

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2325**  
**(TO BE ANSWERED ON 08.08.2025)**

**LISTENERSHIP AND VIEWERSHIP OF MANN KI BAAT**

**2325 SHRI SATNAM SINGH SANDHU:**

Will the Minister of Information and Broadcasting be pleased to state:

- (a) the total outreach of Mann Ki Baat in terms of listenership and viewership across various platforms, including radio, television, and digital media, since its inception;
- (b) the country-wise and State/UT-wise estimated audience engagement with the program;
- (c) the revenue generated from Mann Ki Baat through advertisements, sponsorships or any other means, year-wise details thereof; and
- (d) the steps taken by Government to further expand the reach of Mann Ki Baat, especially among rural and remote populations?

**ANSWER**

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND  
PARLIAMENTARY AFFAIRS  
(DR. L. MURUGAN)**

(a) to (d): 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 in-house 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.

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