

APRIL 2023



# My Dear Fellow Citizens...



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# Prime Minister's Address



My dear countrymen, Namaskar

Today is the hundredth episode of 'Mann ki Baat'.



100<sup>th</sup> Welcome episodes of Mann ki BAAT

I have received thousands of letters from all of you, lakhs of messages ... and I have tried to read as many letters as possible, have a look at them and try to understand the messages a bit. Many a time while reading your letters, I got emotional, was filled with emotions, got carried away in emotions and then also composed myself. You have congratulated me on the 100<sup>th</sup> episode of 'Mann ki Baat', but I say this from the core of my heart,...that in fact, all of you, the listeners of 'Mann ki Baat', our countrymen, deserve

congratulations. 'Mann ki Baat' is the 'Mann ki Baat' of crores of Indians, it is the expression of their feelings.

Friends, the 3<sup>rd</sup> of October, 2014 was the festival of Vijaya Dashami and all of us together started the journey of 'Mann ki Baat' on the day of Vijaya Dashami. Vijaya Dashami is the festival of victory of good over evil. 'Mann ki Baat' has also become a unique festival of goodness and positivity of the countrymen. A festival that comes every month, keenly awaited by all of us. We celebrate positivity in





this. We also celebrate people's participation in this. Sometimes it is hard to believe that so many months, so many years have passed since 'Mann ki Baat' commenced. Every episode was special in itself. Every time, the novelty of new examples, every time the extension of new successes of the countrymen. In **'Mann ki Baat', people from every corner of the country, people of all age groups joined. Whether it is about Beti Bachao Beti Padhao, or the Swachh Bharat movement, love for Khadi or nature, whether it is the Azadi Ka Amrit Mahotsav or Amrit Sarovar, any subject with which 'Mann ki Baat' got associated, turned into a mass movement, and you people have made it so. When I jointly shared 'Mann ki Baat' with the then US President Barack Obama, it was discussed all over the world.**

Friends, for me, 'Mann ki Baat' has been like worshipping the qualities in others. I had a guide - Shri Laxmanrao ji Inamdar. We used to address him as Vakeel Saheb. He always used to say that we should worship the qualities of others. No matter who is face to face with you, be it your compatriot, be it your opponent, we should try to know about their good qualities and learn from them. This trait of his has always inspired me. 'Mann ki Baat' has become a great medium to learn from the qualities of others.

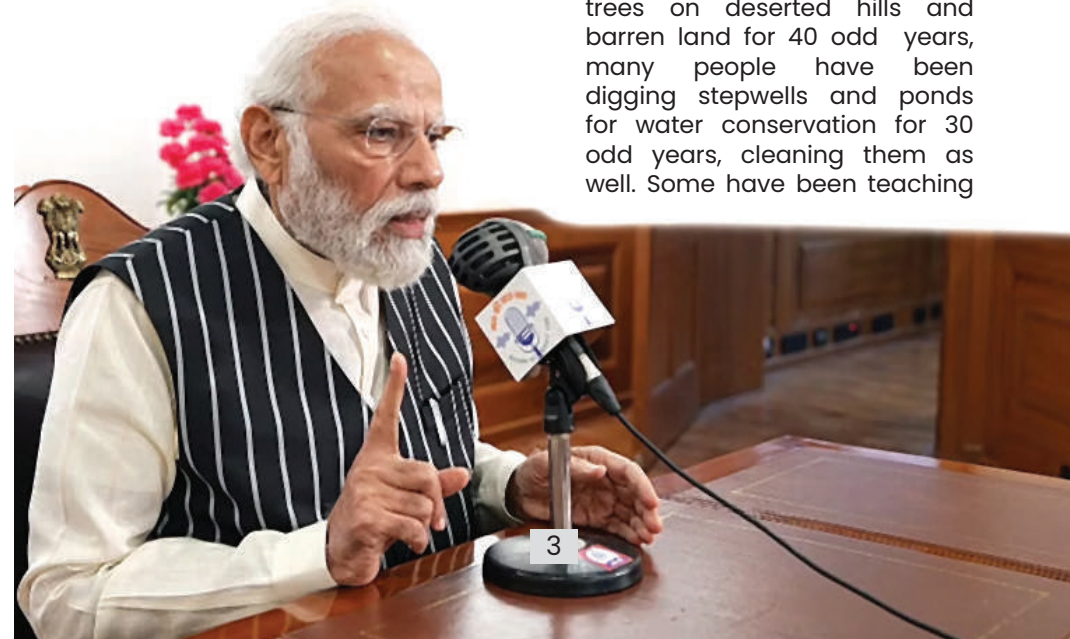
**My dear countrymen,** this programme has never let me be away from you. I remember, when I was the Chief Minister of

Gujarat, it was natural to meet and interact with the common people there. The work and tenure of the Chief Minister is like that..., there are many opportunities to come together. But after coming to Delhi in 2014, I found that life here was very different. The nature of the work is different, the responsibility is different, one is bound by circumstances, the rigours of security & time limits. In the initial days, something felt different, there was an emptiness. Fifty years ago, I did not leave my home just to find one day it would be difficult to contact the people of my own country. The very countrymen who are my everything,... I could not live separated from them. 'Mann ki Baat' gave me a solution to this challenge, a way to connect with the common man. The post and protocol remained limited to the system and public sentiment, along with crores of people, became an inseparable part of my inner world. Every

month I read thousands of messages from the people of the country, every month I get to view one or the other wonderful manifestation of the countrymen. I see and feel the extremities of the penance and sacrifice of the countrymen. I just don't feel that I am even a little far from you. **For me 'Mann ki Baat' is not a programme, for me it is a matter of faith, of worship, or Vrat. Like when people go to worship God, they bring along a Thaal of Prasad. For me, 'Mann ki Baat' is like a Thaal of Prasad at the feet of God in the form of Janata-Janardan, the people. 'Mann ki Baat' has become a spiritual journey of my being.**

**'मन की बात' स्व से समष्टि की यात्रा है।  
'मन की बात' अहम् से वयम् की यात्रा है।  
यह तो मैं नहीं, तू ही इसकी संस्कार साधना है।**

Imagine, some of our countrymen have been planting trees on deserted hills and barren land for 40 odd years, many people have been digging stepwells and ponds for water conservation for 30 odd years, cleaning them as well. Some have been teaching







underprivileged children for 25-30 years, some are helping in the treatment of the poor. I have become emotional while mentioning them many a time in 'Mann ki Baat'. Friends from AIR had to re-record it many times. Today, a lot from the past is coming in front of my eyes. These efforts of the countrymen have inspired me to continuously keep striving.

Friends, the people who we mention in 'Mann ki Baat' are all our Heroes who have made this programme come alive. Today, when we have reached the milestone of the 100<sup>th</sup> episode, I also wish that we once again go to all these Heroes to know about their journey. Today, we will also try to talk to some colleagues. Brother Sunil Jaglan of Haryana is joining me. **Sunil Jaglan ji has had such an impact on my mind because there used to be a lot of discussion on Gender Ratio in Haryana and I also started the campaign of 'Beti Bachao-Beti Padhao' from Haryana itself. And meanwhile, when I came across Sunil ji's 'Selfie With Daughter' campaign, I felt very**

**happy. I also learned from him and included it in 'Mann ki Baat'. In no time 'Selfie With Daughter' turned into a Global Campaign. And the issue in this was neither selfie, nor technology,... importance was accorded to the daughter. The importance of a daughter in life also comes to the fore through this campaign. The result of many such efforts is that today the Gender Ratio has improved in Haryana. Let's chat with Sunil ji today.**

Prime Minister : Namaskar Sunil ji.

Sunil : Namaskar sir, my joy has risen a lot after hearing your voice sir.

Prime Minister : Sunil ji everyone remembers 'Selfie with daughter'... Now when it is being discussed once again, how do you feel?

Sunil : Prime Minister, in fact, the fourth battle of Panipat that you started from our state Haryana to bring smiles on the faces of the daughters, which the whole country has tried to win under your leadership, is really important for me, for every daughter's father and those who

love daughters.

Prime Minister : Sunil ji, how is your daughter now, what is she doing these days?

Sunil : Yes, my daughters are Nandani and Yachika, one is studying in class 7, one is studying in class 4 and they are big fans of yours. Actually they and their classmates have written letters to you saying Thank you Prime Minister.

Prime Minister : That's great! Give lots of blessings to the daughters on my behalf and that of listeners of 'Mann ki Baat'.

Sunil : Thank you very much. Because of you, smiles on the faces of the daughters of the country are continuously on the rise.

Prime Minister : Thank you very much Sunil ji.

Sunil : Ji. Thank you.

**Friends, It's a matter of fulfilment for me that in 'Mann ki Baat' we have mentioned hundreds of inspiring stories of woman power of the country. Be**

**it our army or the sports world, whenever I have talked about the achievements of women, it has been praised a lot. Like we discussed about the women of Deur village of Chhattisgarh. These women, through self-help groups, run campaigns to clean village squares, roads and temples. Similarly, the country also took a lot of inspiration from the tribal women of Tamil Nadu, who exported thousands of Eco-Friendly Terracotta Cups. In Tamil Nadu itself, 20 thousand women came together to revive the Nag river in Vellore. Many such campaigns have been led by our woman power and 'Mann ki Baat' has served as a platform to bring their efforts to the fore.**

Friends, we now have one more gentleman on the phone line. His name is Manzoor Ahmed. In 'Mann ki Baat', Manzoor Ahmed ji was referred to while talking about Pencil Slates of Jammu and Kashmir.

Prime Minister : Manzoor ji,

“This energy of women power is the oxygen of a developed India.”





how are you?

Manzoor ji : Thank you sir... doing very well sir.

Prime Minister : It is a great pleasure to talk to you in this 100<sup>th</sup> episode of 'Mann ki Baat'.

Manzoor ji : Thank you sir.

Prime Minister- Well, how is the pencil-slates work going on?

Manzoor ji : It is going very well sir. Ever since you mentioned our 'Mann ki Baat' in 'Mann ki Baat' programme, sir, work has increased a lot since then sir and employment for others has also increased a lot in this work.

Prime Minister : How many people would be getting employment now?

Manzoor ji : Now I have 200 plus...

Prime Minister : Great! I am very happy.

Manzoor ji : Ji sir..ji sir...now I am expanding it in a couple of months and employment for 200 people will increase sir.

Prime Minister : Well great! See Manzoor ji...

Manzoor ji : Yes sir...

Prime Minister : I remember very well and on that day you

told me that this is such a work which has no identity, there is no self-recognition, and you underwent a lot of distress and because of this you had to face a lot of difficulties. But now there is recognition and you are giving employment to more than 200 people.

Manzoor ji : Yes sir...

Prime Minister : And you have given us delightful news of carrying out new expansions and giving employment to further 200 people.

Manzoor ji : Even sir, the farmers who are here, sir, also got a lot of benefit from this, sir. Used to sell a tree for 2000, now the same tree has reached 5000 sir. Demand has increased a lot in this since then... and it has also gained its own identity. Sir, I have many orders for this, now I am going to expand further in one or two months and cover two to four villages, taking 200 to 250 boys and girls who can be adjusted in this and they can carry on with their livelihood sir.

Prime Minister : See Manzoor ji, how tremendous the power of Vocal for Local is., you have



manifested it on the ground.

Manzoor ji : Yes sir.

Prime Minister : Many many good wishes to you and all the farmers of the village and also to all the colleagues working with you, thank you brother.

Manzoor ji : Thank you sir.

**Friends, there are so many talented people in our country who have reached the pinnacle of success through their hard work. I remember, Venkat Murali Prasad ji of Visakhapatnam did an Atmanirbhar Bharat Chart Share. He had told us how he would make maximum use of Indian products only. When Pramod ji of Bettiah set up a small unit to make LED bulbs or Santosh ji of Garhmukteshwar started making mats, 'Mann ki Baat' became the medium to bring their products in front of everyone. We have discussed many examples from Make in India to Space Start-ups in 'Mann ki Baat'.**

**Friends, you may remember that a few episodes ago I had also mentioned about Manipur's**

sister Bijayashanti Devi. **Bijayashanti ji makes clothes from lotus fibers. This unique eco-friendly idea of her was discussed in 'Mann ki Baat' and her work became more popular. Today Bijayashanti ji is with us on the phone.**

Prime Minister : Namaste Bijayashanti ji! How are you?

Bijayashanti ji : Sir, I am fine.

Prime Minister : And how's your work going on?

Bijayashanti ji : Sir, still working along with my 30 women.

Prime Minister : In such a short period you have reached 30 persons team!

Bijayashanti ji : Yes sir, this year also more expand with 100 women in my area.

Prime Minister : So your target is 100 women.

Bijayashanti ji : Yaa! 100 women.

Prime Minister : And now people are familiar with this lotus stem fiber.

Bijayashanti ji : Yes sir, everyone's know from 'Mann ki Baat' Programme all over India.

“**The mantra of Atmanirbhar Bharat is to make full use of every resource because when we recognise the power of local, only then will the country be self-reliant.**”





Prime Minister : so now its very popular.

Bijayashanti ji : Yes sir, from Prime Minister's 'Mann ki Baat' programme everyone knows about lotus fiber.

Prime Minister : So now you got the market also?

Bijayashanti ji : Yes, I have got a market from USA also they want to buy in bulk in lots quantities, but I want to give from this year to send to the US also.

Prime Minister : So, now you are an exporter?

Bijayashanti ji : Yes sir, from this year I export our product made in India Lotus fiber.

Prime Minister : So, when I say Vocal for Local and now Local for Global.

Bijayashanti ji : Yes sir, I want to reach my product all over the globe of all world.

Prime Minister : So

congratulations and wish you best luck.

Bijayashanti ji : Thank you sir.

Prime Minister : Thank you, Thank you Bijayashanti.

Bijayashanti ji : Thank you sir.

**Friends, there has been another specialty of 'Mann ki Baat'. Through 'Mann ki Baat', many mass movements have come into being and gained momentum. For example, the very mission to re-establish our toys and our toy industry started with 'Mann ki Baat'. The beginning of raising awareness about Indian breed dogs, our native dogs, was also started with 'Mann ki Baat' only. We had started another campaign that we will not bargain with the poor small scale shopkeepers,... we will not haggle with them. Even when the 'Har Ghar Tiranga' campaign started, 'Mann ki Baat' played a big role in connecting the countrymen with this resolve. Every such example has become an agent of change in the society. Pradeep Sangwan ji too has taken up such a task to inspire the society. In 'Mann ki Baat', we discussed Pradeep Sangwan ji's 'Healing Himalayas' campaign. He is with us on the phone line.**

Prime Minister : Pradeep ji Namaskar!

Pradeep ji : Sir Jai Hind!

Prime Minister : Jai Hind, Jai Hind, brother! How are you?

Pradeep ji : Very nice sir. Even better on hearing your voice.

Prime Minister : You thought of healing the Himalayas.

Pradeep ji : Yes sir.

Prime Minister : Also

launched a campaign. How is your campaign going on these days?

Pradeep ji : Sir it is going on very well. From 2020, imagine that the amount work we used to do in five years is now done in one year.

Prime Minister : That's great!

Pradeep ji : Yes, yes, sir. In the beginning, I was very nervous, I was very scared that whether I would be able to do this for the rest of my life or not, but got some support and till 2020, we were struggling a lot honestly. Not many people were joining..., there were many people who were not able to support. They were not even paying that much attention to our campaign. But after 2020, when it was mentioned in 'Mann ki Baat', many things changed. Meaning, earlier we used to do 6-7 cleaning drives in a year, or 10 cleaning drives. Today, we collect five tons of garbage on a daily basis from different locations.

Prime Minister : Wonderful!

Pradeep ji : After being mentioned in 'Mann ki Baat', believe me Sir, that I was at the stage of almost giving up at that point of time and after that a lot of change came in my life and then speeded up so fast which was beyond our comprehension. So I'm really thankful how you find out people like us. Who works in such a remote area, we are working sitting in the Himalayan region. We are working at this altitude. You found us there. You brought our work in front of the world. So, it was a very emotional moment for me even then and even today that I am able to talk to the Principal Servant of our

country. Nothing can be more fortunate for me than this.

Prime Minister : Pradeep ji! You are doing sadhna in true sense on the peaks of the Himalayas and I am sure now on hearing your name, people remember how you are involved in the cleanliness campaign of the mountains.

Pradeep ji : Yes sir.

Prime Minister : And as you told us now a huge team is being formed and you are doing such a huge amount of work daily.

Pradeep ji : Yes sir.

Prime Minister : And I have full faith that through your efforts and discussion about it, now many mountaineers have started posting photos related to cleanliness.

Pradeep ji : Yes sir! A lot.

Prime Minister : It is good.

**“At least 75 Amrit Sarovars can be made in every district of our country in the Azadi ka Amrit Mahotsav.”**





Through the efforts of friends like you, waste is also a wealth is now becoming stable in the minds of the people, and the environment is also being protected now and the Himalayas which we are proud of, are being taken care of and conserved... the common man is also connecting. Pradeep ji I liked it very much. Thank you very much brother.

Pradeep ji : Thank you sir. Thank you so much, Jai Hind.

Friends, Today tourism is growing very fast in the country. **Be it our natural resources, be it rivers, mountains, ponds or our pilgrimage sites, it is very important to keep them clean. This will help the tourism industry a lot. Along with cleanliness in tourism, we have also discussed the Incredible India movement often.** Through this movement, for the first time, people came to know about such places, which were just in their

**“This Amrit Kaal of our next 25 years is Kartavya Kaal, a period of duty for every countryman.”**



neighbourhood. I always say that before going abroad for tourism, we must visit at least 15 tourist destinations of our country and these destinations should not be from the state where you reside...they must be from any other state outside your state. **Similarly, we have continuously talked about serious topics like clean Siachen, single use plastic and e-waste. Today, this effort of 'Mann ki Baat' is very important in solving environmental issues about which the whole world is concerned.**

Friends, this time I have received another special message from UNESCO DG Audrey Azoulay regarding 'Mann ki Baat'. She has given best wishes to all the countrymen for this wonderful journey of 100 episodes. Also, she has asked some questions too. Let us first listen to the 'Mann ki Baat' of the DG of UNESCO.

**DG UNESCO: Namaste Excellency, Dear Prime Minister on behalf of UNESCO I thank you for this opportunity to be part of the 100<sup>th</sup> episode of the**



**'Mann ki Baat' Radio broadcast. UNESCO and India have a long common history. We have very strong partnerships together in all areas of our mandate - education, science, culture and information and I would like to take this opportunity today to talk about the importance of education. UNESCO is working with its member states to ensure that everyone in the world has access to quality education by 2030. With the largest population in the world, could you please explain Indian way to achieving this objective. UNESCO also works to support culture and protect heritage, and India is chairing the G20 this year. World leaders would be coming to Delhi for this event. Excellency, how does India want to put culture and education at the top of the international agenda? I once again thank you for this opportunity and convey my very best wishes through you to the people of India....see you soon. Thank you very much.**

**PM Modi : Thank you Excellency. I am happy to interact with you in the 100<sup>th</sup>**

**'Mann ki Baat' programme. I am also happy that you have raised the important issues of education and culture.**

Friends, The DG of UNESCO has wanted to know about India's efforts regarding Education and Cultural Preservation. Both these topics have been favorite topics of 'Mann ki Baat'.

Whether it is about education or culture, whether it is about its preservation or promotion, this has been an ancient tradition of India. The work that the country is doing in this direction today is really commendable. Be it the National Education Policy or the option of studying in a regional language, or technology integration in education, you will notice many such efforts. Years ago, programmes like 'Gunotsav and Shala Praveshotsav' had become a wonderful example of public participation in Gujarat and reducing dropout rates. In 'Mann ki Baat', we have highlighted the efforts of many such people, who are selflessly working for education. **You may remember, once we discussed about Late**





“The enthusiasm of the countrymen towards their art and culture is a manifestation of the feeling of pride in our heritage.”

D. Prakash Rao, a tea vendor in Odisha who was engaged in the mission of teaching poor children. Be it Sanjay Kashyap, who runs Digital Libraries in the villages of Jharkhand, N.K. Hemalatha who helped many children through e-learning during Covid. Yes, we have referred to examples of many such teachers in 'Mann ki Baat'. We have also accorded regular place to the efforts of Cultural Preservation in 'Mann ki Baat'.

Be it Lakshadweep Kummel Brothers Challengers Club, or platforms such as Karnataka's 'Kwemshree' ji's 'Kala Chetna', people from every corner of the country have sent me such examples through letters. We had also talked about the three competitions which were related to songs, lullabies and 'Rangoli' on patriotism. You must remember, once we

had discussed Indian forms of education through Story Telling with Story Tellers from across the country. I have an unwavering belief that the biggest change can be brought about by collective effort. This year, where we are moving forward in the Azadi Ka Amritkaal, we are also presiding over the G20. This is also one of the reasons why our resolve to enrich Diverse Global Cultures along with education has become stronger.

My dear countrymen, a mantra from our Upanishads has been inspiring our collective thought for centuries.

चरैवेति चरैवेति चरैवेति ।  
चलते रहो-चलते रहो-चलते रहो ।

Today we are completing the 100<sup>th</sup> episode of 'Mann ki Baat' with the same spirit of Charaiveti Charaiveti. In strengthening

ki Baat' is like the thread of a rosary, holding each bead together. In every episode, the spirit of service and capability of the countrymen have inspired others. In this programme, every countryman becomes an inspiration to other countrymen. In a way, every episode of 'Mann ki Baat' prepares the ground for the next episode. 'Mann ki Baat' has always moved ahead with goodwill, the spirit of service-spirit and the sense of duty. This positivity will take the country forward in the Azadi Ka Amritkaal..., will take her to a new heights and I am happy that the beginning made by 'Mann ki Baat' is becoming a new tradition in the country today. A tradition in which we see the spirit of everyone's effort.

Friends, today I would also like to thank the personnel of All India Radio who record this entire programme with great patience. I am also thankful to the translators, who translate 'Mann ki Baat' into different regional languages really fast in a very short time. I also thank the personnel of Doordarshan and MyGov. I express my gratitude to

all the TV channels, people from electronic media across the country, who show 'Mann ki Baat' without commercial breaks and lastly, I would also like to express my gratitude to those who don the mantle of 'Mann ki Baat' - the people of India, people who have faith in India. All this has been possible only because of your inspiration and strength.

Friends, by the way, I have so much to say today that both time and words are falling short. But I am sure that you all will understand my expressions, understand my feelings. As a member of your family, I have been in your midst with the help of 'Mann ki Baat', will remain in your midst. We will meet again next month. We will again celebrate the successes of the countrymen with new topics and new information, till then I take leave of you. Take good care of yourself and your loved ones.

Thank you very much, Namaskar!

Scan the QR code to listen to 'Mann ki Baat'.





# MANN KI BAAT

*Special Mentions by Prime Minister*







**Audrey Azoulay**  
Director-General, UNESCO

## 'Mann Ki Baat': A Monument of the World Radio Heritage

With radio, it has never been so true that the medium is the message.

Radio has been a part of every one of our lives since its invention a century ago. From traditional AM and FM frequencies to the far-reaching long wave, and now expanding into the ever-growing realm of digital radio, web radio, and podcasts, its accessibility continues to grow. It is truly a universal medium.

Radio also carries a message of proximity, affinity and diversity. There may be no other medium with the same variety of content and programmes produced, the plurality of opinions and cultural expressions, even the number of languages available.

This is what makes it such a valuable ally in crisis situations. UNESCO harnessed this potential in sub-Saharan Africa, forging a pedagogy through the airwaves

for children isolated and deprived of school by the Covid pandemic. And we continue to use radio to educate, for example in Afghanistan where

we work with local stations to broadcast content relating to health and security to millions of young Afghans.

Radio also carries a message of freedom, because it is a window to the world. One century after its invention, radio is still one of the most reactive, engaging media there is, offering new ways to interact and participate in the conversations that matter – especially the most disadvantaged. And UNESCO is dedicated to ensuring that it remains so, in defending the freedom of the press and the plurality of media.

It is for all these reasons that UNESCO celebrates radio every year on World Radio Day on 13 February – but also through

publications such as this one.

The Prime Minister's 'Mann Ki Baat' programme is certainly one of the most celebrated, with its hundreds of millions of listeners in more than 50 languages and dialects. However, this book is not just about this extraordinary broadcast – it is also a testament to the tremendous power of radio to bring people together.

This book is therefore an opportunity to pay tribute to a monument of the world's radio heritage and to call on everyone to celebrate radio and its values.

*This message was written by UNESCO Director-General Audrey Azoulay for the special book 'My Dear Fellow Citizens...' released on April 26, 2023.*







# 'Mann ki Baat'

## A Journey to the 100<sup>th</sup> edition



“ 'Mann ki Baat' is a journey from the self to the collective.

'Mann ki Baat' is a journey from myself to ourselves.

It is not me, but you are its Sanskar Sadhana. ”

-Prime Minister Narendra Modi (in his 'Mann ki Baat' address)

Prime Minister's 'Mann ki Baat' completed its 100 episodes on April 30, 2023. This historic day saw all of India and thousands across the world tuning in. In the history of heads of states, Prime Minister Narendra Modi is perhaps the only leader who has addressed the country continuously for nine years through radio.

In 2014, the Prime Minister set a new precedent with the launch of the 'Mann ki Baat' radio programme. This journey has been on an upward trajectory. An initiative with a far reaching impact, 'Mann ki Baat' can be considered to be one of the first steps the Prime Minister took, after taking office, towards the vision

of participatory governance. A medium through which he can reach out to the nation and a platform that enables citizens to reach out to the leader. It was a definitive step towards furthering the cause of jan bhagidari. Since then, the Prime Minister has been addressing the citizens of India through his radio programme on various issues, engaging citizens on issues and ideas of national importance. The programme is undeniably a reflection of the collective conscience of the nation and the spirit of 'Sabka Prayaas'.

The Prime Minister stated in the 100<sup>th</sup> episode that 'Mann ki Baat' is not just a broadcast but a "matter of faith and spiritual journey" for him. "For me 'Mann ki Baat' is a matter of faith, of worship. For me, 'Mann ki Baat' is like a Thaal of Prasad at the feet of God in the form of janata-janardan, the people."

The Prime Minister called 'Mann ki Baat' a great medium to learn from the qualities of others. He acknowledges efforts made in the farthest corners of the country, at the grassroot levels, in

multitude of fields. The inclusion of individual success stories in the programme has proved to be inspirational not just for the Prime Minister but for the entire Indian populace.

Not just this. The Prime Minister, through 'Mann ki Baat', has taken upon himself the responsibility to generate awareness regarding the various welfare schemes and programmes run by the Government for the citizens of the nation, whether it is Beti Bachao-Beti Padhao, Poshan Abhiyan, Mudra scheme, Khelo India, Ujjawala scheme, Start-up India, Amrit Sarovar, or Fit India. This unique radio programme has brought the Government closer to the citizens by establishing an effective two-way channel of communication. Be it through letters that the Prime Minister receives or the telephonic conversations that he have during 'Mann ki Baat' – such a mode of communication between the elected leader and the masses plays a significant role in strengthening people's

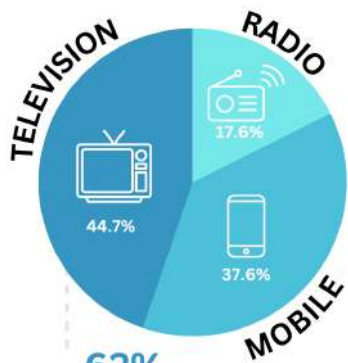
**MANN KI BAAT**  
REACHES TO OVER  
**27 CRORE**  
AUDIENCE OVER  
ELECTRONIC MEDIA

**800+**  
RADIO STATIONS

**130+**  
TV CHANNELS

**REACHING  
6 CR +  
PEOPLE DIGITALLY**





**62%**

Listeners from the age 19-34 yrs prefer watching/listening to 'Mann ki Baat' via mobile

**3.2%**

Listeners above the age of 60 yrs prefer television for 'Mann ki Baat'

belief in democracy and governance.

And this is evident from a survey recently conducted by Indian Institute of Management, Rohtak. It says that the programme has reached 100 crore people, out of which 23 crore tune in regularly while another 41 crore constitute an

occasional audience that has the scope of being converted into a regular audience. A majority of listeners have become aware of the Government's working and 73 per cent are optimistic and feel the country is going to progress. Fifty-eight per cent of listeners have responded saying their living conditions have improved while 59 per cent have reported increased trust in Government. Sixty per cent people have shown interest in working for nation-building and 63 per cent of people have said their approach to the Government has become positive after listening to 'Mann ki Baat'.

As per the survey, the Prime Minister has been credited by the population of the country as knowledgeable and having an emotional connect with a sympathetic and empathetic approach.

With the help of the vast network of Akashvani, private and community radio stations, the Prime Minister has been able to reach a vast spectrum of the socio-economically and culturally diverse populace, and have inspired and energised them on not just social, cultural, and economic issues but also challenging problems that



the world is facing today such as climate change, waste management, and energy crisis.

Since its inception, 'Mann ki Baat' has emerged as an effective tool of Jan Andolan catalysing social movements involving communities across the lengths and breadths of the nation. Launching of Swachh Bharat Abhiyan, 'Har Ghar

Tiranga', the mission to re-establish India's toy industry, the beginning of raising awareness about Indian breed dogs, are a few examples of the mass movements where 'Mann ki Baat' played a crucial role in connecting the countrymen with this resolve.

Even during times of crisis, the programme has played an important role in informing people about the welfare measures taken by the Government. For a few months after the World Health Organization declared COVID-19 a pandemic, the Prime Minister dedicated multiple addresses of 'Mann ki Baat' in their entirety to talk about the disease and to spread awareness about the numerous initiatives of

the Government that the citizens could benefit from. The Prime Minister

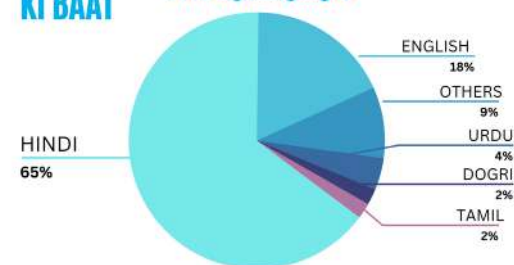
also talked in detail about the risks to our mental well-being that may emanate from the lockdown. 'Mann ki Baat' brought with itself a glimmer of hope during one of the darkest times in human history, especially for those who were living in isolation.

Apart from highlighting various aspects of governance, the Prime Minister also educates the masses on various topics of importance through 'Mann ki Baat'. Topics like health, sports, innovation, environment, clean energy, etc. are some of them. The programme is also centred around connecting people with their roots through highlighting traditional Indian culture, art, and heritage. Yoga and Ayurveda have found mention

Mann ki Baat मन की बात पाठ्यक्रम की भावना को बाँटने के लिए शुरू किया गया है।

**MANN KI BAAT**

52 languages/dialects  
11 foreign languages



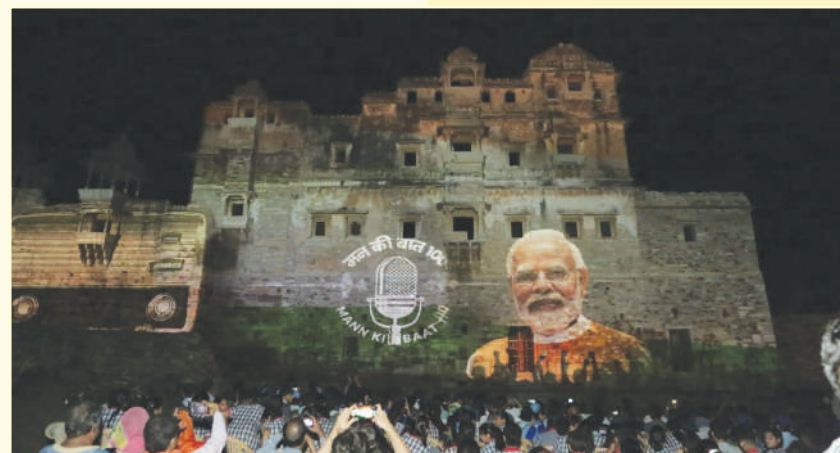
Others: Assamese (20%), Mizo (20%), Bengali (10%), Gujarati (10%), Maithili (10%), Kashmiri (10%), Odia (10%), Telugu (10%)



coveted, the Prime Minister demonstrated faith in the time-honoured airwaves to resuscitate and mainstream radio as a powerful tool for democratic communication. 'Mann ki Baat' is a programme designed for progression of the society, while strengthening the age-old values of democracy. It is a unique initiative of the Prime Minister of India to take public communication to a whole new level; a first-of-its-kind radio show that is hosted by the Prime Minister but runs on the ideas, aspirations, hopes, and contributions of the people of India towards building the New India of their dreams. Standing tall on the principles of transparency, accountability, innovation, experimentation, and citizen participation, 'Mann ki Baat' is indeed a new paradigm of governance, continuously evolving to meet the complex challenges of the present time, and constantly working to create a brighter future for India.

in the programme quite often, thus, fostering their growing popularity. The show has also, time and again, highlighted the rich architecture, art and culture, and traditions of India.

In an era where novel digital platforms are increasingly





# 'MANN KI BAAT'

'Mann ki Baat' is a unique initiative in terms of its subject matter, design, interaction, and innovative way of communicating with people and society, and connects with the people across the length and breadth of the country. Its primary objective is to build a direct connection between the Prime Minister of India and its citizens.



## RE-DEFINING GOVERNANCE THROUGH COMMUNICATION

A unique show that democratised communication & strengthened governance



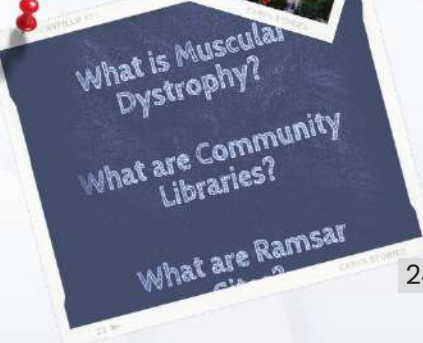
## FROM MESSAGE TO MOVEMENT

A powerful platform for social change through mass participation



## SPOTLIGHTING UNSUNG HEROES OF INDIA

Inspiring stories of common people highlighted on a national platform



## EQUIPPED TO EDUCATE THE MASSES

An effective source of information on a wide range of themes

# A RADIO REVOLUTION

'Mann ki Baat' has emerged as a tool designed for progression of the society while strengthening the age-old values of democracy. Standing tall on the principles of transparency, accountability, innovation, experimentation, and citizen participation, 'Mann ki Baat' is setting a new paradigm of governance.

## IMPECCABLE TOOL FOR GENERATING AWARENESS

Emphasizing citizen-welfare schemes & policies across the nation



## FOSTERS NATION-BUILDING & DEVELOPMENT

Instills pride in the Indian culture & sense of nationalism among the citizens



## REFLECTS THE PROGRESS OF THE NATION

A platform for observing national milestones & developments



## STRENGTHENING PEOPLE'S FAITH IN DEMOCRACY

Creating lasting impact through citizen engagement & community connect





# NATIONAL CONCLAVE MANN KI BAAT@100

On the momentous occasion of the centenary episode of the Prime Minister's 'Mann Ki Baat', a day-long star-studded National Conclave was organised to celebrate the continuous success of the radio programme on April 26, 2023, at Vigyan Bhawan in New Delhi. With the aim to unfurl unlimited possibilities in the times to come, the Conclave established a platform for dialogue to discuss the creative stir in governance enabled by 'Mann ki Baat', in four sessions.

The mega conclave was graced by the Hon'ble Vice President of India Shri Jagdeep Dhankhar; Smt. Sudesh Dhankhar, wife of Vice President of India; Union Minister for Home Affairs, Shri Amit Shah; Union Minister for Information and Broadcasting & Youth Affairs and Sports, Shri Anurag Singh Thakur; Union Minister for Railways and Communications, Electronics & Information Technology, Shri Ashwani Vaishnav; and Minister of State for Finance Shri Pankaj Chaudhary, among other dignitaries.



At the event, a special book 'My Dear Fellow Citizens...' was launched by the Vice President. The book highlights the inspiring stories of 106 changemakers whose revolutionary efforts found a mention in 'Mann ki Baat' over the course of 99 episodes.



DR. SUDESH DHANKHAR VICE PRESIDENT ANURAG SINGH THAKUR

“



*“Mann Ki Baat is a reflection of our sense of our civilisational ethos. And it will be the foundation of 'India @ 100'.”*

-Jagdeep Dhankhar, Vice President of India

*“Mann Ki Baat is a PERFECT communication, which means P- Peace, E-Empowerment, R- Reflective, F- Festive, E- Economic Development, C- Caring and T- Thoughtful.”*

-Amit Shah, Union Minister for Home Affairs



*“Mann ki Baat is woven around the theme of Ek Bharat Shreshtha Bharat. It has acted as a force multiplier for people's motivation by taking their achievements to every household in the country.”*

-Anurag Singh Thakur, Union Minister for Information and Broadcasting & Youth Affairs and Sports

”



To mark this historic event, a commemorative postage stamp and coin on 100 episodes of 'Mann ki Baat' was released by Shri Amit Shah at the valedictory session.



# THEMATIC SESSIONS MANN KI BAAT@100

## नारी शक्ति

बुधवार, 26 अप्रैल, 2023 | विज्ञान भवन, नई दिल्ली



### SESSION 1 NARI SHAKTI

The session highlighted the transformative impact of 'Mann ki Baat' in empowering women for nation-building. On the panel was Dr Kiran Bedi, India's flag-bearer of para-sports Deepa Malik, Raveena Tandon, founder of The Better India Dhimant Parekh, boxer Nikhat Zareen, RJ Nitin, Poorna Malavath, and Richa Anirudh.

### SESSION 2 VIRASAT KA UTHHAAN

This session discussed the extraordinary effect of 'Mann ki Baat' in bringing people closer to India's roots and traditions. This session featured Neelesh Misra, Ricky Kej, Palki Sharma Upadhyay, RJ Siddharth Kannan, Shobana Chandrakumar, environmental conservationist Jagat Kinkhabwala and Rochamliana, the founder of the Save Chित्ते Lui Coordination Committee.



### SESSION 3 JAN SAMVAD SE ATMANIRBHARTA

This session explored the importance of 'Mann ki Baat' in promoting self-reliance in India. The panellists were Shradha Sharma, founder & CEO of YourStory Media, Sanjeev Bikhchandani, R J Raunac, T. V. Mohandas Pai, Ravi Kumar Narra, national president of Dalit Indian Chamber of Commerce & Industry; and Mohd. Abbas Bhat, head of the Dal Lake Lotus Stem FPO.

### SESSION 4 AHWAN SE JAN ANDOLAN

The session discussed how 'Mann ki Baat' became a platform from where several important people's movements originated, from Swachh Bharat Abhiyan to Har Ghar Tiranga. The panel seated RJ Sharat, Aamir Khan, Dr Shashank Joshi, endocrinologist and diabetologist; Deepmala Pandey, founder of 'One Teacher One Call'; Karishma Mehta, founder of Humans of Bombay; and Prof. Najma Akhtar, Vice-Chancellor of Jamia Millia Islamia.



"There are two things that are very important for making a big change in society: inspiring people and creating awareness among people; and 'Mann ki Baat' has inspired us and has spread awareness among people."

-Dhimant Parekh



"PM chose radio as a medium which is available with rich and poor alike and this has had an equalising impact on the society."

Prof. Najma Akhtar



"True stories have a deeper impact and this is what 'Mann Ki Baat' is doing."

-Aamir Khan



"India is a huge nation that is home to a wide variety of ethnic groups and cultural practises and Prime Minister's 'Mann ki Baat' has been inspiring people to visit and preserve our places of heritage."

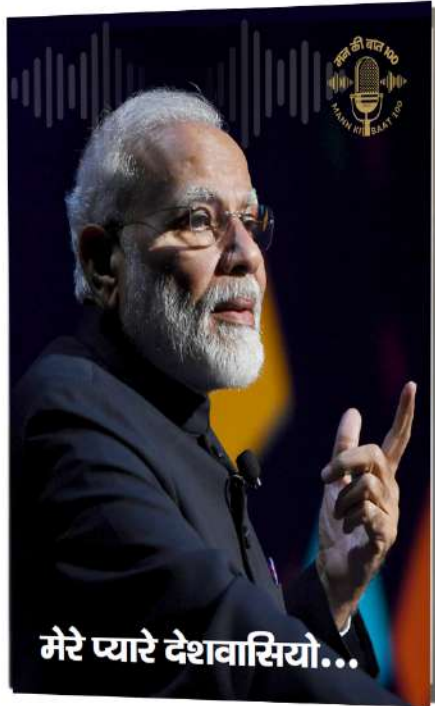
-Shobana Chandrakumar



# 'MY DEAR FELLOW CITIZENS...'

A UNIQUE COFFEE TABLE BOOK  
CELEBRATING INSPIRING STORIES

Over the course of last 100 episodes of 'Mann ki Baat' programme, the Prime Minister has consistently shared captivating stories of over 700 changemakers from across the nation. He has encouraged the citizens to work for a better future by highlighting the resilience and determination of ordinary people and power of small actions taken by them.



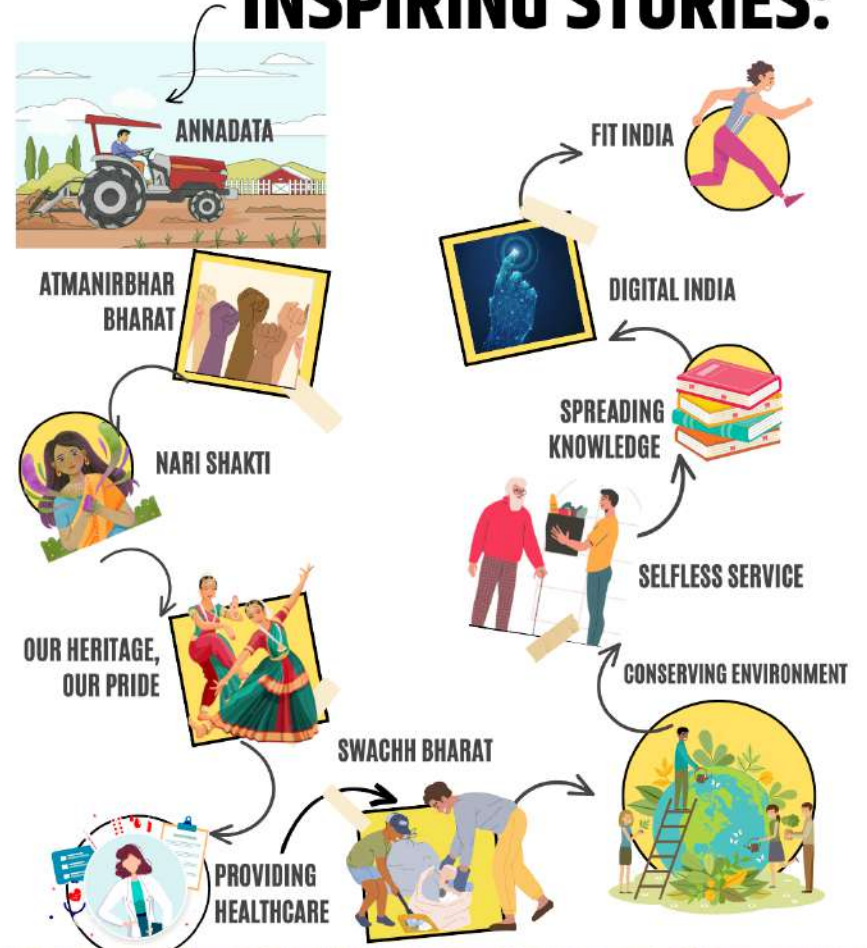
On 26th April 2023, the Vice-President of India, Shri Jagdeep Dhankhar, released the book 'My Dear Fellow Citizens...'

The book, brought out by the Ministry of I&B presents a glimpse of the inspiring stories of over 100 personalities, mentioned by the Prime Minister in the radio programme.

"'Mann ki Baat' has become a great medium to learn from the qualities of others. We should always worship the qualities of others. No matter who it is, your compatriot or your opponent, we should always try to focus on their good qualities and learn from them. For me, 'Mann ki Baat' has been like worshipping the qualities in others."

-Prime Minister Narendra Modi  
(in 100th episode of 'Mann ki Baat')

## 11 KEY THEMES COVERING OVER 100 INSPIRING STORIES:



Scan the QR code to  
read the special book





# 'Mann ki Baat'

## 100<sup>th</sup> Episode's Special Telecast

To celebrate the milestone of the 100<sup>th</sup> episode of 'Mann ki Baat' on 30<sup>th</sup> April 2023, a live telecast programme was hosted by Doordarshan in Raj Bhavans across the nation. Citizens who have been mentioned by the Prime Minister in previous episodes of the radio programme were special invitees to the event, along with Governors of the States and other dignitaries.



Patna



Mumbai



Mumbai



Thiruvananthapuram



Hyderabad



Imphal



Akashvani Rang Bhavan, New Delhi



Agrata



Goa



Odisha



New Zealand



Berlin



United States of America

The 100<sup>th</sup> episode of 'Mann ki Baat' was not only heard in India but also in the Indian High Commissions across the globe. Minister for External Affairs, Dr. S. Jaishankar listened to a live broadcast during an event in the United States, Union Minister Dr. Jitendra Singh was present with the officials and Indian diaspora in Indian High Commission in London.



# Nari Shakti: An Empowering Subject in 'Mann ki Baat'



**Raveena Tandon**  
Actress

Throughout history, women have not only ensured stability, but have also contributed towards long-term development of nations. And when we talk about our own country, there have been several inspiring women in India's history who have led the masses and paved the way for other women to follow. Today, women of our country continue to break through gender barriers and shatter the glass ceiling in various domains.

The issue of women empowerment is close to the Prime Minister's heart. On several occasions, he has talked about how Nari Shakti is the life force of a developed India. As the Prime Minister's monthly radio programme 'Mann ki Baat' has completed its 100 episodes, it is heartening to note that women

empowerment is one such topic which has been touched upon by the Prime Minister in almost all the episodes of his radio programme 'Mann ki Baat'.

The Prime Minister has expressed his belief that women are not just mothers, sisters, and daughters, but the true architects of society. Under his leadership, the Government has launched numerous welfare schemes that have aimed to empower women and make them lead India's development journey. With schemes like the 'Beti Bachao Beti Padhao', Pradhan Mantri Ujjawala Yojana, Mahila e-Haat enabling women entrepreneurs to showcase and sell their products, and many others, the Government is striving to empower all our women. Radio is a powerful platform. And with 'Mann ki Baat', the Prime Minister has utilised the platform well to highlight the importance of women empowerment for the development of a nation.

Furthermore, the Prime Minister not only raises awareness about these women-centric schemes through 'Mann ki Baat' but also celebrates the remarkable achievements of women in various fields such as health, sports, defence, aviation, and more. 'Mann ki Baat' has recognised outstanding women like Captain Shiva Chouhan,



the first woman officer to be operationally deployed in Siachen; the artisans of Tharagaigal Kaivinai Porutkal Virpanai Angadi, renowned for their beautiful hand-made Thanjavur dolls; the tribal women of Dantewada in Chhattisgarh, who have found freedom and mobility through e-rickshaws; and Surekha Yadav, Asia's first female loco pilot. The Prime Minister's acknowledgments not only instill pride among women of India but also empower young girls, fueling their belief that determination can overcome any obstacle.

I was fortunate to be a part of a panel discussion on 'Nari Shakti' at the 'Mann ki Baat'@100 Conclave in New Delhi. Sharing the stage with such eminent personalities was a learning as well as an inspiring experience. Every

member of the panel had some or the other interesting aspect about women empowerment to highlight. There were many women changemakers present in the audience like the women of the Lidi-Kro-U of Nagaland and Deepmala Pandey who is working towards the education of divyang children – the conclave presented itself as a great opportunity to hear so many stories of change and get inspired to be a part of that change.

'Mann ki Baat' has reached those corners of India where even newspapers do not reach. People from the lower strata of the society are getting nationally recognised. The Prime Minister's spotlight on these individuals inspires and motivates people, spurring them into action and strengthening the spirit of 'Sabka Saath, Sabka Prayaas'.



'MANN KI BAAT'

# THE VOICE OF WOMEN EMPOWERMENT



In the 99th episode of 'Mann ki Baat', the Prime Minister had said, "नारी शक्ति की ऊर्जा ही विकसित भारत की प्राणवायु है।" And indeed so! Today, women are leading campaigns contributing to national development and many such examples have been highlighted in 'Mann ki Baat'.

The tribal women of Anaikatti in Tamil Nadu's Coimbatore district make export-quality terracotta tea cups and other products as members of Daya Seva Sadan. They are creating awareness about the importance of leading an ecofriendly life. Poonkodi and Poongodi, members of the group say:

**"We make clay tea cups and gourd plate in collaboration with the Livelihood Development Center for Tribal Women. Getting recognised by the Prime Minister of India has motivated us to take our company to the next level. His words are working as a source of pride for us."**



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Naga Nadi Renovation Project Director, Dr Chandrasekaran, revived the Naganadi in the Vellore district. To increase the flow of water in this river, the women working in the National Rural Employment Guarantee Program of the area along with the Art of Living organization set up water-enriching wells. Dr. Chandrasekaran said:

**"More than 20,000 women have worked together on this project and we also started a project to build a water enrichment well to conserve groundwater. As a result, the groundwater increased and the Panchayat Council Chairman praised us. The Prime Minister's mention of us in 'Mann ki Baat' has encouraged us a lot."**

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Women of Chhattisgarh's Deur village, through self-help groups, run campaigns to clean village squares, roads and temples. Shanti Netam, president of the SHG, and her colleagues said:

**"We have 8 members in our group and every Sunday we work for the Swachh Bharat Mission in the village. The Prime Minister talked about our work in 2021 which made us very happy and encouraged us a lot. We started this SHG to serve the public and partake in cleanliness work for the village. We also make cow dung manure, vermicompost which we sell in the market."**





# 'Mann ki Baat' : Jan Samvad se Atmanirbharta



**Ravi Kumar Narra**

National President, Dalit Indian  
Chamber of Commerce and  
Industry (DICCI)

'Mann ki Baat' is a first-of-its-kind initiative in India where the Prime Minister of India, Shri Narendra Modi has created a social interactive platform on AIR for direct communication with the citizens of India, speaking on themes and issues that matter to the nation. The idea is to understand the aspirations and challenges of the citizens across the nation to build a new Atmanirbhar Bharat in the 21<sup>st</sup> century.

30<sup>th</sup> April 2023 marked the 100<sup>th</sup> episode of 'Mann ki Baat' creating history as the Prime Minister directly spoke to the people of India for 100 months, consecutively. From 3<sup>rd</sup> October 2014 till the 100<sup>th</sup> episode, the Prime Minister has highlighted hundreds of

inspirational success stories of the real changemakers of India impacting the lives of the people of India.

Recently, on 26<sup>th</sup> April 2023, I got an opportunity to attend the National Conclave on 'Mann ki Baat'@100 conducted by the Ministry of Information and Broadcasting. During the panel discussion on 'Jan Samvad se Atmanirbharta', I was delighted beyond words to witness the real impact of the monthly addresses of the Prime Minister through 'Mann ki Baat'. Being an entrepreneur, the inspirational journeys of contributors at grassroot levels towards economic growth and development have always motivated me. The success of ordinary people creating new business and employment opportunities instills a self-belief that if aspirations are directed by the right actions, they too can achieve them.

This belief becomes more significant when the Prime Minister speaks of the nation's development through inclusive growth encompassing the 25% population of the Scheduled Castes (SCs) & Scheduled Tribes (STs) population. The economic development scenario of SC/ST communities can be clearly divided into the pre-2014 era and the post-2014 era.

Under the dynamic leadership of the Prime Minister,



the post-2014 era can be seen as the creation of an up-levelled environment in the country for the SC-ST entrepreneurship development ecosystem. DICCI has been working relentlessly since 2005 towards the creation of such an ecosystem to cater to the aspirations and challenges of the SC-ST youth and entrepreneurs. A proactive engagement by the Government of India in inviting DICCI to its various forums and contributing to the developmental goals led to the built-up of this ecosystem today. The Government of India, over the last few years, has launched many schemes and programmes on recommendation from the DICCI. Some of them are the Stand-Up India Scheme, the National SCs & STs Hub in the Ministry of MSME, the Credit Enhancement Guarantee Scheme for SCs, the Venture Capital Fund for SCs, New Public Procurement Policy, Departments & PSUs to ensure 4% procurements from SC-ST enterprises, Venture Capital Fund for STs.

The above schemes today enable SC-ST aspiring and existing entrepreneurs to get financial assistance

up to Rs. 15 crore without collateral. The conducive SC-ST entrepreneurship ecosystem has paved the way for DICCI to enter an MoU with the National Black Chamber of Commerce (NBCC) from the USA to build bilateral business and employment opportunities between the SC-ST entrepreneurs from India, from the diaspora and the Minority Business Enterprises (MBEs) of USA.

'Mann ki Baat' is not merely a radio show, but it is a platform where a common citizen learns and understands his/her rights and opportunities straight from the Prime Minister of India. Due to 'Mann ki Baat', today the SC-ST youth and aspiring entrepreneurs can enter banks, financial institutions, departments and agencies quoting the schemes and opportunities spoken by the Prime Minister and demand their rightful information and support, which were earlier inaccessible to them.

I can proudly say that 'Mann ki Baat' has been a game changer dialogue platform which has sown the seeds of self-reliance amongst the SC-ST youth and entrepreneurs.



# MANN KI BAAT CELEBRATES SMALL BUSINESSES

ATMANIRBHAR BHARAT IN ACTION

Prime Minister Narendra Modi, on his popular radio programme 'Mann ki Baat', has often spoken about the importance of promoting local products and achieving self-reliance through the 'Vocal for Local' and 'Atmanirbhar Bharat' initiatives. He has highlighted the success stories of small businesses and artisans who are fueling the spirit of Atmanirbhar Bharat by their innovative ideas and products, and has encouraged Indians to support these entrepreneurs and artisans by purchasing local products. During his 100th episode of 'Mann ki Baat', the Prime Minister recapped many of such success stories and interacted with some of these torch-bearers of Atmanirbhar Bharat. The team of **Doordarshan** talked to these changemakers to know more about their work, motivation, and the impact that 'Mann ki Baat' has had on their work.

## SHRI MANZOOR AHMED FROM PULWAMA DISTRICT OF KASHMIR IS KNOWN FOR PROVIDING EMPLOYMENT TO MANY LOCALS BY MAKING PENCIL SLATES.

"After being highlighted in the 'Mann ki Baat', our work has doubled. The praise and recognition from the Prime Minister himself has motivated us to expand our scope of work and provide employment to more people. Ever since the Prime Minister talked about our work on a national platform, the farmers who supply us with the trees are also earning more. Earlier, the tree that was sold for Rs. 2,000 is now being sold for Rs. 5,000. Earlier, nobody knew about our village, but it's because of the Prime Minister that today our village is known as the pencil village. When the Prime Minister called me during the 100th episode, it was a surprise for me. Soon after our conversation, I received many calls from my friends and relatives. My parents were very happy. The whole village celebrated this occasion by distributing sweets."

- Shri Manzoor Ahmed from Pulwama, manufacturer of Pencil slates of Jammu and Kashmir.



## SHRI PRAMOD BAITHA FROM BETTIAH, BIHAR STARTED HIS OWN LED-BULB MANUFACTURING UNIT TO GENERATE EMPLOYMENT IN THE REGION

"I used to work at a LED-bulb manufacturing factory in Delhi, but I lost my job during COVID-19 in 2020. When I came back to Bettiah, I decided to use my skills to create something of my own as well as provide employment to others in my village. I established my own LED bulb-manufacturing unit in Bettiah and started training others to work in it. The Prime Minister's praise for my work in Mann ki Baat has been a source of energy in my life. It was nothing less than a dream. His words work as a source of motivation for me even today. Ever since the Prime Minister has talked about my work, the demand for our bulbs have increased. Today, people look at me as an entrepreneur."

-Shri Pramod Baitha who established his own LED-bulb manufacturing unit in Bettiah, Bihar





**SANTOSH DEVI FROM GARHMUKHTESHWAR TOWN OF HAPUR DISTRICT IN UTTAR PRADESH IS BECOMING SELF-RELIANT THROUGH TRADITIONAL MAT-MAKING**

"I took up my ancestral work of mat-making in 1978. The main motivation behind starting this work was to become self-reliant. I want to thank the Prime Minister for appreciating our small initiative, it made me realise that I, indeed, have become self-reliant. It is only after the Prime Minister's praises that today, everyone in our area has taken up this work. Traders from out of our village also come to purchase our mats."

-Santosh Devi, a housewife from Garhmukhteshwar town of Hapur district in Uttar Pradesh who is involved in traditional mat-making



**BIJAYASHANTI TONGBRAM FROM THANGA IN BISHNUPUR CREATED A UNIQUE ECO-FRIENDLY CLOTH FROM LOTUS FIBRE.**

"I was mentioned by the Prime Minister for making clothes from lotus fibres. My product has become highly popular ever since the Prime Minister himself talked about it. Today, we get bulk orders from America. I have turned

into an exporter from being a domestic producer. It was a pleasant experience talking to the Prime Minister during the landmark 100th episode of Mann Ki Baat."

-Bijayashanti Tongbram from Thanga in Bishnupur district of Manipur who makes clothes from Lotus fibres.





# Vaccination Campaign Became a Jan Andolan from 'Mann ki Baat'



**Prof. Dr. Shashank Joshi**  
Consultant, Lilavati Hospital  
Mumbai & Past Dean, Indian  
College of Physicians

JanBhagidari, that is people's participation, is an important aspect of any democracy. Building Team India, which can collectively come together to face any challenge and take the country to newer heights, has been the focus and the central aspect of our Hon'ble Prime Minister and his policies. And Jan Bhagidari is incomplete without Jan Samwad, which is the key objective of the Prime Minister's 'Mann ki Baat' programme. I had the opportunity to be a panellist in the recently-held National Conclave celebrating 'Mann ki Baat' @ 100, where we discussed how this revolutionary radio programme has given a

new and positive turn to the way governance was seen in India formerly.

I had the opportunity to interact with the Prime Minister during the peak of the second delta wave of the COVID-19 pandemic. He is a true visionary who led our country and world from the front during one of the world's toughest medical crises of this century, the COVID-19 pandemic. He had full faith in Indian doctors and scientists.

He and his teams listened and interacted with the people across cross-sections of society during the pandemic times and tried their best to deliver solutions that were designed for that time and suited to Indian needs. He primarily focused on eliminating fear from the minds of people by demystifying the various myths around the COVID-19 virus and disease. He encouraged all healthcare workers, and frontline workers during the pandemic and also ensured the entire nation applauded them and encouraged them during pandemic times.

He ensured that India is self-reliant and makes its own medicines and vaccines and generated Indian evidence around the same. He tapped Digital India and Skill India movements to ensure Team India makes the world-famous CoWIN platform for one of

the largest vaccination drives on planet Earth. His vaccine strategy was based on equality and equanimity and also tried to help other nations of the world by helping them as well during this crisis.

'Mann ki Baat' is a one-of-its-kind radio show which has become a platform from which several important campaigns and people's movements have originated. The important ingredient in all these mass movements has been jan bhagidari, which the Prime Minister's radio programme has fuelled. And this can be clearly seen in the success of nationwide campaigns like the COVID-19 vaccination drive which has been applauded across the globe.

The Prime Minister dedicated multiple addresses of 'Mann ki Baat' in 2020 to talk about the COVID-19. He kept people educated about COVID-19-appropriate behaviour and the COVID-19 vaccination and its importance. He urged people to take the vaccine to save their

as well as their loved ones' lives. Soon, the COVID-19 vaccination drive became a mass movement and people, without hesitation, started visiting healthcare centres. Thus, India's fight against the pandemic became people-driven with the entire country coming together for a single common objective.

Upholding the spirit of unity in diversity, the Prime Minister has furthered the vision of public participation in nation-building through his 'Mann ki Baat' addresses. As a G20 leader, the Prime Minister now leads the world with the concept to unite planet Earth with peace, harmony, and good health. He popularised Yoga worldwide and 'Mann ki Baat' is one of the foremost programmes in the world to connect with every family in India. Through 'Mann ki Baat', he has felt the pulse of the nation and talked about what was relevant and meaningful for the citizens of India as we become a self-reliant global power.





## INITIATING JAN ANDOLAN FOR NATIONAL DEVELOPMENT

'Mann ki Baat' has become a platform from where several important campaigns and people's movements have originated. Right from the very first episode when the Prime Minister had given the clarion call of Swachh Bharat Abhiyan to the call of Atmanirbharta during COVID-19, 'Mann ki Baat' addresses have time and again inspired the people to take action on

'important issues. With its emotional appeal and direct engagement with listeners across the country, today 'Mann ki Baat' stands as the greatest enabler of transformational change and people's movement which have propelled India's growth further.

Among the various Jan Andolan sprouting from 'Mann ki Baat', here are a few.



## THE INDIAN TOY STORY

*"To my start-up friends, to our new entrepreneurs I say- Team up for toys... let us make toys together. For everybody, it is the time to get vocal for local toys."*

The import of toys in India has decreased by approximately 67% and the export of Indian toys has increased by 240% to USD 326.63 million in 2021-22.



## HAR GHAR TIRANGA



*"From the 13th to the 15th of August, a special movement - 'Har Ghar Tiranga' is being organized. By becoming a part of this movement, you must hoist the tricolour at your home, or adorn your home with it. The Tricolor connects us, inspires us to do something for the country."*

More than 6 crore tiranga selfies were uploaded on the Har Ghar Tiranga website and a Guinness World Record was created with 5,885 students who formed the world's largest human image of a waving national flag.

## INDIAN BREEDS OF DOG

*"Indian breed dogs are very good and capable. They cost less to raise and are better adapted to the Indian environment and surroundings. The next time you think of raising a pet dog, consider bringing home one of these Indian breeds."*

The adoption of Indian dogs has increased. ITBP is deploying Indian Mudhol Hound for Anti-Naxal operations and NDRF has also inducted indigenous dog breeds for its rescue operations.





'Mann Ki Baat' has been a platform from where the Prime Minister has started many jan andolans which eventually spread to every nook and corner of the country. Inspired by him, many people started new campaigns of their own, which began from their localities but today have emerged as new **mass movements** benefitting the country. Among the many initiatives that the Prime Minister highlights in his 'Mann ki Baat' program are two wonderful initiatives '**Selfie with Daughter**' and '**Healing Himalayas**'



**Sunil Jaglan** is a dedicated and motivated individual who has made a significant impact on gender equality with his '**Selfie with Daughter**' campaign which has gained immense popularity in India and abroad.

"I started this campaign with the motive to encourage parents to take selfies with their daughters and share them on social media. I had started with the aim of promoting the importance of educating the girl child and ensuring their empowerment. The campaign was wholeheartedly adopted by all sections of the society. The Prime Minister's appreciation gave me immense encouragement. I have also started the country's first Mahila Mahapanchayat and the first Hi-Tech Panchayat. I am grateful that my work has brought about positive change in the lives of many women and girls."

**Pradeep Sangwan** is the founder and promoter of the **Healing Himalayas Foundation**, which has taken up the responsibility of cleaning the garbage from the Himalayas. So far the team has cleared around 8,00,000 kgs of non-biodegradable waste from the foothills of the Himalayas. He says:

"I have been running a campaign since 2013 called 'Healing Himalayas'. Under this, we organise trekking and traveling for purpose in different regions in which we engage with various communities while visiting religious places, villages, and trekking routes. Our aim is to clean the Himalayas. I didn't think anyone would notice my work given that our location of work is remote and even many volunteers can't reach here, so the Prime Minister's recognition of our work is a great feeling in itself. This shows that our government takes care of the environment and also of the people who work in such areas and this motivates us a lot. The task we have taken up is very difficult because in this we are not only picking up the garbage but also picking up the negative thinking of the people."







## 'MANN KI BAAT'

### A CATALYST FOR PRESERVATION OF CULTURAL HERITAGE OF INDIA

One, among the Prime Minister's broad vision for the next quarter of the century, is to take pride in our heritage and legacy and to take steps to preserve and promote it. He very well recognises the power of the collective wealth of the society – art, literature, culture – and has taken the responsibility upon himself to make it a shared knowledge by taking this abundant heritage to every corner of the country through his monthly address of 'Mann ki Baat'.

The Prime Minister often highlights the efforts of individuals and organisations that are working tirelessly to preserve our cultural heritage. He has led from the front in ensuring that even the tiniest details of the country's rich civilisational legacy gets its due recognition, not just among the citizens of India but globally. In the 100th episode of 'Mann ki Baat', the Prime Minister recounted some unique initiatives taken by the citizens to preserve their cultural practices and to pass on to the younger generations.

## KAVEMSHRI'S KALA CHETNA

Dr. Kavemshri Shrinivasa's passion for the culture and literary prowess of his land and the need to preserve this heritage gave birth to 'Kala Chetna'. He established the platform in Gadag in Karnataka, where, today, many programs of artists from the State and around the country and world are organised. The organization, which celebrated its silver jubilee in 2022, has been successful in reviving the interest of the youth in several art forms and has played a pivotal role in introducing global artists to Gadag.

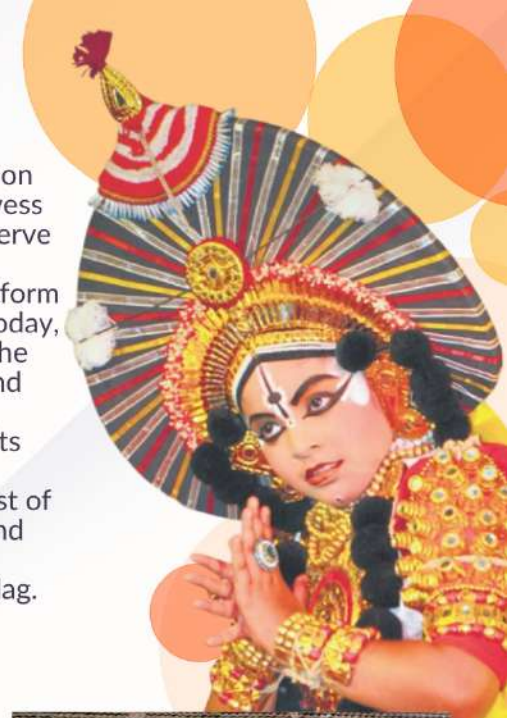
## KUMMEL BROTHERS CHALLENGERS CLUB

A club on Kalpeni Island of Lakshadweep, Kummel Brothers Challengers Club, is inspiring the youth of the Island to preserve the local culture and traditional arts, especially the ones which are being lost to time. The club has taken up the responsibility of training the youth in the local art of Kolkali, Parichakali, Kilipaath, and traditional songs.



## STORYTELLING

The Indian subcontinent has always nurtured the tradition of storytelling, be it the tradition of 'katha', 'kathakalakshepam', 'villu paat', 'kathputli', or 'qissagoi'. In the September 2020 episode of 'Mann ki Baat', the Prime Minister had praised individual and community efforts to keep this tradition alive in the society, which helped in publicising the art of storytelling and in the 75th year of India's Independence, the country saw storytellers across the nation finding unique ways to introduce every major or minor incident of our freedom movement to younger generations.





# SPREADING EDUCATION

## INSPIRING STORIES FROM 'MANN KI BAAT'



"Whether it is about education or culture, whether it is about its preservation or promotion, these have always been a part of India's ancient traditions. The work that the country is doing in this direction today is really commendable."

-Prime Minister Narendra Modi  
In his 'Mann ki Baat' address

Education plays a crucial role in the development and progress of any nation. It empowers individuals, strengthens communities and drives socio-economic growth. In the popular radio programme, 'Mann ki Baat', the Prime Minister has often highlighted the significance of education, along with highlighting inspiring stories of ordinary citizens doing extraordinary things to spread education in our society. During his 100th episode of 'Mann ki Baat', the Prime Minister re-caped many of such success stories. The team of Doordarshan talked to these changemakers to know more about their work, motivation and the impact that 'Mann ki Baat' has had on their work.



**LATE PADMA SHRI D. PRAKASH RAO WAS A SOCIAL WORKER FROM ODISHA. A TEA VENDOR, HE FOUNDED A SCHOOL CALLED ASHA-O-ASHWASANA TO EDUCATE DEPRIVED SLUM CHILDREN.**

"My father was known for his contribution towards imparting education to slum and orphan children in Cuttack through his school Asha-O-Ashwasana. When the Prime Minister came to Cuttack, he happened to meet my father and the students of his school.



**SANJAY KACHHAP IS POPULARLY KNOWN AS JHARKHAND'S LIBRARY MAN. HE STARTED VARIOUS DIGITAL LIBRARIES IN DUMKA VILLAGE AND SURROUNDING AREAS TO INCULCATE A HABIT OF READING AMONG THE LOCALS.**

"After finishing my matriculation, I wished to become an IAS officer, but my wishes faded away due to a lack of books and guidance. I realised that the youth of my village were going through similar things. Young kids were moving towards negativity, as our village lacked the environment for studying and education. That's when I decided to create a digital library and inculcate the habit of reading among the locals. My initiative was praised by the Prime Minister during his 'Mann ki Baat' addresses. Ever since then, my small initiative has expanded as more and more people are joining me. I realise that these praises come along with a big responsibility too. I have doubled up my pace of working for this initiative, the people are also a great helping hand in this aspect."

-Sanjay Kachhap, founder of Digital Library Group, Jharkhand.

**N.K. HEMALATHA, A TEACHER OF TAMIL FROM VILUPPURAM DISTRICT IN TAMIL NADU IS KNOWN FOR COMING UP WITH INNOVATIVE METHODS OF TEACHING TO PREVENT HURDLES FACED BY HER STUDENTS DURING COVID-19.**

"During COVID-19, my students faced a lot of problems with their studies. To help them continue their education, I turned all the chapters into animated videos. I provided these videos to my students on a pen drive. It helped my students in understanding the chapters better. I also ensured that I was always available on the phone to check their progress and solve their doubts. Being mentioned in 'Mann ki Baat' has brought a much wider recognition for me. It has also inspired other teachers of my school and those from the region to prepare similar courses for other subjects."

-N.K. Hemalatha, Teacher, Tamil Nadu

He got inspired by my father's work and mentioned it in the popular radio show 'Mann ki Baat'. Soon after that, my father received Padma Award. These two achievements increased his reach to more children. My father brought education to those children who didn't know the importance of it. He always said that I couldn't study, but I want every child to study and move ahead in life. After his demise, I take care of the school. I want to thank the Prime Minister for praising the self-less work initiated by my father. It is such a happy feeling to realise that the Prime Minister remembers my father for his work. I am sure this will motivate a lot of people to take up similar work in their localities."

-Bhanupriya Rao, daughter of Late D. Prakash Rao



# MANN KI BAAT

*Media Scan*





**Amit Shah** @AmitShah  
 'Mann Ki Baat' completed 100 episodes today, leaving a splendid trail of impactful leadership examples. Listened to #MannKiBaat100 in Mumbai.

Modi Ji's words to achievers have inspired the young generation to take charge of the nation's destiny & build a better future for all.



**Ministry of Railways** @RailMinIndia  
 The 100th episode of #MannKiBaat was celebrated today. Tremendous enthusiasm was witnessed among Railway Swachhta Karmis, Sahayaks & passengers at different Railway Stations Nationwide.

#MannKiBaat100



Narendra Modi and 5 others

**Bill Gates** @BillGates

Mann ki Baat has catalyzed community led action on sanitation, health, women's economic empowerment and other issues linked to the Sustainable Development Goals. Congratulations @narendramodi on the 100th episode.

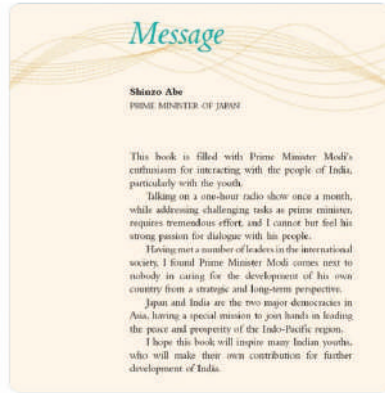


livemint.com

Mann Ki Baat boosts India's efforts towards sustainable development goals: ... The report release was timed around the special milestone of the completion of the 100th episode of the popular radio program 'Mann ki Baat' hosted by ...

**Hiroshi Suzuki, Ambassador of Japan** @HiroSuzukiAmroIP

Congratulations on the 100th episode of Mann Ki Baat, PM @narendramodi. The program, as our late Japanese PM Shinzo Abe wrote in the preface to the book 'Mann Ki Baat: A Social Revolution on Radio', reflects PM Modi's "strong passion for dialogue". #MannKiBaat100



@18 PM · May 2, 2023 · 750.4K Views

**Piyush Goyal** @PiyushGoyal

'Mann Ki Baat': The Tale of New India  
 Read my article where I explain how PM @NarendraModi ji has struck a rare chord with the masses of India through #MannKiBaat100 I



indianexpress.com

Piyush Goyal writes: Through Mann Ki Baat@100, the tale of New India  
 Piyush Goyal writes: PM Modi has sought to educate, guide, mentor and motivate fellow Indians to work for social change and national development ...

**Ashwini Vaishnav** @AshwiniVaishnav

Joined #MannKiBaat100 in Japan.



**Dr Tamilisel Soundararajan** @DrTamiliselGuv

Homb @TelanganaGuv @DrTamiliselGuv watched #MannKiBaat100Episode today at #Vishibhavan #Hyderabad alongside eminent citizens, ex service officers, social service NGOs, educationists, #MannKiBaat mentioned personalities from #Telangana.



All India Radio News and 5 others

**Jyotiraditya M. Scindia** @M.Scindia

आज JIMS कालकाजी, दिल्ली में #MannKiBaat100 के प्रसारण के दौरान उपस्थित जनसमूह का उत्साह स्पष्ट दिख रहा था।

मन की बात का 100वां संस्करण अत्यंत प्रेरणादायी रहा - देश में सामाजिक चेतना जगाने के लक्ष्य के प्रति ये पहल एक आधार स्तंभ के रूप में उभरी है।

Translate Tweet



**Pradeep Sangwan** @PradeepSangwan · Dec 27, 2020

Today our Prime Minister shared about the work we do to preserve Himalayas in Mann Ki Baat. I am extremely humbled and honoured, it's only possible because of your contribution, participation and love.

Gratitude 🙏  
 Himalayas 🏔️  
 @RandeepHooda



**Harsh Sanghavi** @sanghaviharsh

#MannKiBaat100Episode celebrated in a special way in GSRTC buses.

Every single Indian was excited about PM Shri @narendramodi Ji's #MannKiBaat



**Anurag Thakur** @anuragthakur

विश्व अज्ञ आदरणीय प्रधानमंत्री श्री @narendramodi जी के ऐतिहासिक सीधे #MannKiBaat कार्यक्रम का साथी बना। एक ऐसा कार्यक्रम जो पूरी तरह रीर राजनीतिक है, पूरी तरह जनता को समर्पित है, पूरी तरह समाज कल्याण व जनउत्थान को समर्पित है। प्रधानमंत्री जी के मन को पाठ कार्यक्रम का पुनः-पुनः एक सुगमता से पढ़ने के लिए @ajnews15 @DNewsLive के कर्मचारी समेत इसे कार्यक्रम से जुड़ा हर व्यक्ति बचाई का काज है।

आशा ही नहीं पूर्ण विश्वास है यह कम रू को अनवरत चरता रहेगा, देश को प्रधानमंत्री जी का मार्गदर्शन वर्षों तक मिलता रहेगा।

#MannKiBaat100

Translate Tweet



**Dr. S. Jalshankar** @DrSjalshankar

Joining diaspora and friends of India in New Jersey, USA for #MannKiBaat100

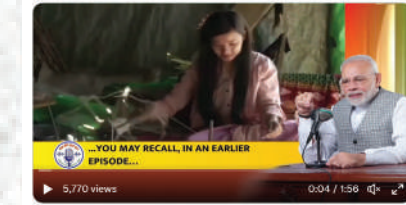


Dr. S. Jalshankar · 272K Viewers 49:24 / 1:15:07

Dr. S. Jalshankar @DrSjalshankar  
 Joining diaspora and friends of India in New Jersey, USA for #MannKiBaat100

**Smriti Z Irani** @smritiirani

Listen to the transformative story of Vijayshanti Devi. A Journey of a unique Textile from Manipur which became a true example of 'Local for Global'. #MannKiBaat100



**Parshottam Rupala** @PRupala

प्रधानमंत्री श्री @narendramodi जी द्वारा वर्ष 2014 से प्रारंभ हुए देश के सर्वाधिक लोकप्रिय रैडियो कार्यक्रम #MannKiBaat के ऐतिहासिक 100वें एपिसोड को अमरती में यादें-र-उ-सू में जगजगतीओं के साथ सुनकर, मोदी जी का बहुरंग मार्गदर्शन प्राप्त करने का सौभाग्य प्राप्त हुआ।





Sarbananda Sonowal @sarbandasonowal

Hon'ble PM Shri @narendramodiji's #MannKiBaat has been a catalyst to the birth of mass movements in India.



Rajeev Chandrasekhar @RajeevGoI

The historic 100th episode of #MannKiBaat is yet another celebration of our grassroot changemakers

Had the privilege of listening to our PM @narendramodiji during this milestone episode with party leaders, #Karyakartas and citizens @BJP4Karnataka Media Center, #Bengaluru



Sunil Jaglan @suniljaglan2021 May 2

Thank you Our Dear Prime Minister @narendramodiji to support #selfwithdaughter campaign. It's really a great honour for me to talk to you

Narendra Modi @narendramodiji Apr 30

A common theme across various #MannKiBaat programmes has been mass movements aimed at societal changes. One such popular movement was 'Selfie With Daughter'. During #MannKiBaat100 I spoke to Sunil Ji, who was associated with it.



Temjen Inma Along @AlongInma

Thank you PM @narendramodiji for your inspiring words on tourism and taking the initiative to keep our beautiful natural resources, rivers, mountains, and pilgrimage sites clean.

This will surely help in growing the tourism industry in our country.

#MannKiBaat100

PMO India @PMOIndia Apr 30

Tourism sector is growing rapidly in the country.

Be it our natural resources, rivers, mountains, ponds or our pilgrimage sites, it is important to keep them clean. This will help the tourism industry a lot.



Ruchira Kamboj @RuchiraKamboj

Just started, 'Mann Ki Baat' at Trusteeship Council, UN Headquarters New York

13:00am EST



Vishal V. Sharma @VishalVSharma

30th April 2023 (Sunday) 11am (IST)/7:30am (Pais) time, hear the 100th episode of Hon. PM @narendramodiji's #MannKiBaat radio broadcast, reaching a listenership of 270 million people in 52 languages, promoting #GoodGovernance practices. #Radio #Podcast

100<sup>TH</sup> EPISODE OF MANN KI BAAT

30 APRIL 2023, 11 AM

LIVE ON ALL INDIA RADIO, DOORDARSHAN AND VARIOUS DIGITAL PLATFORMS

India at UNESCO and 0 others

11:50 PM - Apr 29, 2023 from Neaulty-sun-Seine, France - 1,227 Views

छत्तीसगढ़ में 10 हजार स्थानों पर जुना गया 'मन की बात' कार्यक्रम

पीएम मोदी ने छत्तीसगढ़ के देउर गांव की महिलाओं के काम को सराहा, स्वच्छता अभियान का किया उल्लेख

'मन की बात' की 100वीं कड़ी का किया प्रसारण

10 हजार स्थानों पर शक्यता के साथ ही 'मन की बात' का कार्यक्रम

छत्तीसगढ़ में 'मन की बात' का कार्यक्रम

छत्तीसगढ़ में 'मन की बात' का कार्यक्रम

'Mann ki Baat raised awareness over many issues, led to mass movements'

Tourism in India is growing very fast and should continue to grow. It is important to keep our natural resources, rivers, mountains, ponds or our pilgrimage sites, it is very important to keep them clean. This will help the tourism industry a lot.

MARKING A MILESTONE, PM Narendra Modi's 100th episode of Mann Ki Baat is a milestone in the history of the show. It is a very important to keep them clean. This will help the tourism industry a lot.

ENVIRONMENTAL ISSUES: Similarly, we have talked about other issues like clean drinking water, plastic waste, etc. It is important to keep them clean. This will help the tourism industry a lot.

दूर मछिनाना छेल्वा रविचारे प्रसारित यतो रेडियो कार्यक्रम

नरेन्द्र मोदीनी 'मन की बात'अे सदी पूरी करी

40 वर्ष पहलवा में घर अहेवले नहोतुं छोजुं के बोकोधी दूर वर्ध

जुड, हुं जनताची क्यारेय दूर बवा नथी मागतो : वडाप्रधान

'मन की बात' मारवा भाटे छेत्तीस जनता साथे छेत्तीसवानी अड्यायानिके भावने भाटी

'मन की बात'ना रेडिओनि समये अनके वयत भावुक थयो तेची क्यारेयमेने करी रेडिओ करवा पारयो छोजुं अहेवु पयल भयुं : मोदी



दिले की गवातें लोअण्णतलीनेत पळुतली पारलोण्णो - 6800

गुणवत्ता पळुतें लोअण्णतलीनेत पळुतली पारलोण्णो - 6800

गुणवत्ता पळुतें लोअण्णतलीनेत पळुतली पारलोण्णो - 6800

गुणवत्ता पळुतें लोअण्णतलीनेत पळुतली पारलोण्णो - 6800

देशवासीयांच्या सामर्थ्यातून सर्वांना प्रेरणा

'मन की बात'च्या १०० व्या भागात पंतप्रधान मोदी यांच्याकडून भावना व्यक्त

यांच्यासोबतही संवाद

देशवासीयांच्या सामर्थ्यातून सर्वांना प्रेरणा

'मन की बात'च्या १०० व्या भागात पंतप्रधान मोदी यांच्याकडून भावना व्यक्त

ಭಾವನೆಗಳ ಪ್ರತಿಬಿಂಬ

ದೇಶವಾಸಿಗಳ ಸಾಮರ್ಥ್ಯದಿಂದ ಸರ್ವರಿಗೂ ಪ್ರೇರಣೆ ನೀಡುವ ಮೂಲಕ

'ಮನ ಕಿ ಬಾತ್' ಕಾ ಶತಕ, PM ಬೋಲೆ- ಜನತಾ ಸೆ ಜುಡಾ, ಭಾವುಕ ಹುಆ ತೊ ದೊಬಾರಾ ರಿಕ್ವಾರ್ಡ್ ಕಿಯಾ

ಭಾವನೆಗಳ ಪ್ರತಿಬಿಂಬ

ದೇಶವಾಸಿಗಳ ಸಾಮರ್ಥ್ಯದಿಂದ ಸರ್ವರಿಗೂ ಪ್ರೇರಣೆ ನೀಡುವ ಮೂಲಕ

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ಯುನೈಟೆಡ್ ಕಿಂಗ್ ಡಂ ನೆ ಕಿಯಾ ಸವಾಣ, PM ಕಿ ಜಯಾ

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# प्रधानमंत्री मोदी के 'मन की बात' बन गई जन-जन की बात

जबकि वह भी 'मन की बात' कार्यक्रम की 100वीं वृत्ति में शामिल हो सकेगी। वीरू ने कहा कि 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है। उन्होंने कहा कि 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है।



प्रधानमंत्री मोदी के 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है। उन्होंने कहा कि 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है।

# बनूँ की भावनाओं को जोड़ने का एकमात्र तरीका है 'मन की बात'

प्रधानमंत्री मोदी के 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है। उन्होंने कहा कि 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है।



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# Mann Ki Baat Provided Platform to Connect with People: PM

In its 100th episode, Modi calls show a spiritual journey for him, says issues taken up during programme became mass movements



Prime Minister Narendra Modi says Mann Ki Baat has become a festival that celebrates India's positivity and people.

Modi said, "Mann Ki Baat has become a festival that celebrates India's positivity and people. It is a platform where we can connect with our people and address their concerns. The issues raised during the programme have become mass movements, showing the power of the people's voice."

# जिस विषय पर भी हुई चर्चा, लोगों ने उसे आंदोलन बना दिया: मोदी

प्रधानमंत्री मोदी के 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है। उन्होंने कहा कि 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है।



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# 'मन की बात' द्वारे जनतेथी नाते - मोदी

प्रधानमंत्री मोदी के 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है। उन्होंने कहा कि 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है।

# Mann Ki Baat goes global, PM calls it spiritual journey

The 100th episode of Modi's monthly programme was broadcast live in the headquarters, UNESCO headquarters in Paris, and other global locations.

# जिस विषय पर भी हुई चर्चा, लोगों ने उसे आंदोलन बना दिया: मोदी

प्रधानमंत्री मोदी के 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है। उन्होंने कहा कि 'मन की बात' कार्यक्रम को 'मन की बात' बनाने में प्रधानमंत्री मोदी का योगदान अत्यंत महत्वपूर्ण है।

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# Worship good qualities in others, says PM

In the 100th episode of Mann Ki Baat, Modi says the radio address is a way for him to connect with common man.



# మంకగానీల 2 నాగ్వికగాణా 'మనాతీన క్రూల'

100-వార్షికాన్ని సజావుగా జరుపుకోవడానికి ప్రణాళికాబద్ధంగా కార్యాచరణను ప్రారంభించిన మంకగాణా ప్రభుత్వం, మంకగాణా ప్రభుత్వం ద్వారా ప్రారంభించిన 'మనాతీన క్రూల' అనే ప్రత్యేక ప్రాజెక్టును ప్రారంభించింది. ఈ ప్రాజెక్టు ద్వారా మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# ఇదో ఆధ్యాత్మిక ప్రయాణం

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# అధికార పార్టీ నిరంధారం 'మన కి బాత' ■ మనారో చారజనన

# అహి పాదర జనా 50 బఱర ఆగాగ ఘర డాడిని: డోది

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# కోట్లాది భారతీయుల హృదయ స్పందన!

# 'మన్ కి బాత్' లో జనంతో ముసుకం

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# وزیر اعظم نے من کی بات میں لگائی سنجری

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# वसिष्ठान मोदीए 'मन की बात' नो 100भो ओपिसोड रजू कर्यो

# 'मन की बात' ओक जनआंदोलन, स्वथ्य भारत डोय, भाडी प्रेम के अमृत मडोसव

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# मोदीनि शतम 'मन की बात', एनो चारजनन नाम, एनो कारा ?

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# కోట్లాది భారతీయులను చేరువచేసిన 'మన్ కి బాత్'

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.



మన్ కి బాత్ క్రమంలో ప్రముఖులు, నాయకులు... మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# विदेशों में भी सुनी गई मोदी के मन की बात

# 'मन की बात' की 100वों कड़ी का वृत्तन मुखावलम में हुआ लाइव टेलिकार

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# 100 episodes of Mann Ki Baat celebrated at heritage sites

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# जगभरत 'मन की बात'चा डंका

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# 'मन का बाट' मो घाळ आवा, घुळा ओ कुठ: नरोदु मोघा

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.

# मन का बाट मो घाळ आवा, घुळा ओ कुठ: मोघा

మంకగాణా ప్రభుత్వం ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది. ప్రాజెక్టు ద్వారా ప్రజలకు అందజేసే సేవలను ప్రభుత్వం ప్రజలకు తెలియజేయడానికి ప్రయత్నిస్తుంది.





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Mann Ki Baat showcased diverse stories:  
PM Modi

 **Hindustan Times**

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**NEWS 18**

Mann Ki Baat @100: 'Almost Gave Up before PM Modi's Mention,' Pradeep Sangwan on 'Healing Himalayas' Project

**INDIA TODAY**

Glad that Mann Ki Baat has covered various stories of women empowerment: PM Modi

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Mann Ki Baat Also Become Unique Festival Of Goodness And Positivity Of Countrymen: PM...



Mann Ki Baat 100th Episode: पर्यटन, नारी शक्ति, शिक्षा जैसे तमाम मुद्दों पर देखें मन की बात का 100वां एपिसोड

 **ZEE हिन्दुस्तान**

100वें एपिसोड में बोले प्रधानमंत्री मोदी, 'मन की बात' कार्यक्रम मेरे लिए एक आध्यात्मिक यात्रा

 **हि हिन्दुस्तान**

PM Modi Mann ki baat: 'मन की बात' में कई बार हुआ भावुक, दोबारा रिकॉर्डिंग देनी पड़ी: 100वें एपिसोड में बोले PM मोदी

**अमर उजाला**

Mann Ki Baat: पीएम मोदी ने मन की बात में कश्मीर के मंजूर अहमद से की बात, पूछा पेंसिल-स्लेट का काम कैसा चल रहा

 **पत्रिका**

मन की बात की 100वीं कड़ी में PM मोदी ने छत्तीसगढ़ के देउर गांव की महिला समूह की तारीफ की





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