

Women's Health Issues in *Mann Ki Baat* - An Introspection

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Abstract

The status of women in a nation makes a true reflection of their progress in the truest sense of the term and it is an evidential factor that determines the level of its inclusive and all-round development. Today, women's progress is being judged by performances in qualitative indices which now present quite a dismal picture particularly in developing nations. Undoubtedly the women have found themselves in a better and safer place in the 21st century compared to earlier times when women could not enjoy many enjoyable rights. Still inadequate access and lack of equity prevail in almost all the spheres and women in many a times are cornered to a pitiable position. The methods of giving social justice to women are being questioned as women in developing countries like India now face some very serious problems. One area of women that invites special attention among others is women's health which is being greatly affected by socio-economic and cultural problems including gender disparities and those finally lead to disastrous consequences. Access to health care provisions, maternity health issues, infant mortality and such others are now the prime issues which are closely connected to population growth and its control. India being a highly populous country certainly invites these problems which need to be properly addressed through a proper platform. In this context, the citizen outreach program of the Indian Government's *Mann ki Baat* led by Prime Minister Modi comes with great relevance and with a sense of commitment.

Launched in October 2014, this flagship program addresses diverse social groups highlighting initiatives and serving as a platform for public interaction. This paper tries to analyse first one hundred episodes of *Mann ki Baat* aiming to assess the Modi government's commitment to prioritising women's health issues through this radio talk program.

Keywords: *Mann Ki Baat, Women health, Access and equity, India, Radio communication*

Introduction

Jawaharlal Nehru had rightly commented that *you can tell the condition of a nation by looking at the status of its women*. The status of women is judged from development perspectives looking at various qualitative indices that include women's role in the family, in decision-making, income generation and participation in socio-economic activities. The situation has changed over the years and now women are better placed. However, women are still cornered in the 21st century. This has happened due to many factors that affect their progress.

India being a developing and a highly populous country, women's problems need to be addressed with focus on certain aspects including women's health. The World Health Organisation (WHO) defines health as the state of complete physical, mental and social well-being and not merely the absence of disease. This universally accepted definition links health with well-being and puts health in the human rights perspective that requires resources to achieve and maintain. Well-being has been defined as a positive rather than a neutral state, thereby framing health as a positive aspiration and as a means to living well. This perspective clearly established the link between the health of individuals and their societal participation.

Numerous research has identified a range of women's health issues which include and are not limited to:

- * **Sexual and Reproductive health** which includes access to family planning, maternal health and safe childbirth; menstrual health, decision autonomy pertaining to safe sex, use of contraceptives, abortion, prevention and treatment of STDs, infertility, addressing issue related to sexual violence etc.
- * **Mental health** which includes dealing with postpartum depression and anxiety;
- * **Physical health** which includes heart related issues, awareness about breast-related concerns including breast cancer; Osteoporosis, diabetes, cancer awareness etc.
- * **Nutrition** which includes promotion of a balanced diet especially during pregnancy and after childbirth, addressing malnutrition etc.
- * **Gender-based violence** such as domestic violence, human trafficking etc.

- * **Access to healthcare** which includes ensuring equitable access to health services and addressing barriers that affect women.

In India, maternal mortality remains one of the key challenges. Although there has been a significant decline in the country's Maternal Mortality Rate (MMR) over the years from 130 in 2014-16 to 97 per lakh live births in 2018-20, MMR still remains a concern. While Assam has the highest MMR of 195 deaths per lakh live births, Kerala has the lowest MMR of 19 per lakh live births ("Sample Registration System (SRS) - Special Bulletin on Maternal Mortality in India, 2018-20" 03). India is making sustainable strides in achieving the United Nations Sustainable Development Goals (SDGs) that aim at reducing the global maternal mortality rate to less than 70 per 1,00,000 live births. While around 50 million Indian women suffer from reproductive health problems, pregnancy and childbirth complications arising due to anaemia affect around 50 percent of women in the reproductive age group (Singh).

In India, 57 percent of women are anaemic. The prevalence of anaemia has gone up from 53 percent in 2015-16 to 57 percent in 2019-21 among women. Poverty seems to have a direct bearing on the prevalence of anaemia as study suggests that as household wealth increases, there is a steady decline in the number of anaemic women and men. States such as Assam, Chhattisgarh, West Bengal, Bihar, Gujarat, Jharkhand, Odisha and Tripura have high prevalence of anaemia among women ("INDIA VOLUME I").

Women's health remains a complex topic. The varied dimensions of women's health including physical, mental and reproductive health and wellbeing make it a multi-faceted area of study. It not only includes the study of diseases, but also the factors - social, cultural and environmental - that affects their physical and mental health and wellbeing. These socio-cultural and environmental factors deeply impact women's access to health care and the decision-making process. Gender disparity is a crucial factor that disproportionately affects women and girls and their access to healthcare and health-related decisions. Access to healthcare, decision-making autonomy and societal norms and perceptions add to the complex landscape of women's health issues. Understanding these challenges is crucial for promoting the well-being of women globally and in India.

Radio fostering connectivity: The case of *Mann Ki Baat*

A monthly radio programme hosted by Prime Minister of India Mr Narendra Modi, *Mann Ki Baat* has harnessed the power of radio in reaching out to a large number of people. According to a press statement released by the Press Information Bureau (PIB) in April 2023, while 23 crore people regularly listen to *Mann Ki Baat*, 41 crore people are occasional listeners. This clearly illustrates the reach of *Mann Ki Baat* in the country. Infact,

in one of the episodes of *Mann Ki Baat*, PM Modi attributed his choice of the radio medium for starting dialogue and communication with people owing to its vast network, reach and access. The core objective behind the launch of *Mann Ki Baat* by PM Modi in October 2014 has been to establish dialogue with citizens on day-to-day governance.

Currently, the programme is translated by the AIR into 22 Indian languages and 29 dialects. Apart from All India Radio, this flagship programme is also aired on DD National, DD News and other online platforms. It also caters to international audiences and listeners by broadcasting in 11 foreign languages, apart from English. Except for the months of March, April and May 2019 when the 17th General Elections of India were held, the show has been consistently aired every month since its inception in 2014 and completed 9 years in October 2023. Since January 2015, the show has been aired on the last Sunday of every month.

An impact study conducted by the State Bank of India (SBI) and IIM, Bengaluru titled '9 Years of *Mann Ki Baat*: Transforming People, Policies & Governance' in their analysis of 105 episodes of the radio show found that it has played a key role in popularising various government schemes.

Literature Review

Despite digitisation and the wave of technological development, radio remains an important mass media for reaching out to many people for dissemination of information, education and entertainment. The United Nations estimates that three out of four homes in developing countries have access to a radio, making traditional radio broadcast one of the most influential ways to spread important messages (Hackworth, 2018). The use of radio as a public relations tool is not new. History speaks of leaders such as Franklin D. Roosevelt, Winston Churchill, Adolph Hitler who harnessed the potential of radio in influencing public opinion. Public memory often recalls Franklin D. Roosevelt's radio talk *Fireside Chats* as an archetypal account of the power of radio to conjure a new social space - public and private, national and local. The radio broadcast played in individual homes flowed through the open windows and transported pedestrians from a public space to an intimate space of reception and thereby united the country's listeners into a communion of single audience (Loviglio xiv).

According to a press release by the Ministry of Information and Broadcasting, Govt of India, listenership of All India Radio (AIR) rose from 17 million in February 2022 to 19 million in March 2022. Another study conducted by Toluna group in Tier II and III markets in India found that radio continues to remain popular among Indian listeners with 7 out of 10 listeners tuning to FM radio for 30 minutes to 120 minutes every day. 33% of radio listeners ranked FM as the preferred medium for daily entertainment.

A study has found that Indian PM Modi's *Mann Ki Baat* instead of being a vehicle for policy is now becoming policy in itself with incremental, penetrative two-way communication with people across the length and breadth of India. The show has been a harbinger towards initiating discussions and dialogues on issues of governance, inclusive development, social and cultural issues. The study also found that the show has been able to reinforce listeners' shared connection with the past through repeated mentions of cultural icons of the country. This is evident in the spike in Google search result analysis post the mention of cultural icons by PM Modi in *Mann Ki Baat*. Social messages such as 'Swachh Bharat', 'Vocal for Local', 'Selfie with Daughter' etc. shared by the PM on the show have emerged as intense social campaigns have fostered a 'deep behavioural shift'. Economic schemes and their success stories have also resulted in rising awareness level which is evident in the adoption level of such schemes. During the phase of the corona pandemic, *Mann Ki Baat* witnessed high listenership and became one of the most important and credible sources of information ("9 Years of Mann Ki Baat: Transforming People, Policies & Governance"). A sentiment analysis of written episodes of the show and tweets and opinions regarding the topics discussed in different episodes demonstrate that the show has positively impacted Indian citizens in many areas (Garg, 37-48).

Another study on the content and effectiveness of *Mann Ki Baat* found that all episodes had a similar style of presentation with the PM highlighting issues of national and social importance; updates of the current month and upcoming important events. The study took into account 26 episodes of the programme for content analysis and found that PM's emphasis on *khadi*, incredible India, drug-free India and his appreciation for six female navy officers who circumnavigated the globe were some of the memorable highlights of the episodes examined (Kaur, 2022). PM Modi through *Mann Ki Baat* has been effectively using a motivating language such as giving direction, empathetic and meaning-making language in reaching out to people and increasing his leadership effectiveness (Sharma and Dubey, 534-553).

While a few studies have been conducted to gauge the content, language and effectiveness of *Mann Ki Baat*, these studies have not specifically focused on women's health and the thrust areas of the current Indian government pertaining to women health issues. While the study report by SBI and IIM, Bangalore does highlight economic schemes like *Pradhan Mantri Mudra Yojana*, *Pradhan Mantri Jan-Dhan Yojana*, *SVA Nidhi* and many others and the increase in women's participation in such schemes leading to women empowerment, it does not highlight the show's thrust on health issues with special reference to women. This has been identified as a major gap in the existing literature which the present study attempts to fulfil through an analysis of *Mann Ki Baat*.

Objectives of the study

1. To undertake an in-depth analysis of the first 100 episodes of radio program *Mann Ki Baat* hosted by India's Prime Minister Narendra Modi.
2. To examine the focus accorded to women's health issues in *Mann Ki Baat*.

Methodology

The present study has made use of the content analysis method to carefully analyse the first one hundred episodes of *Mann Ki Baat* available on www.pmradi.nic.in in which covers some women's health issues. In this sense, this study is based on secondary data which is being taken from relevant websites. An English transcript of the first one hundred episodes available online was also examined along with the audio episodes. The study presents an extensive analysis which are both qualitative and quantitative in nature. The limitation of data is evident as it covers only the first one hundred episodes of *Mann Ki Baat*.

Results and Discussion

Mann Ki Baat radio programme which initially saw PM Modi sharing his thoughts in a one-way model of communication, gradually witnessed newer methods to connect to people. This included letters from listeners, voice messages, two-way telephonic interaction by the PM with local heroes, village heads, celebrities, children and the general Indian. Poems and songs sung by the common man are also played in certain episodes of the radio programme depending on its thematic focus. PM Modi's appeal to the listeners in every episode of *Mann Ki Baat* to send their suggestions, feedback, success stories, photos etc. has perhaps been one of the effective strategies to connect with people on a large scale.

A general overview of the analysis indicates that out of the total 100 episodes, PM Modi spoke on varied themes and issues connected to health in 48 episodes.

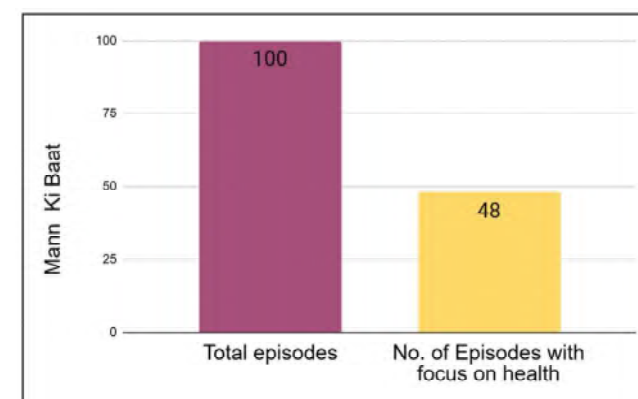


Figure 1: Total Episodes of *Mann Ki Baat* vis-a-vis Episodes with focus on health

Among the health issues taken up for discussion by PM Modi, corona and related precautions feature in 18 episodes transmitted between March 2020 to July 2022. Eight out of 18 episodes specifically celebrated India’s success in developing a ‘Made in India’ vaccine and its successful and fast administration as compared to other countries. The prime minister also drew parallels of the successful corona vaccination development and administration programme with the vision of an *Atma Nirbhar Bharat* or a self-reliant India specially in developing medicines and vaccines. Terms such as *Amrit Mahotsav*, *Atma Nirbhar Bharat*, *Jan Shakti*, ‘Vocal for Local’ were used by PM Modi during the broadcasts as he repeatedly stressed on the success of the vaccination programme in India over different episodes of *Mann Ki Baat* while also dispelling myths about the vaccine and appealing people to get vaccinated.

Yoga and celebration of international *yoga* day constitute the second-highest discussed topic spanning over 12 out of the 48 episodes from May 2015 to January 2023. One of the recurring themes on *yoga* across different episodes was the host’s appeal to celebrate *yoga* day. He also addressed other health issues such as general health, diabetes, depression and mental well-being, respiratory problems etc. and emphasised the benefits of practising *yoga* as a panacea to all problems. *Yoga* to beat diabetes, *yoga* for holistic health, *yoga* for promotion of mental well-being, the power of *yoga* and ayurveda, global community’s recognition of the power of *yoga*, *yoga* for community building and fostering unity etc. were some of the discourses in PM Modi’s *Mann Ki Baat*.

“Yoga is good for community, immunity and unity”. (*Mann Ki Baat*, Episode 65, 00:15:16 - 00:15:22)

Table 1: Health Issues Covered in *Mann Ki Baat*

Sl. No	Episode	Date of transmission	Year	Episode Duration	Health Issue Covered
1	4	January 27	2015	32:45:00	Quality Healthcare to All – #YesWeCan
2	8	May 21	2015	23:39:00	Yoga
3	9	June 28	2015	23:04:00	Yoga
4	11	August 30	2015	20:38:00	Maternal Mortality Rate (MMR)
5	18	March 27	2016	29:46:00	Health day – Diabetes
6	21	June 26	2016	29:50:00	Yoga, diabetes
7	22	July 31	2016	35:42:00	MMR, PM Safe Motherhood Campaign
8	23	August 28	2016	35:15:00	Health

9	30	March 26	2017	30:24:00	Yoga and mental health; Maternity leave
10	32	May 28	2017	29:10:00	Yoga
11	33	June 25	2017	28:22:00	Yoga
12	37	October 29	2017	29:30:00	Yoga to beat diabetes
13	41	February 25	2018	28:24:00	Hygiene and wellness - toilets
14	42	March 25	2018	29:45:00	Toilets; preventive health care, sanitation, yoga
15	43	April 29	2018	29:38:00	Fit India, iron and pregnant women
16	44	May 27	2018	27:45:00	Fit India; Yoga Day
17	47	August 26	2018	29:52:00	Fitness and health
18	51	December 30	2018	29:51:00	Health insurance, Eat India campaign
19	52	January 27	2019	29:57:00	Open defecation free
20	54	June 30	2019	30:58:00	Yoga day; holistic health care
21	55	July 28	2019	25:10:00	Sanitation
22	56	August 25	2019	31:24:00	Balanced diet, Poshan Abhiyan, malnutrition, Fit India movement
23	57	September 29	2019	39:57:00	Fit India
24	58	October 27	2019	28:19:00	Fit India
25	59	November 24	2019	32:13:00	Fit India
26	61	January 26	2020	28:35:00	Fit India
27	62	February 23	2020	24:56:00	Fit India
28	63	March 29	2020	35:35:00	Covid
29	64	April 26	2020	30:57:00	Covid
30	65	May 31	2020	28:45:00	Covid, Yoga, Health Insurance
31	67	July 26	2020	35:50:00	Covid
32	68	August 30	2020	30:58:00	Covid
33	69	September 27	2020	35:40:00	Covid
34	73	January 31	2021	31:13:00	Covid vaccination
35	75	March 28	2021	31:40:00	Covid vaccination
36	76	April 25	2021	31:42:00	Covid second wave
37	77	May 30	2021	37:24:00	Covid, health insurance
38	78	June 25	2021	35:19:00	Corona vaccination success
39	80	August 29	2021	33:15:00	Corona vaccination
40	81	September 26	2021	31:57:00	Corona vaccination

41	84	December 26	2021	30:10:00	Corona vaccination
42	85	January 30	2022	31:37:00	Corona vaccination
43	86	February 27	2022	32:29:00	Corona vaccination
44	87	March 27	2022	28:14:00	Yoga, health
45	90	June 26	2022	32:32:00	Corona precautions
46	91	July 31	2022	30:07:00	Corona healthcare
47	92	August 28	2022	31:20:00	Project Sampoorna, Malnutrition, millets as superfood
48	97	January 29	2023	31:42:00	Yoga, millets for health

Source: Content analysis of the first 100 episodes of Mann Ki Baat, 2023

‘Fit India’ campaign is the third-most talked topic among episodes emphasising health issues. In a total of 7 out of 48 episodes, PM Modi stressed about the vision of ‘Fit India’. Although the prime minister had appealed to everyone, especially the young generation to espouse the idea of ‘Fit India’ in the 42nd Episode of *Mann Ki Baat* broadcast on March 25, 2018, the actual ‘Fit India Movement’ was formally launched on August 29, 2019, on National Sports Day. The information about the launch of the campaign was shared by the host in the 56th episode of *Mann Ki Baat* that went on air on August 25, 2019. One of the core ideas behind the ‘Fit India Movement’ is the creation of a fit India by means of promoting fitness as easy, fun and free. With this in mind, PM Modi, through his discourses, stressed on the importance of indigenous sports, introduced the system of ranking schools in accordance with fitness. He also highlighted *yoga* as having ‘special significance in the Fit India campaign’.

Other issues that were dwelt upon in *Mann Ki Baat* were - the importance of holistic, quality and preventive healthcare, success of the *Ayushman Bharat* health insurance scheme, projection of millets as superfood etc. The study reveals that *Swacch Bharat Abhiyaan* - one of the flagship programmes of the Narendra Modi government that emphasises cleanliness - has been one of the most-often mentioned topics in *Mann Ki Baat*. PM Modi’s attempt to propel the importance of sanitation and cleanliness in promoting a healthy nation - *Swacch Bharat*, *Swasth Bharat* - is clear from his discourse across episodes.

Further, narrowing down on the issues covered in *Mann Ki Baat*, it has been found that only seven out of the first 100 episodes of the programme covered issues related to women’s health. These include Maternal Mortality Rate (MMR), safe pregnancy and antepartum care, tackling malnutrition and the importance of balanced diet, *Poshan Abhiyan*, and the incremental rise in women beneficiaries of the *Ayushman Bharat* health insurance scheme (Table 2). Two out of the seven episodes mostly shared information pertaining to

increase in maternity leave and rise in the number of women beneficiaries in the *Ayushman Bharat* scheme.

In episode 22 of *Mann Ki Baat* aired on July 31, 2016, the PM spoke about MMR and informed listeners about the ‘Prime Minister Safe Motherhood Campaign’ under which pregnant women in India are entitled a free check up every month until nine months for a safe pregnancy. In another episode, the ‘Call to Action’ by 24 countries to reduce maternal and infant mortality was highlighted by the host of the programme.

Table 2: Coverage of Women Health Issues in *Mann Ki Baat*

Sl. No.	Episode	Date of transmission	Year	Episode Duration	Range of Issues Covered	Focus on Women's Health Issues
1	11	August 30	2015	20:38:00	Success of Jan Dhan Yojana; Sought views on Land Acquisition Act; MMR - 24 countries assembled in India "Call to Action"	MMR
2	22	July 31	2016	35:42:00	Sports; RIO Olympics; technology science and research, Dengue-cleanliness; Pregnant women - maternal death- anaemia, high BP; PM Safe Motherhood campaign; urging doctors to do free checks ups 9th of every month ; climate change, warming, environment, planting trees - Van Mahotsav	MMR; Safe Motherhood
3	30	March 26	2017	30:24:00	Digital transactions; food wastage; world health day - depression; <i>yoga</i> and mental well-being; 26 weeks of maternity leave instead of 12	Maternity leave
4	43	April 29	2018	29:38:00	Commonwealth games and India's performance; Fit India campaign; <i>Swachh Bharat</i> internship; Uttarakhand biscuit production - good for pregnant women as they can overcome iron deficiency ; water conservation; festivals	Maternal Health
5	56	August 25	2019	31:24:00	Janasmashami; Life of Lord Krishna; Gandhi Jayanti - Gandhi's life; cleanliness, curbing single use plastic; appeal to celebrate Shramdaan - Gandhi Jayanti; Importance of Balanced Food / diet; Esp. for women - Poshan Abhiyan; Malnutrition; Yoga , wildlife, global warming and climate change, wildlife diversity in India - tiger census, Asiatic lions, Fit India Movement; <i>Swachata</i>	Balanced diet, Malnutrition
6	65	May 31	2020	28:45:00	Battling Corona through collective efforts; spirit of service; novel innovations to fight Corona; “Vocal for Local; power of Yog and Ayurved; Ayushman Bharat beneficiaries ; water conservation	Health insurance - <i>Ayushman Bharat</i> beneficiaries (50 % female)
7	92	August 28	2022	31:20:00	Hoisting of tricolour; patriotism; water conservation; Project Sampoorna in Assam to fight malnutrition; Poshan Abhiyan - coverage of daughters aged 14-18 yrs. ; Indian millets; millets to fight malnutrition ; Azadi ka Amrit Mahotsav; National Sports Day	Project Sampoorna - Assam, malnutrition

Source: Content analysis of the first 100 episodes of Mann Ki Baat, 2023

In terms of weightage given to women’s health issues by PM Modi in his discourses on *Mann Ki Baat*, maternal health, MMR and malnutrition found equal weightage of 25% each in a total of 8 out of the first 100 episodes (Figure 2).

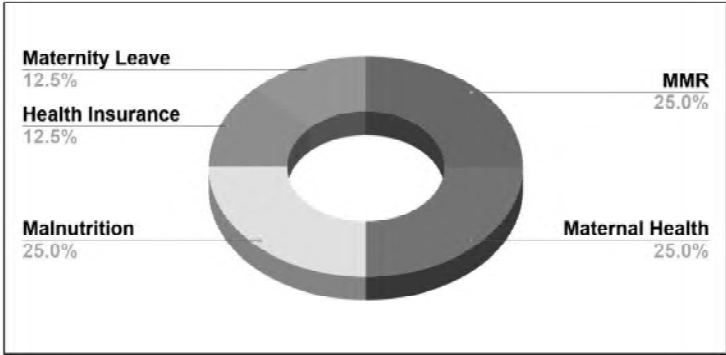


Figure 2: Weightage to Women’s Health Issues in *Mann Ki Baat*

An analysis of the total episode duration of the first 100 episodes of *Mann Ki Baat* vis-a-vis time allocated to women’s health issues, however, paints a dismal picture. Only 0.46% of time has been apportioned for discourse on health issues with special reference to women (Figure 3). The study reveals that within the first 100 episodes of *Mann Ki Baat*, Prime Minister Modi has predominantly emphasised topics such as *Swacch Bharat* (Clean India), *khadi* use, water conservation, *yoga*, sports, games and celebration of *Amrit Mahotsav* (to commemorate 75 years of India’s independence), cashless transactions, *Atma Nirbhar Bharat* (self-reliant India), vocal for local, startups etc.

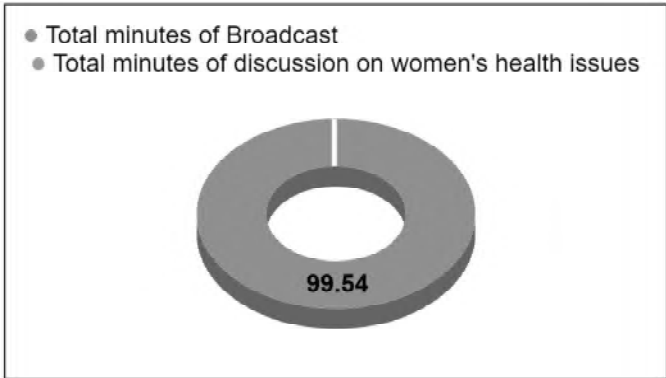


Figure 3: Total episode duration and time allotted to women’s health issues

As evident from the study, there are notable gaps in the coverage of critical women’s health issues within the context of *Mann Ki Baat*. Firstly, mental health concerns, including postpartum depression and anxiety, remain conspicuously absent from the discourse. Secondly, inadequate attention has been given to the broader issue of access to healthcare and the associated barriers faced by women due to socioeconomic factors, gender inequity, and the limited decision-making powers often accorded to women in healthcare matters. Lastly, the issue of gender-based violence and its impact on women’s health failed to feature within the discussions in the first 100 episodes of *Mann Ki Baat*. Addressing these pivotal issues is imperative for fostering a comprehensive and inclusive dialogue on women’s health in this prominent radio talk show.

Conclusion

From the analysis it is evident that radio programme *Mann Ki Baat* has prioritised some issues in which the Government of India has already announced some schemes during the last nine years. Priority has been accorded to *Swacch Bharat*, *yoga*, popularising the use of *khadi*, importance of water conservation, cashless transactions, entrepreneurship and startups, sports and games and promotion of ‘Made in India’ campaign. Apart from these, some other issues including women’s health are also covered in this programme. These include maternal health and safe pregnancy, MMR and malnutrition. PM Modi had also shared important information pertaining to *Ayushman Bharat* Health Insurance Scheme and the increase in women beneficiaries and highlighted the Government’s commitment to improving maternal and child health by increasing maternity leave from 12 weeks to 26 weeks. It is seen that PM Modi has effectively used radio communication in reaching out to the maximum number of adult women population as evident in the 23 crore of general listenership. This analysis of the first 100 episodes of *Mann Ki Baat* makes it clear that women’s health issues are also on the agenda of the Modi Government as these issues have featured especially in seven episodes. Though comparatively less in number, these seven out of 100 episodes have covered some vital issues pertaining to women’s health prevalent in rural India at large. However, there remains more scope to prioritise women’s health issues in the popular radio programme. It can only be presumed that more women’s issues in general and women’s health issues, in particular, will be discussed in *Mann Ki Baat* radio programme in the near future.

Mann Ki Baat programme seems to be one of the most popular and successful programmes launched by the present Indian government. This radio programme reaffirms the effectiveness of the Two-step Flow theory of communication that highlights the role of an opinion leader in disseminating information and shaping people’s perceptions within the

community. These opinion leaders are influential people who are trusted figures, and their opinions are highly valued by others. In the realm of women's health, leveraging opinion leaders can be instrumental in addressing health issues, spreading awareness, and influencing positive behavioural changes. These opinion leaders, whether they are community leaders, healthcare professionals, or celebrities or influential figures, can serve as effective communicators to promote women's health initiatives. Their endorsement and communication can bridge the gaps in understanding the complex health issues, dispel myths, and encourage women to make informed decisions about their health. *Mann Ki Baat* hosted by a person like PM Modi has played a key role in trickling down information on pertinent issues including health. It can further play a proactive role in bridging the gaps in access to healthcare and address issues of gender disparity and gender-based violence that impact women's health. Radio programme *Mann Ki Baat* has ultimately set an example of effective radio communication in reaching out to the common masses including the women folk of India wherein methods are being changed from time to time to make the programme more effective and appealing to the common man.

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