

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO. 2994
(TO BE ANSWERED ON 08.08.2023)

MANN KI BAAT

2994. SHRI ADHIKARI DEEPAK (DEV):

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total expenditure for broadcast of Pradhan Mantri 'Mann Ki Baat' from 2014 to June, 2023; and

(b) the details of the expenditure on 100th episode and the number of listener of Mann Ki Baat, year-wise?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)

(a) & (b): The monthly broadcast of 'Mann Ki Baat' on Akashvani and Doordarshan leverages existing in-house resources with no additional expenditure.

As India's most popular televised radio programme, Mann Ki Baat has substantial audience following. According to a recent study of April, 2023 conducted by Indian Institute of Management (IIM), Rohtak titled "Listenership Feedback and Sentiment Analysis of Mann Ki Baat", the Mann Ki Baat programme has reached around 100 crore people who are aware and have listened/watched the programme at least once.
