

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA**

**UNSTARRED QUESTION NO.4568**  
**(TO BE ANSWERED ON 20.03.2020)**

**'MANN KI BAAT' PROGRAMME**

**4568. DR. SANJAY JAISWAL:**

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

- (a) whether it is a fact that there has been an increase in the number of listeners of All India Radio after the inception of 'Mann ki Baat' programme;**
- (b) if so, the details thereof; and**
- (c) the steps taken by the Government to monetize this increased popularity?**

**ANSWER**

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE; MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES (SHRI PRAKASH JAVADEKAR)**

**(a) & (b): Mann ki Baat was started on All India Radio (AIR) from October, 2014, and is being broadcast in 21 regional languages, 31 local dialects and 16 foreign languages on the last Sunday of every month and is the most popular Radio Program in India. It is broadcast on 326 channels of AIR Network on MW, SW, FM and DRM besides, 24x7 live, live streaming on NewsOnAir App and YouTube channel of AIR. It is simultaneously broadcast on Radio, TV and Digital Platforms of Prasar Bharati.**

**All India Radio carried out a Telephonic Quick Feedback study spread over 15 States in November, 2018 which showed that the popularity of Mann Ki Baat has also increased the popularity of AIR.**

**Besides, BARC data of Television viewership show that the viewership of Mann Ki Baat on the DD Network increased from 100 million viewers between June, 2018 to December, 2018 to 132 million between June, 2019 to December, 2019.**

**(c): Marketing and Programme officials of AIR and Doordarshan have been sensitised to take the advantage of the popularity of Mann Ki Baat by providing popular programmes around Mann ki Baat slots.**

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