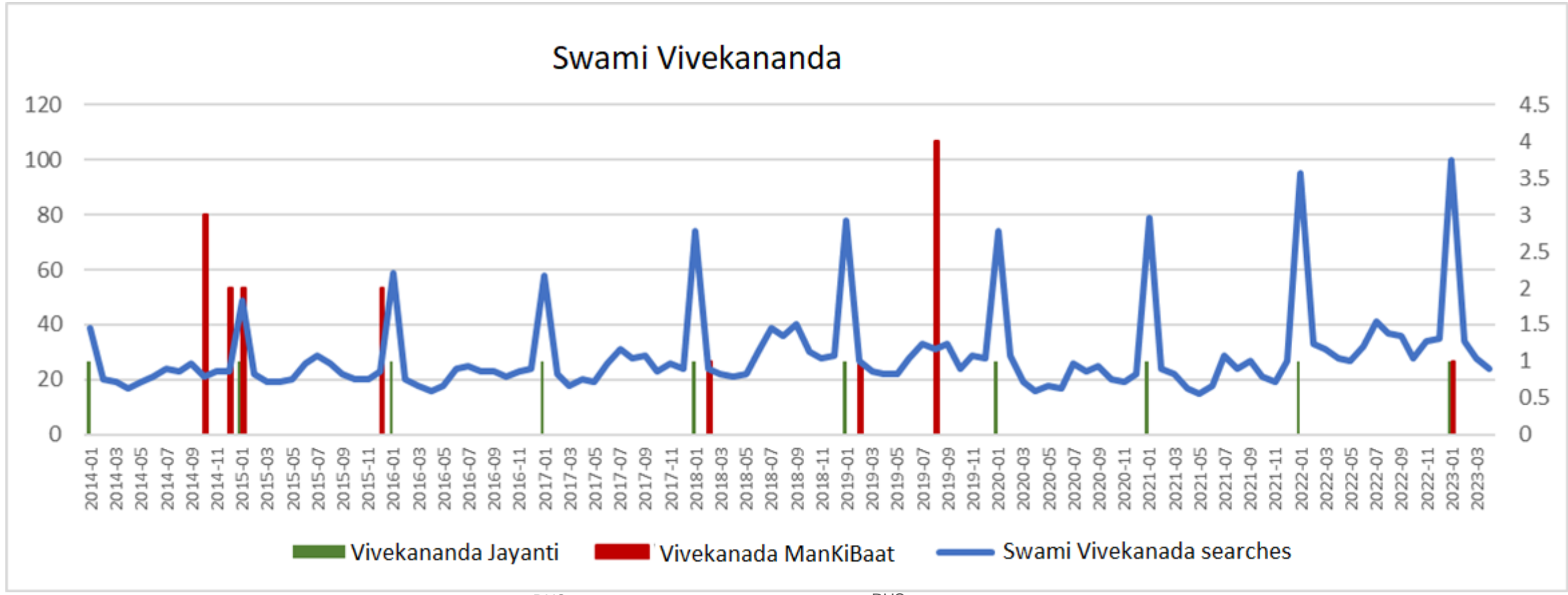
People/Historical Events

- ❑ A society's values and moral/belief system can best be understood by the heroes it chooses, a “living bridge” overarching between its remarkable moments of reminiscences and envisaged future prosperity. The alignment of their character attributes, valor to integrity, emerges as a moral compass mirroring the trajectory of the societal movement en masse
- ❑ From Mahatma Gandhi to Swami Vivekanand to C V Raman to Lal Bahadur Shastri to Dr Kalam, the repeated mention of stellar figures has instilled a sense of confidence in the populace, helping them to embark on a challenging yet rewarding self-fulfilling journey with values as milestones
- ❑ Google search results analysis show a spike in related search post the mention of a cultural icon by the Prime Minister in Mann ki Baat, with repetition of mentions leading to higher search statistics over an elongated time period
- ❑ Many of the social messages by PM have emerged as intense Social Campaigns like ‘Swachh India’, ‘Selfie with Daughter’, ‘New India’, ‘Unsung Heroes’, ‘Vocal 4 Local’ and ‘Har Ghar Tiranga’ cumulatively nudging people to adapt to a change centric environment, while fostering a deep behavioral shift (Google search dynamics)

Swami Vivekananda finds a special mention in Mann ki Baat... Since 2014, in every subsequent January the month when Swamiji graced this world... the searches have reached a new high every year



- It has been found that there was 25% increase in average searches about Swami Vivekananda after it was mentioned in the Mann ki Baat episode
- Swami Vivekananda remains the ultimate epitome of values, consciousness and entrepreneurship, hallmark of the huge repository of fabled eastern knowledge and culture. Invoking his name and exhorting all to follow in his footsteps right has had a cascading positive impact on youth psyche of nation, enhancing the demographic dividends



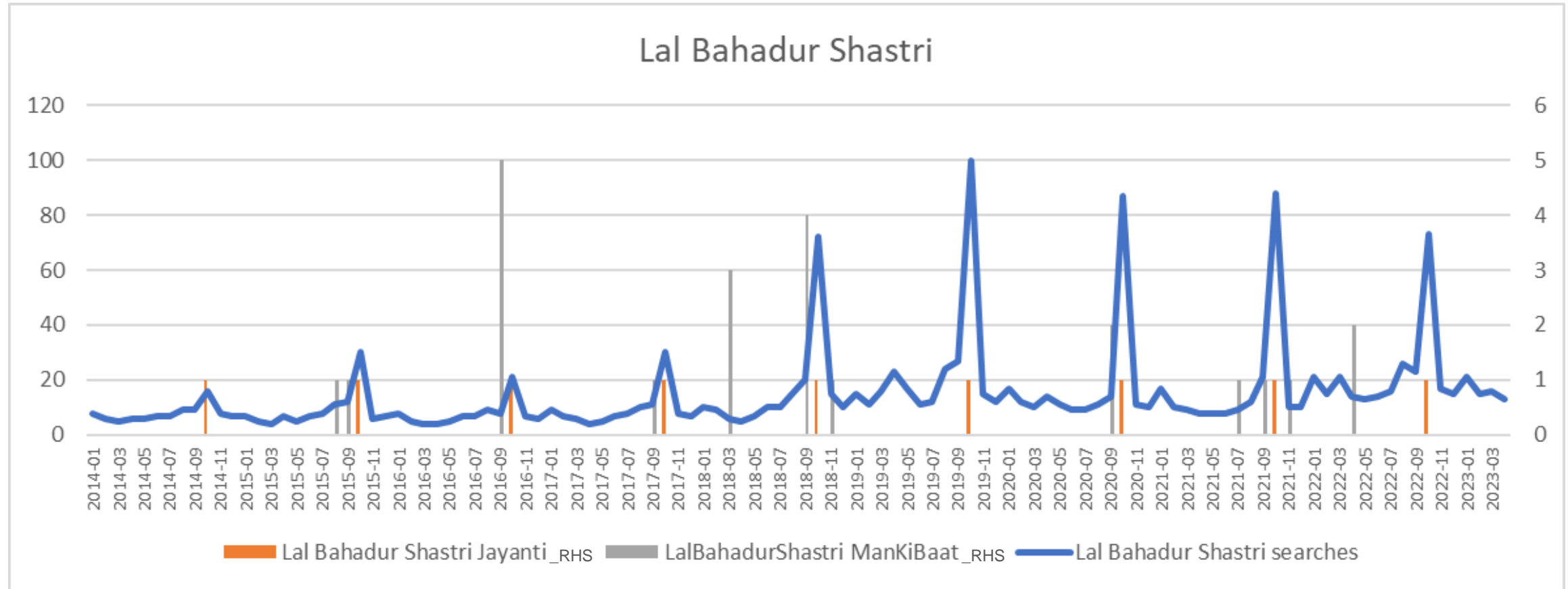
_RHS

_RHS

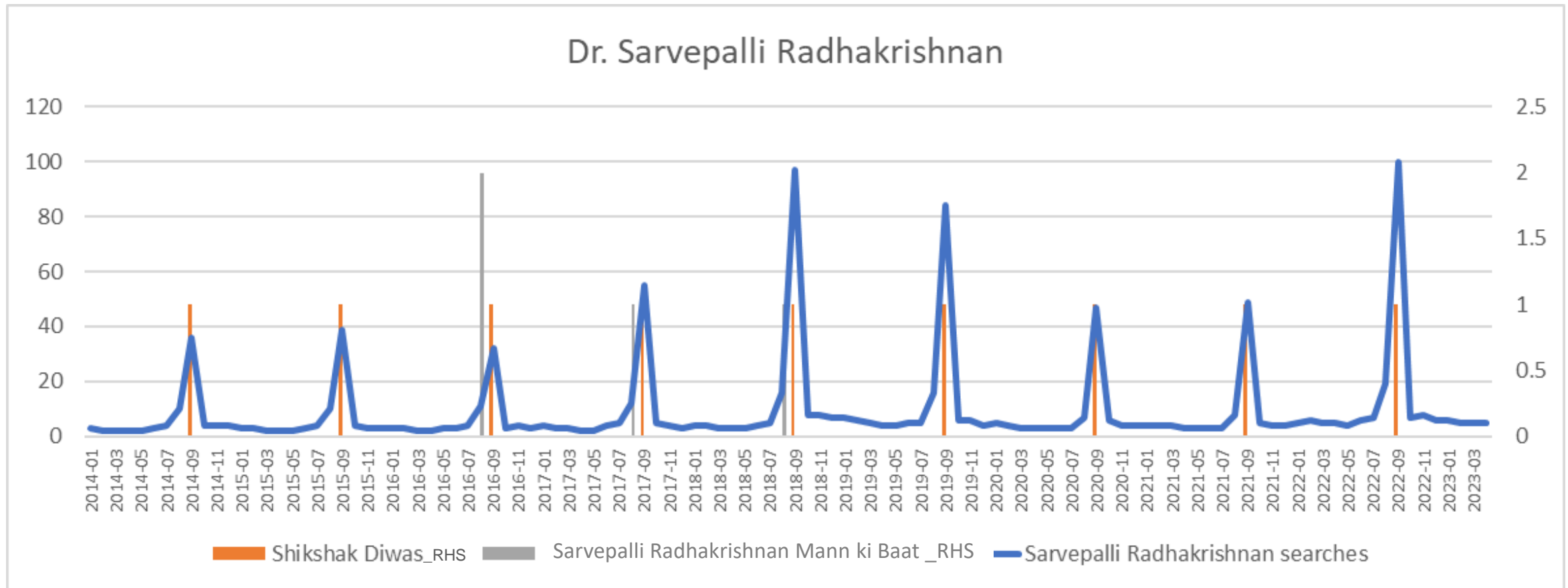
Searches related to Lal Bahadur Shastri have consistently touched a high in October of every year.....coinciding with his birth anniversary



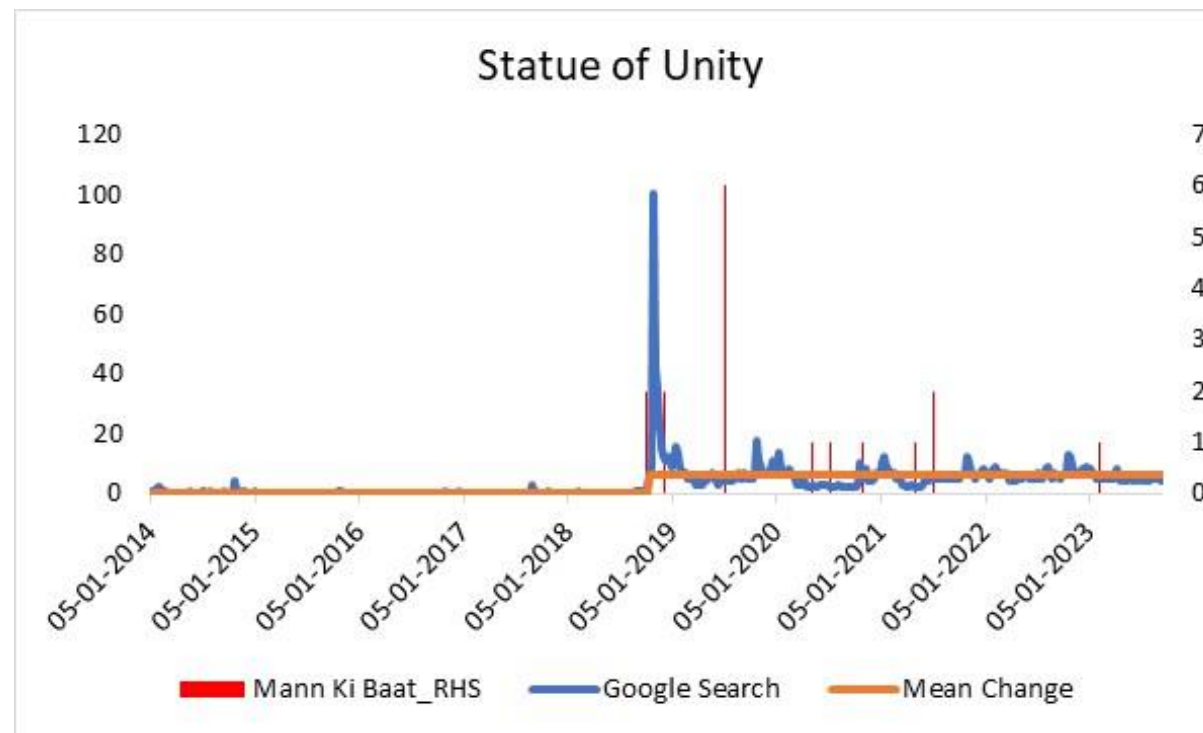
- Queries about Former Prime Minister Lal Bahadur Shastri have more than doubled in the last couple of years



- There was 64% increase in average search volume about Dr. Sarvepalli Radhakrishnan, despite the fact that schools remained closed during pandemic

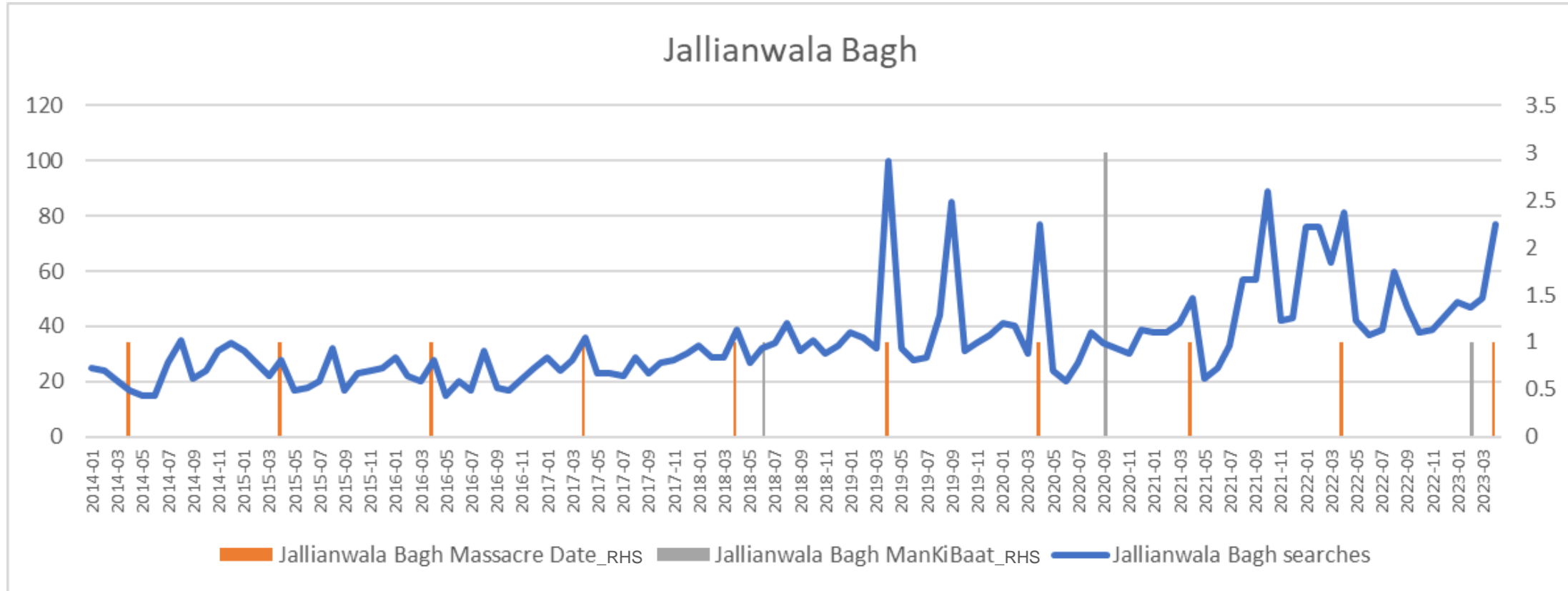


- ❑ In its first year of operation, the Statue of Unity (SoU) attracted 2.9 million visitors and collected ₹82 crore in ticket revenue
- ❑ It was visited by 10 million people by November 2022
- ❑ SoU got about 3-4 lakh visitors between Christmas and New Year's Eve
- ❑ Statue of Unity's previous negligible searches got traction with Mann Ki Baat of Oct 2018, giving it the highest popularity and changing the mean of searches from 0.17 earlier to 6.38 thereafter



Searches related to Jallianwala Bagh jumped 75% since 2018

- There has been 75% increase in searches about Jallianwala Bagh in the last five years

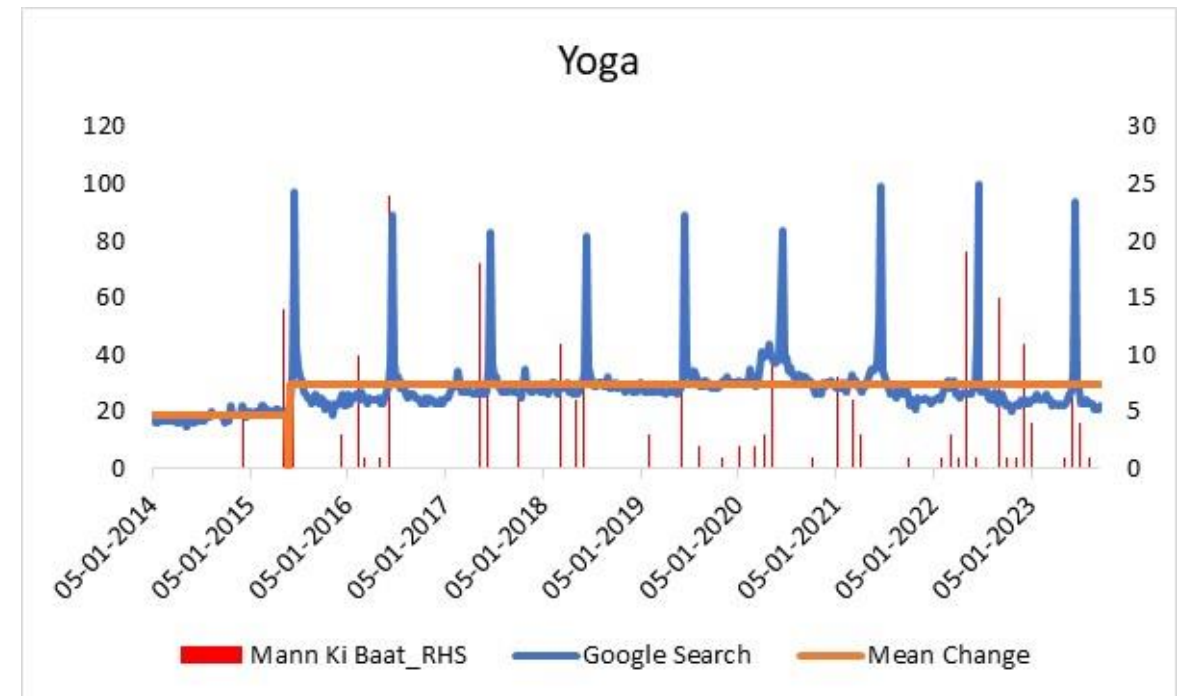
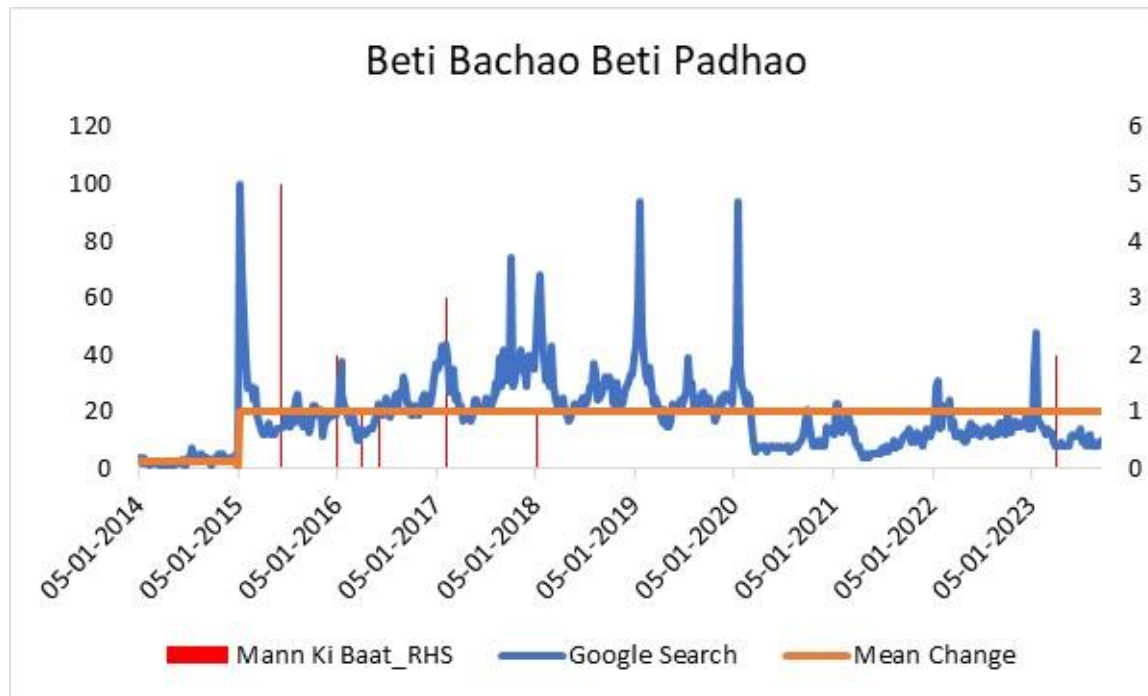


Policy implication of Mann ki Baat

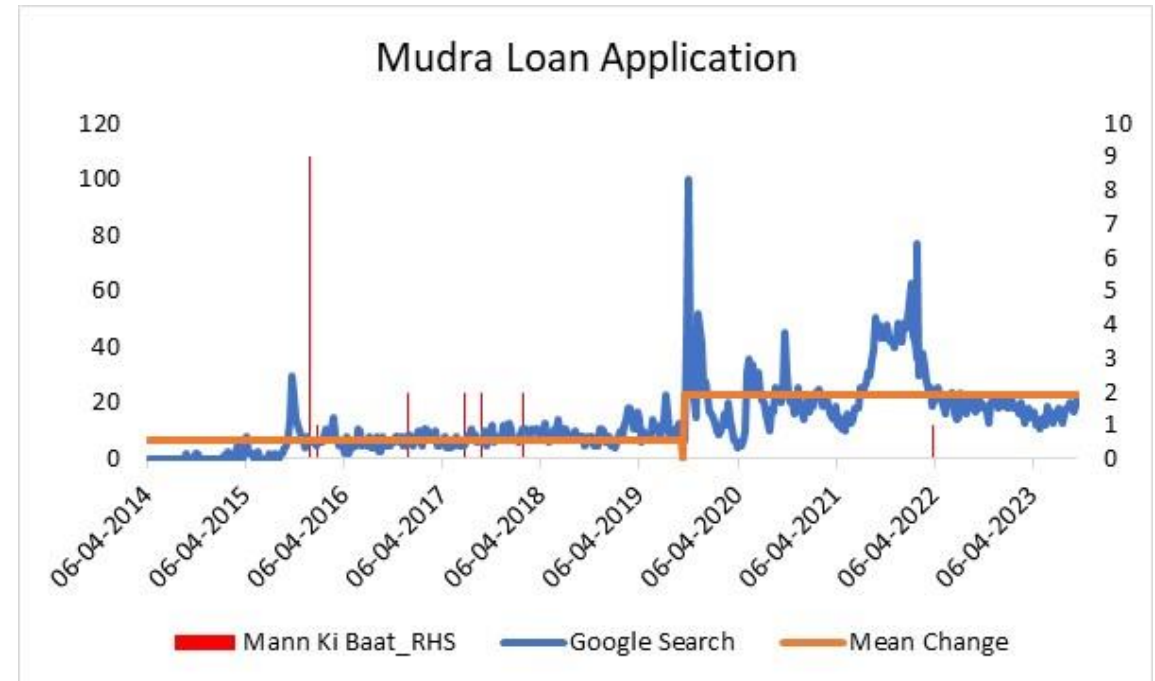
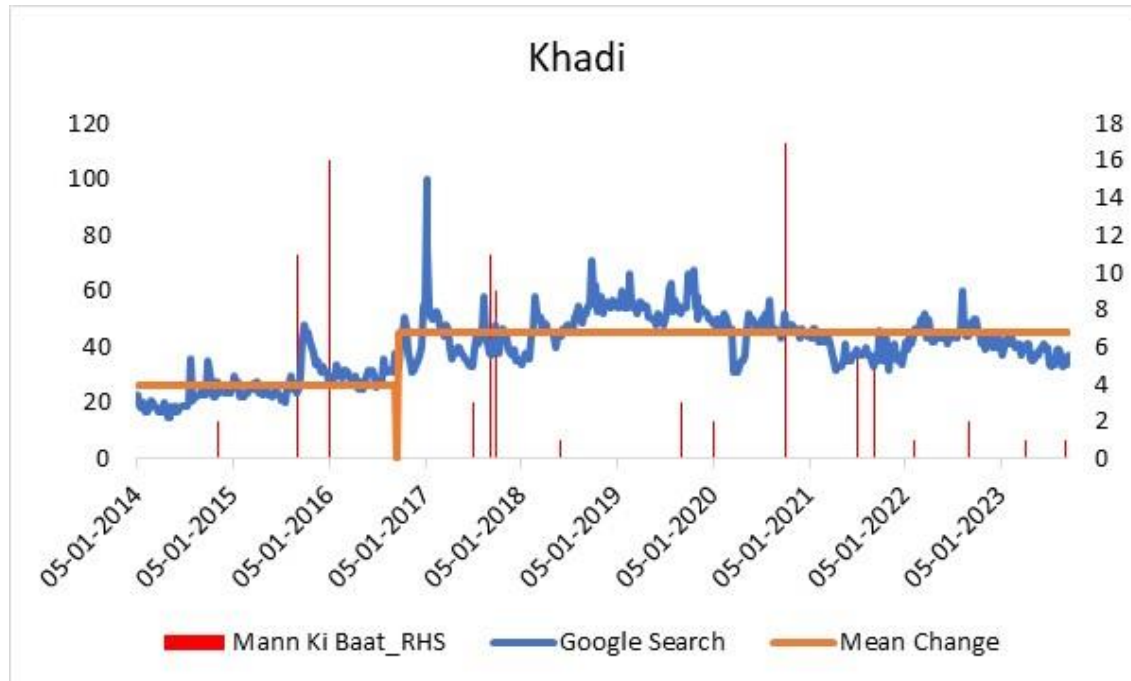
- ❑ On economic front, continued referral of various schemes viz. PM MUDRA, SVANidhi, Sukanya Samriddhi, Jan Dhan accounts, Direct Benefits Transfer(DBT) along with their success stories across the length and breadth of the country have resulted in rising awareness level that reflects in incremental adoption levels of these schemes
- ❑ There has been a concomitant increase in women participation and women empowerment in such schemes
- ❑ There has been a sharp jump in average searches in the schemes once it was mentioned in the course of Mann ki Baat addresses

Changepoint Analysis: Instant Impact of Mann Ki Baat on Beti Bachao Beti Padhao and Yoga

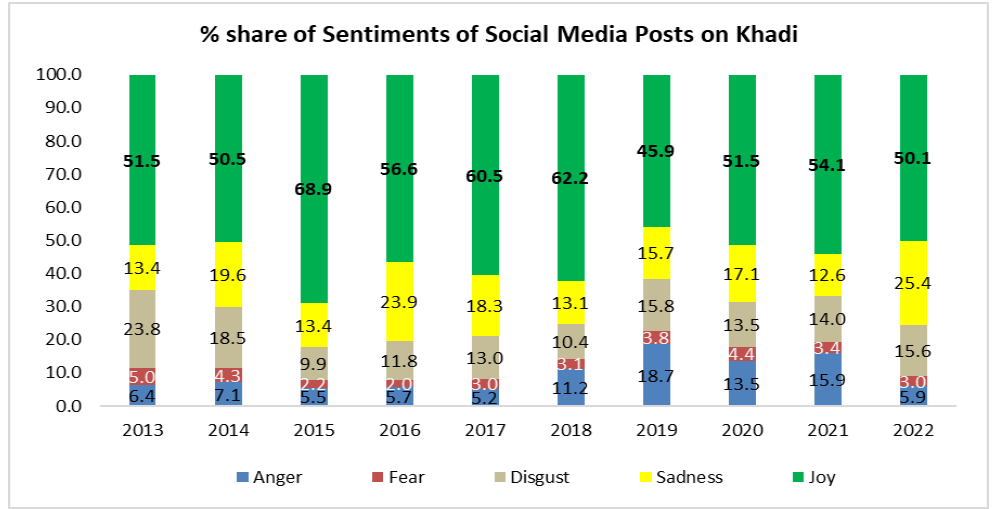
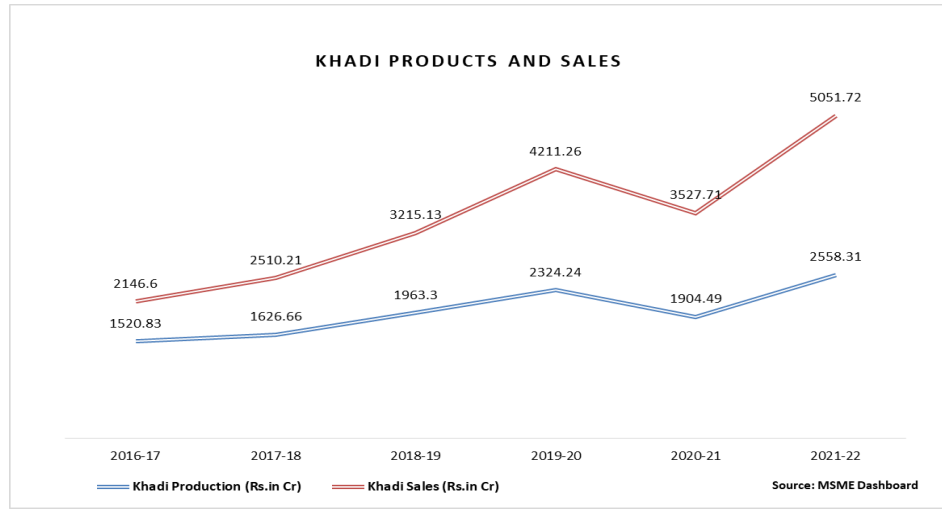
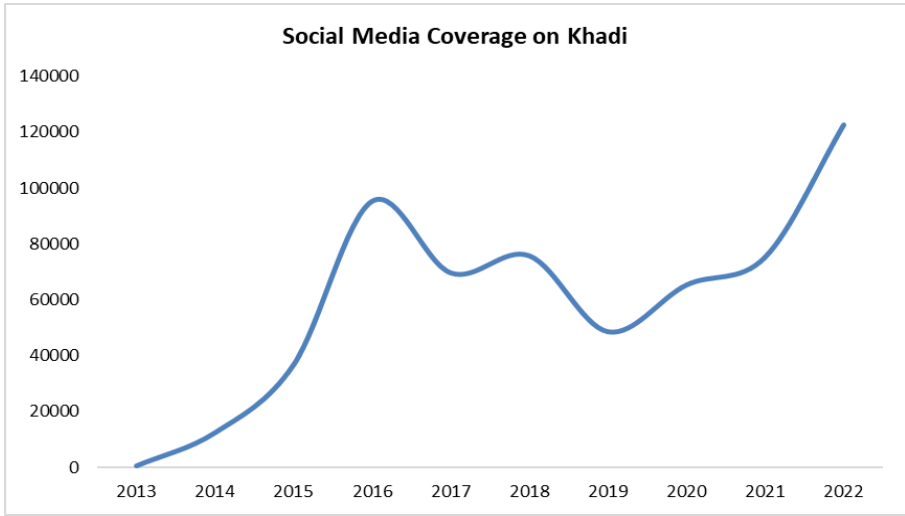
- ❑ 'Beti Bachao Beti Padhao' scheme launched in Jan 2015, gained traction in google searches popularity after Mann Ki Baat in Jan 2015. It has further gained google searches popularity after continuous Mann Ki Baat mentions for 2 years
- ❑ Sukanya Samridhi Yojana (SSY), a small deposit scheme of the Government of India meant exclusively for a girl child, launched as a part of Beti Bachao Beti Padhao Campaign has been a large success. Total ~36 million SSY accounts have been opened with outstanding deposit of around Rs 2 lakh crore
- ❑ Yoga, the word which has been around since time eternal, gained popularity in google searches after Mann ki Baat on Dec 14, but after heavy weight communication on Mann Ki Baat in May and June 2015, it has gained popularity enough to increase the mean of google search popularity



- ❑ Khadi gained immense popularity during our freedom struggle, but with changing time it was losing its popularity
- ❑ However, with Mann Ki Baats, starting Jan 15, and emphasized communication in 2015 and 2016, it has gained high popularity in google searches in Sep 16 with mean upgrades in searches
- ❑ Mudra Loan application search also has gained traction in google searches after Mann ki Baats since Nov 15, but it has gained highest popularity with the onset of Covid 19



- Khadi sales and production have increased, Google searches of/about Khadi has increased
- Social media coverage has gone up, Social media posts on khadi expresses unbridled joy...People are also nostalgic and thereby expressing a tinge of melancholy/sadness on social media that it was perhaps ignored for long in recent past.....



PM SVANidhi has gained traction since it was mentioned in Feb 2020..... forward looking thought adopted in July 2020 during pandemic....



Episode 62 in Feb 2020



People
+Opportunity +
Mission

PM Street Vendor's Atmanirbhar Nidhi (PM SVANidhi) launched in July 2020 to empower Street Vendors by not only extending loans to them, but also for their holistic development and economic upliftment

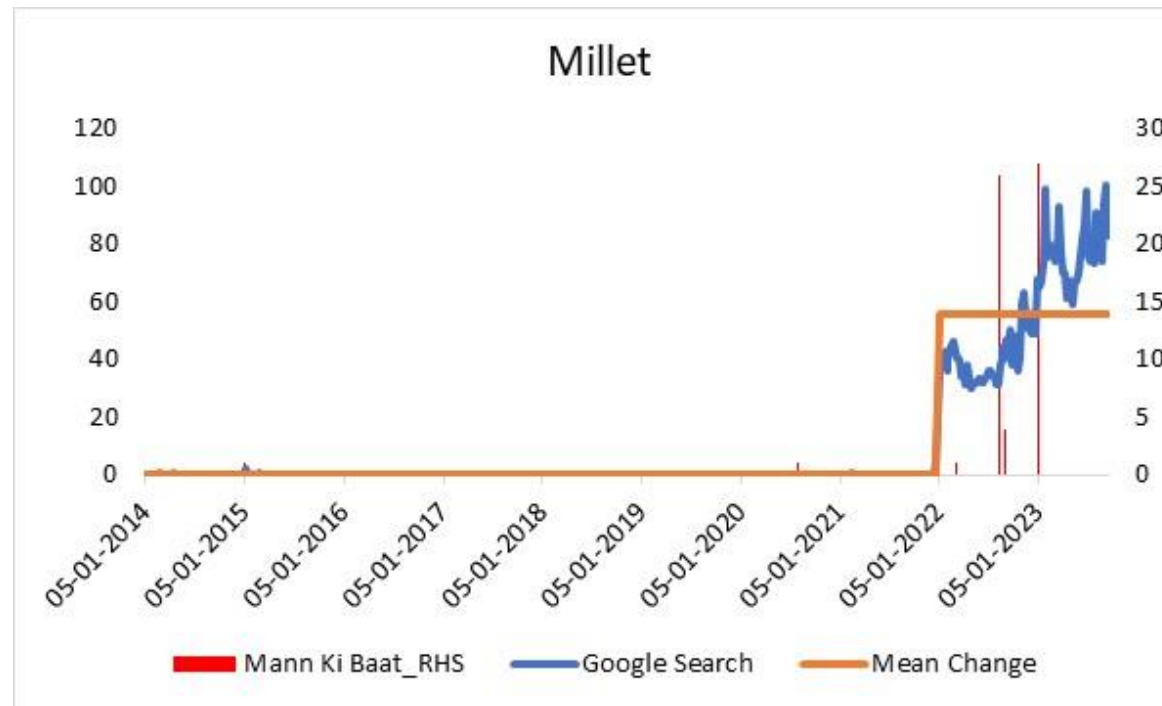
PM SVANidhi
Current Status:

- Loan disbursed to 65.5 lakh street vendors

1st term Loan		
65,38,769 Eligible Applications	53,80,258 Sanctioned	49,67,536 Disbursed
2nd term Loan		
18,58,382 Eligible Applications	15,17,213 Sanctioned	14,20,160 Disbursed
3rd term Loan		
2,01,221 Eligible Applications	1,78,823 Sanctioned	1,66,083 Disbursed

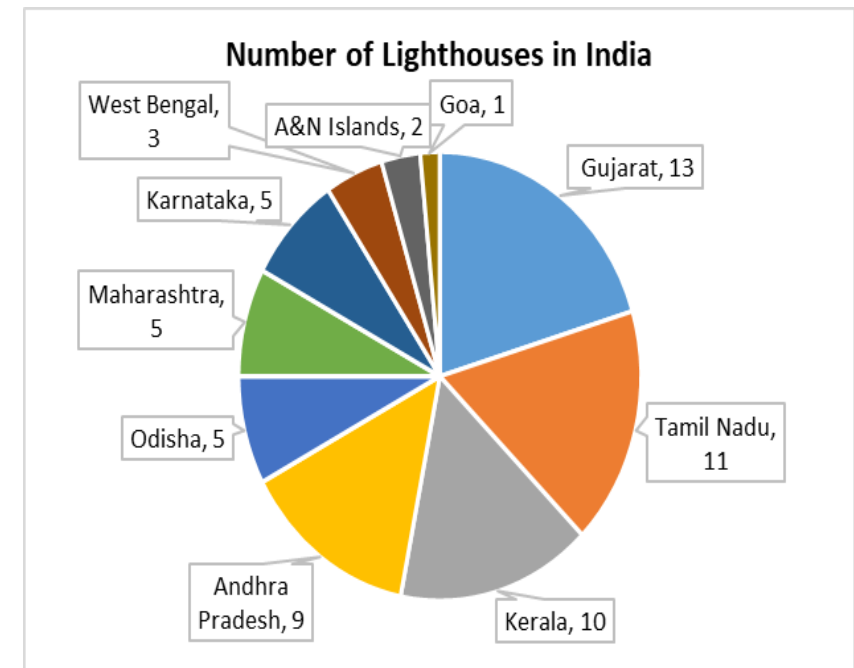
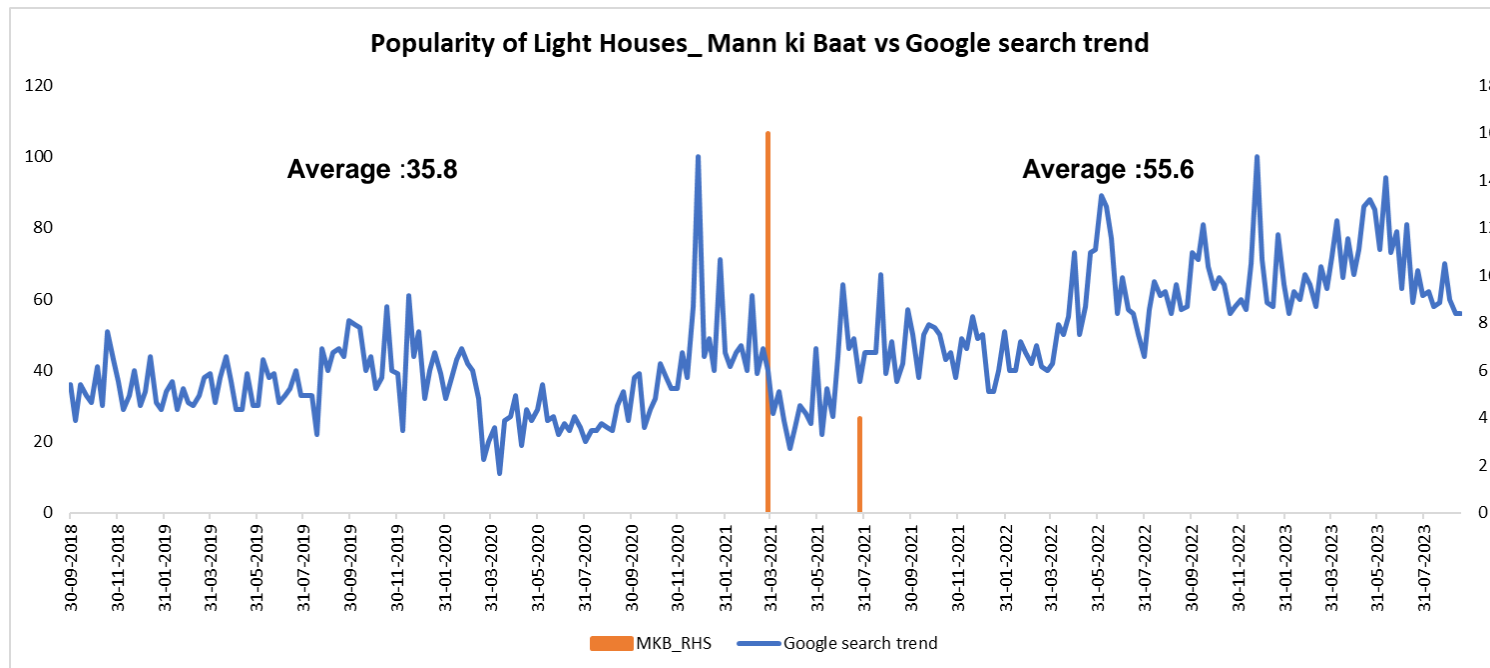
International Year of Millets in 2023 gained traction from Jan 2022 with the Mann ki Baat episode.....

- ❑ India's share in millet production is highest in the world, at ~19% of the global production in 2020
- ❑ Millets yields (Kg/Ha) has been increasing continuously reaching to 1321 Kg/Ha in FY21
- ❑ Millets negligible searches got traction with the onset of 2022 and gained further traction with Mann Ki Baats, increasing the mean from 0.026 earlier to 55.77



Tourism gets a big boost through Lighthouses

- India aims to convert heritage lighthouses in the country into tourism centres. The country has 65 lighthouses that the government aims to work on, and develop as tourist sites
- It would boost tourism to a great extent, and also allow travellers to explore these old-world charms

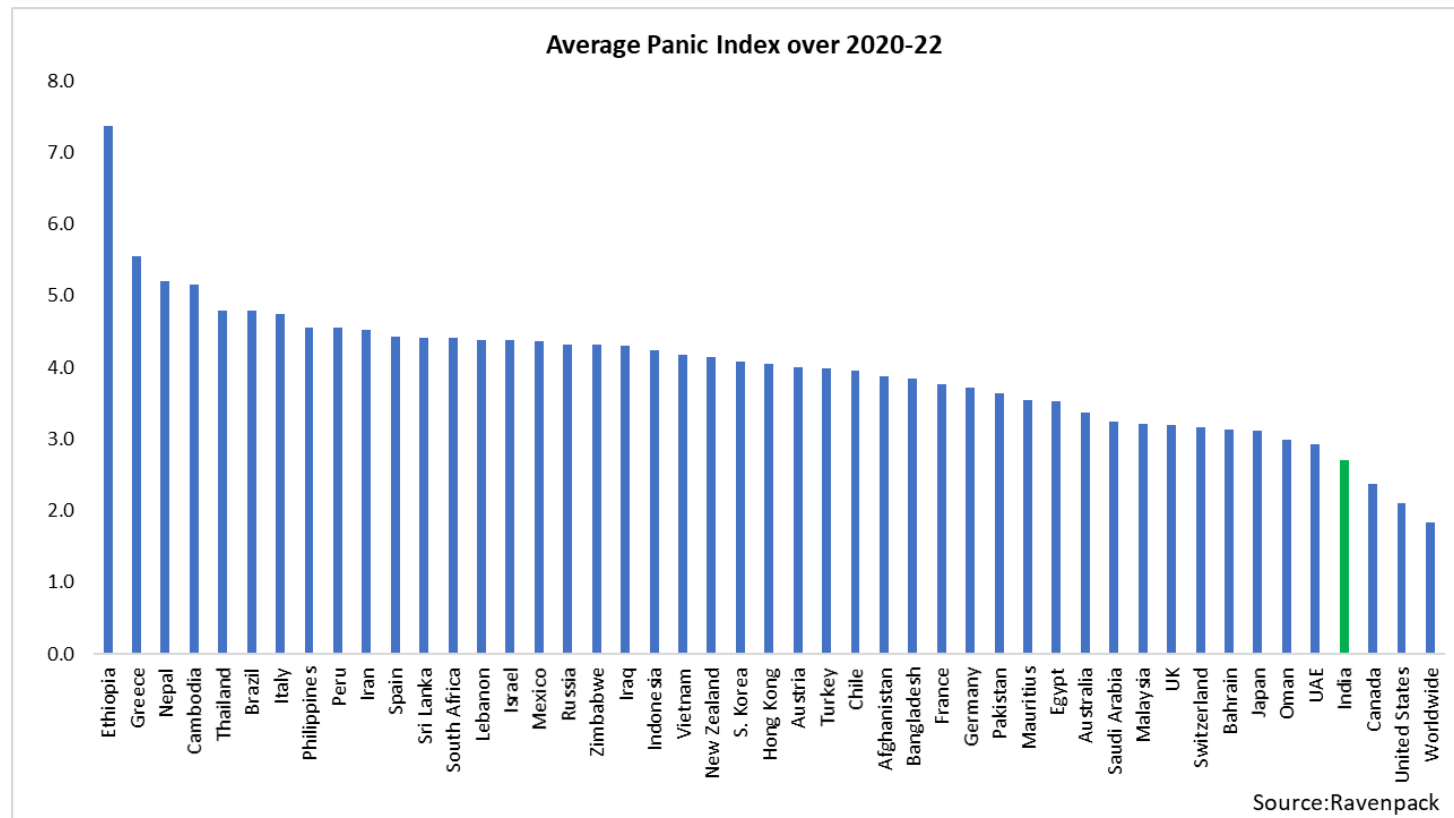


During COVID-19 Pandemic

Average Covid Panic Index 2020-22 was one of the lowest in India with continuous positive communication.....



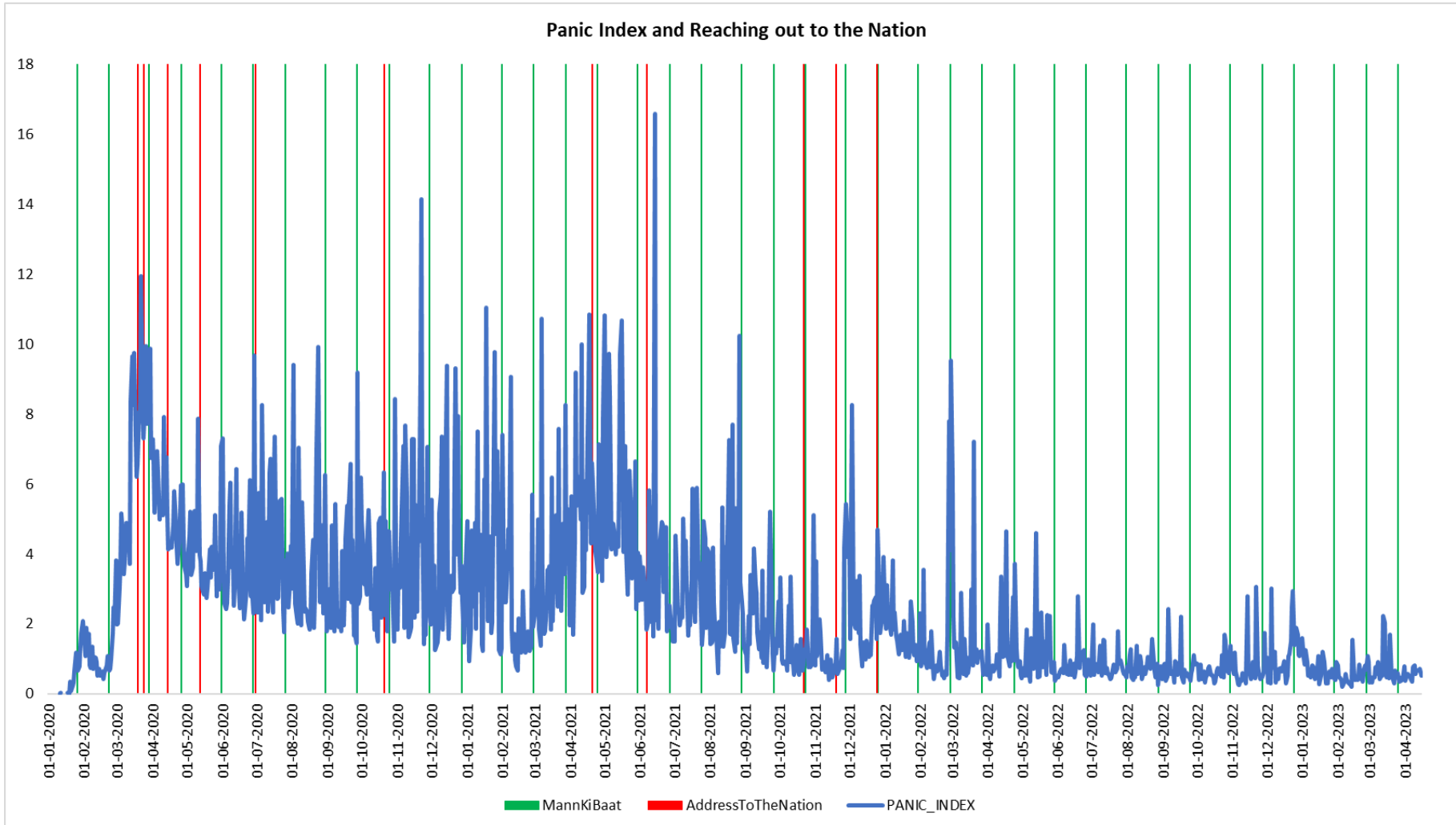
- ❑ India managed to keep the panic sentiments at bay with continuous communication from the top....
- ❑ Features in top fifteen countries out of 200+ countries with lowest panic index



Mann Ki Baat during COVID was all about addressing Nation in tough times Every address had a subsequent salutary impact on panic and fear....

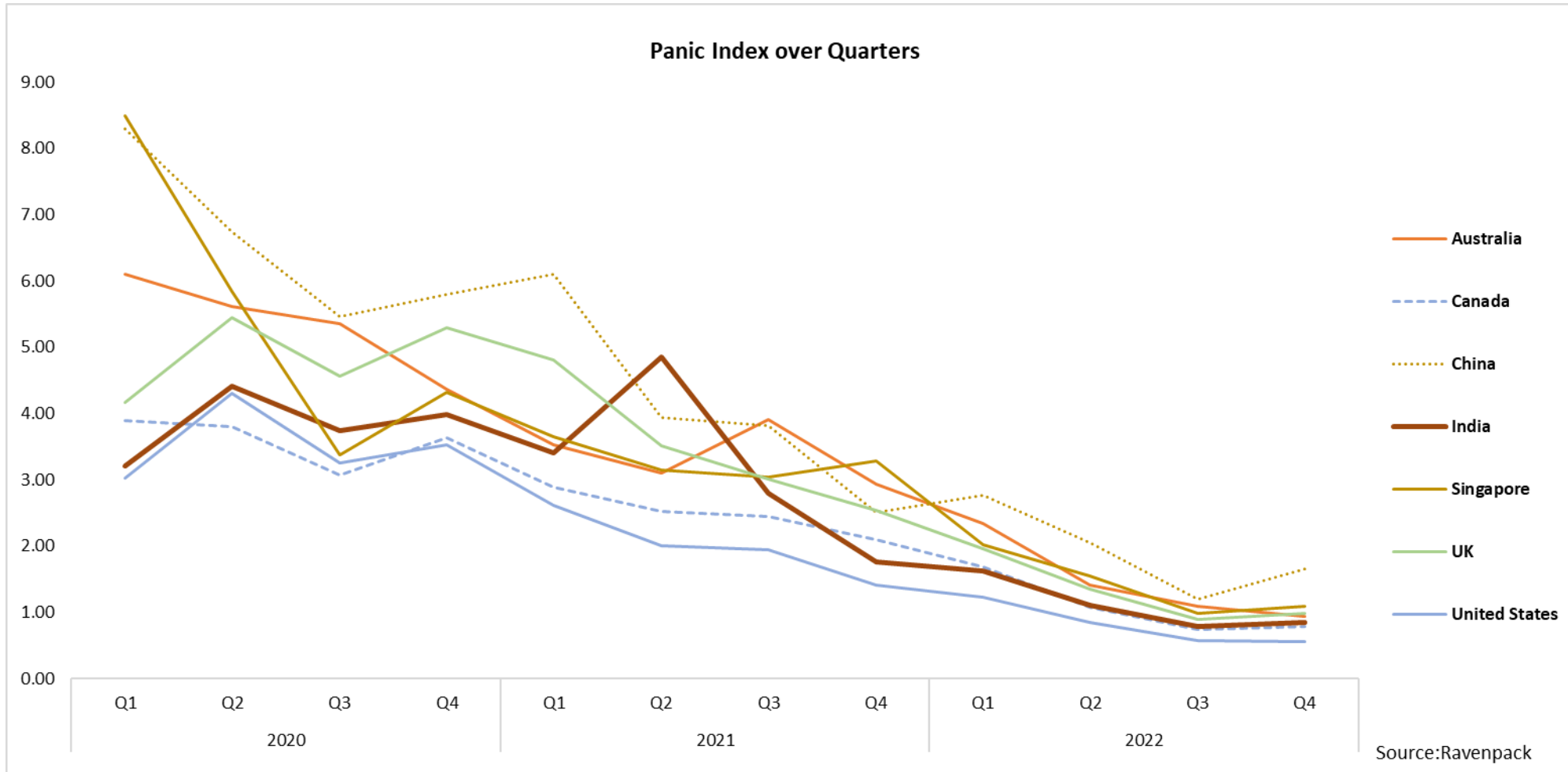


- Never has been the collective strength of Jan Bhagidari In the early days of the pandemic so subtle yet eloquent and bolstered by frequent addresses by PM to the populace

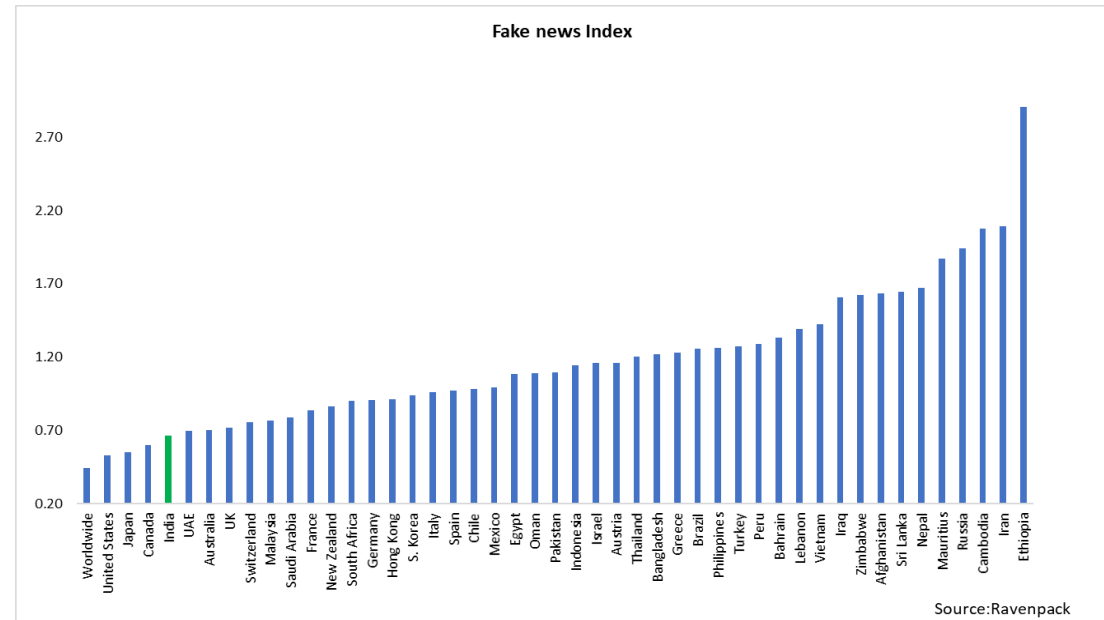
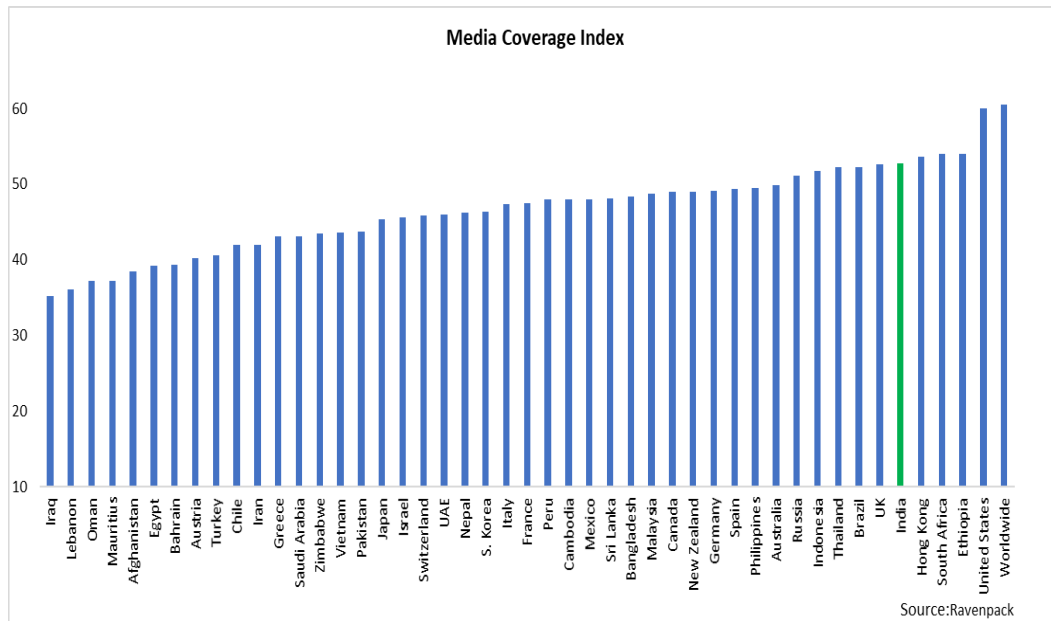


Average Covid Panic Index over Quarters revealed a sharp decline

Not only on an average, even every quarter, India managed the sentiment. Delta wave hit us hard, but we recovered quickly



- Official communication played a crucial role keeping the fake news away and the negative sentiments did not convert in panic
- Fake News Index in India was at the lowest level during COVID on a relative scale, as positive official communication from the top kept naysayers at bay.....



- ❑ Better and effective Policy Communication by institutions and by individuals can always shape the contours and narrative of an economy
- ❑ A better and targeted policy communication is more like a public good, it ensures all intended beneficiaries behave in tandems so that everyone benefits.....in Indian context this has ushered in a Jan Bhagidari movement and has been most effective for real time policy making
- ❑ Sometimes, communication, instead of being a vehicle for policy, can be the policy itself
- ❑ It would be interesting to do a Big Data analytics of huge plethora of data (in messages that the Prime Minister receives for each Mann ki Baat through various platforms/mediums) to decipher the underlying trajectory of needs/wants of the population across demographics and curate policy making even further wherever feasible
- ❑ Efforts to map the change in psyche and behavioral attributes of public, through both qualitative as also quantitative research should be ingrained/pegged with Mann ki Baat, mapping the outcome as various policy measures overlap and lead to a sustainable change in the lives and livelihoods
- ❑ At times, behavioral shift in large swathe of citizens, coupled with increased awareness of policy measures and enhanced trust in government machinery lead to a more responsive governance, whose yield/impact can be measured and thus become a self fulfilling prophecy for further gains



Disclaimer:

This Report is not a priced publication of the Bank. The opinion expressed is of Research Team and not necessarily reflect those of the Bank or its subsidiaries. The contents can be reproduced with proper acknowledgement. The write-up on Economic & Financial Developments is based on information & data procured from various sources and no responsibility is accepted for the accuracy of facts and figures. The Bank or the Research Team assumes no liability if any person or entity relies on views, opinion or facts & figures finding in this Report.

Contact Details:

Dr. Soumya Kanti Ghosh
Group Chief Economic Adviser
State Bank of India, Corporate Centre
Nariman Point, Mumbai - 400021
Email: soumya.ghosh@sbi.co.in
gcea.erd@sbi.co.in
Phone:022-22742440
Twitter: @kantisoumya

Contact Details:

Dr. Bhuvanesh Pareek
Assistant Professor
Email: bhuvanesh.pareek@iimb.ac.in

Dr. Pulak Ghosh
Professor
Email: pulak.ghosh@iimb.ac.in

Decision Sciences
Indian Institute of Management Bangalore,
BG Road, Bangalore - 560076, (KA), India