

PM Modi's 'Mann ki Baat' Radio Programme Generated Over Rs. 34.13 Crore Revenue Since its Inception

Significant Expansion in Audience Engagement for 'Mann Ki Baat' on Digital Platforms Including YouTube and OTT

PM Modi's 'Mann Ki Baat' Continue to Lead as a National Platform Showcasing Grassroots Achievers and Inspiring Citizen Participation in Nation-Building

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Prime Minister Narendra Modi's Mann ki Baat programme serves as a unique platform to showcase the positive transformation taking place across the country and to encourage citizens to actively participate in India's development journey.

Through these monthly radio episodes, the Prime Minister shares inspiring stories of Indians doing impactful work in areas such as education, health, environment, innovation, and social service. He highlights grassroots initiatives and community-led efforts driven by youth, farmers, women, artisans, entrepreneurs, sportspersons, and self-help groups. The stories often come from remote and diverse regions, reflecting the rich and inclusive spirit of the nation. Mann ki Baat also brings attention to the country's milestones and the contributions of unsung heroes from history. Over time, Mann Ki Baat has evolved into a soft tool of nation-building, shaping public discourse through stories that celebrate India's diversity, resilience, and social commitment.

Mann Ki Baat program is produced by Akashvani leveraging existing inhouse resources without additional expenditure and has earned a revenue of Rs 34.13 Cr since its inception.

The audience engagement with the *Mann Ki Baat* programme takes multiple forms across traditional and digital platforms.

A large segment of the audience engages by listening to the programme on Akashvani (All India Radio), which broadcasts it live across its national & regional network. Regional language versions are also broadcast to reach vernacular audiences.

Simultaneously, the programme is telecast on various Doordarshan national & regional language channels. In addition to Doordarshan channels, DD Free Dish offers 48 Akashvani radio channels and 92 private television channels, making the programme accessible to viewers across the country, including those in rural & remote areas. The visual format of Mann Ki Baat enhances audience engagement by enabling shared viewing experiences, fostering collective reflection and discussion.

On digital platforms, audience engagement has expanded significantly. The programme is live-streamed and

archived on YouTube channels (such as PMO India, AIR, etc.), and on Prasar Bharati's OTT platform WAVES, as well as through the "NewsOnAIR" mobile app which offers over 260 Akashvani channels. It is also made available on news feed service of Prasar Bharati, PB SHABD, to facilitate wider dissemination across affiliated platforms and channels.

The programme is also widely accessed by audiences in India and globally, through social media platforms, including Facebook, Twitter/X, and Instagram. Alongside regular listening and viewing, citizens actively participate by submitting suggestions for the programme via the MyGov portal, writing letters or emails to the Prime Minister, and recording voice messages.

In institutional & rural settings, schools, gram panchayats, self-help groups and NGOs often organize collective listening or viewing sessions to foster civic awareness and community discussion.

This information was submitted by Minister of State for Information and Broadcasting and Parliamentary Affairs Dr. L Murugan in Rajya Sabha today.

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