

# In search of a word cloud, IIM-Ranchi to study Mann Ki Baat

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The study aims to identify the main themes and keywords discussed in various episodes and “create a concise record”, thereby helping governments make more informed decisions about policies, according to the team that will conduct the study.

Days after the Indian Institute of Management, Rohtak, released a study claiming that Prime Minister Narendra Modi’s ‘Mann Ki Baat’ has reached 100 crore people over the last eight years, and nearly 96 per cent of the country’s population is aware of it, another IIM will study all the episodes of the monthly radio programme and make the data public with an “aim to help policymakers and researchers”.

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## ON MENU: A RANGE OF ISSUES

■ In ‘Mann Ki Baat’, PM Modi talks directly to the people. He has covered a vast range of issues — such as sharing inspiring stories, cleanliness, women's empowerment, yoga, organ donation, drug abuse, start-up businesses, Digital India, among others

■ The first episode was aired on October 3, 2014. In it, Modi discussed the

issue of ‘triumph of good over evil’ on Vijaya Dashami, as well as Mahatma Gandhi and the govt's ‘Swachh Bharat Abhiyan’

■ The 100th episode — on April 30, 2023 — had a range of issues discussed earlier and mentioned Sunil Jaglan's 'Selfie With Daughter' campaign that turned into a global campaign

A three-member team of professors from IIM-Ranchi will conduct the research to “understand how communications such as these help” address relevant issues today. Subhro Sarkar, a professor in Marketing at the institute, told [The Indian Express](#) that the programme has the potential to reach a lot more people in a structured manner and since it is difficult to find out what has been spoken at a particular time, their research would help people from across disciplines to access it in the form of summary, graphs, tabular forms.

Sarkar said, “There has been no research that has tried to summarise entire episodes. We will do it with a topic modelling approach, with easier-to-understand findings that everyone, and not just those in academia, can easily access.”

On the process of the study, Sarkar said the first part is to collect data — or transcripts of all 100 episodes — and then standardise the format of data. “We will then do quantitative analysis — even if some parts are not coherent, we will try to analyse them. We aim to finish it in the next two months and then put it up on public domain. The idea is that researchers and state governments or anyone may take a cue on various agendas for policy-making.”

Asked whether there will be any analysis on what the PM did not address in his 100 episodes, Sarkar said, “That is not the primary focus of the study. It depends on what he has said.”

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