

Impact of Mann Ki Baat on National Integration and Peace through Sports in the North-East States and Jammu and Kashmir

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Abstract: *In this digitisation age, the use of All India Radio (AIR) as a mass communication channel by the Prime Minister of India has altered the scenario and induced new life to public broadcasting through the programme “Mann Ki Baat” (MKB). The show has gained popularity in society both within and outside India. The purpose of this study was to determine the increase in sporting activities driven by the “Mann Ki Baat” programme and its impact on national integration and peace in the North-East states and the union territory of Jammu and Kashmir. The study adopted a cross-sectional observation design based on a purposive sampling of participants. Twenty-six thousand two hundred and sixteen participants (N=26,216) were recruited for the study, including students, teachers, athletes, and coaches from two-three leading institutions (universities, schools, SAI). Out of total participants, 2,859 were from eight states of the North-east region, and 23,357 were from Jammu & Kashmir. It was found that greater than 88 per cent of the participants provided a positive response for impact of MKB on increase in sports participation. And, over 85 per cent of participants provided a positive response to questions on peace and national integration through sports. In conclusion, the “Mann Ki Baat” programme had resulted in an increase in sporting activities and had an impact on national integration and peace in the North-East states and union territory of Jammu and Kashmir.*

Keywords: Impact Assessment; Mann Ki Baat; Radio Programme; Sports Participation; Peace; National Integration

1. Key findings

92% of participants revealed that “Mann Ki Baat” programme motivated them to take up sports. Greater than 88% of participants considered that “Mann Ki Baat” program increased sports participation, with particular emphasis on girls and “Divyang”.

Greater than 85% of participants responded that promoting sports through “Mann Ki Baat” positively impacted peace and national integration.

2. Introduction

Sport has a universal language and can bring people together regardless of their origin, history, religious beliefs, or socioeconomic status. When young people participate in sports, they can experience genuine elation while learning the values of tolerance and teamwork. As a result, sports have always been used to promote peace, national integration and advance the critical international Millennium Development Goals. The United Nations General Assembly declared 2005 the International Year of Sport and Physical Education (United Nations, 2005).

Sport has unquestionably been recognised as a popular and effective tool for social and national integration. Sports competitions, group competitions, intercommunity sports contests, intramural sports competitions, and special programmes in the classroom and at home are the primary means of developing the concept of national integration. The

spirit of oneness, brotherhood and friendship is fostered through games and sports. Teamwork, discipline, prudent leisure use, competitive spirit, democratic values, socialisation, culture, national spirit, ideal citizenship, cordial relationships, eradication of social ills, employment generation, and peace are all components of games and sports in the context of national integration (Kour & Singh, 2019). Building on this, it becomes imperative to find out the essence of sports in fostering peace and national integration in the North-East states and the union territory of Jammu and Kashmir.

The North-East region has been a breeding ground for national sporting talent. The success of athletes such as Mangte Chungneijang Mary Kom (Mary Kom), Bhaichung Bhutia, Sunil Chettri, Dipa Karmakar, Shiva Thapa, Kunjarani Devi, and teams like Aizawl FC and Neroca FC narrate that the region is teeming with potential sporting talents, national heroes, and product endorsers. Sporting success is seen as a means of bringing the obstinate frontier further into the national fold. At the same time, it helps in expanding the sporting infrastructure in the region that helps to respond and fuel local aspirations for sporting careers in metropolitan India and beyond (Mcduie-Ra, 2017).

On the other hand, Jammu and Kashmir (J&K) has the distinction of having multifaceted, variegated and unique artistic mix, making it distinct from the rest of the country. It has diversity in terms of geography, demographics, ethics and social realities. The three regions Jammu, Kashmir and Ladakh profess different religion, language and culture,

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which are continuously intermixing. J&K has a long tradition of sports such as cricket, football, and kabaddi. These games have the potential to bring people together from different communities, regardless of caste, religion, or ethnicity.

For fostering peace and national integrity through sports, the Government of India has initiated several schemes including Khelo India and Fit India. Radio has been leveraged as a powerful mass communication tool despite the rise in social media. "Mann Ki Baat" (MKB), a programme hosted by Prime Minister Narendra Modi, is a popular and ubiquitous monthly radio address, in which the Prime Minister renders his voice about India's prospects under his regime, shares experiences and ideas with the citizens of India (Garg, 2020; Upadhyay, S. & Upadhyay, N. 2019). The Prime Minister has chosen radio to reach every remote region of the country. AIR's home service comprises of 470 broadcasting centres located across the country, covering nearly 92 per cent of the country's area and 99.19 per cent of the total population. Terrestrially, AIR originates programming in 23 languages and 179 dialects (Prasar Bharati, 2022; Bharthur, 2020).

The first "Mann Ki Baat" programme was aired on Vijayadashami on October 3rd, 2014 (Kandukuri, & HaraGopal, 2021). Out of the 99 episodes allusions were made by the Prime Minister Shri Narendra Modi to promote sports/ yoga/fitness in 76 episodes. He frequently mentioned sports and fitness terminologies in "Mann Ki Baat" were Olympics/Paralympics including various national and international games (36 times), sports achievement (35 times), Yoga (33 times), fitness and fit India movement (10 times), sports for Divyang (7 times), Traditional sports and Games (7 times), Run for unity (6 times), health and wellness (6 times), sports technology/ sports infrastructure (3 times), Khelo India (4 times), Sports in Kashmir and North-east (3 times) and World Children Games (1 time). Details are attached in (Annexure-I, Annexure-II and Annexure-III).

In the **98th episode** the Prime Minister while emphasising the essence of the programme has stated:

"My dear countrymen, Namaskar. I am feeling very happy to join you all in this 98th episode of "Mann Ki Baat". In this journey towards a century, all of you have made "Mann Ki Baat" a wonderful platform as an expression of public participation. Every month, in millions of messages, the 'Mann Ki Baat' of lots of people reaches out to me. You know the power of your mind... Similarly, how the might of the country increases with the strength of the society...this we have seen and understood in different episodes of 'Mann Ki Baat'. And I have experienced it - have also accepted it. I remember the day when we talked about encouraging traditional sports of India in 'Mann Ki Baat'. Immediately at that time, a wave arose in the country to join Indian Sports, to enjoy them, to learn them." - 98th Episode of 'Mann Ki Baat 2.0' on 26.02.2023

The Prime Minister in the **80th episode** of Mann Ki Baat has stated:

"Sports and Games and the values of sportsman spirit should continue in family life, in social life, in the life of the Nation, this momentum has to be accorded permanence infusing it with energy and replenishing it with relentless new

energy. At home or elsewhere, in villages or cities, our playgrounds must be filled up. Let all play – let all bloom!" - 80th Episode of 'Mann Ki Baat 2.0' on 29.08.2021

The Prime Minister in the **8th** episode of "Mann Ki Baat" has also emphasised on the importance of sports and stated:

"22 January, the third 'Khelo India Games' concluded in Guwahati. These games had around 6 thousand players from different states participating. You will be surprised to know that 80 records were broken during this grand sports festival. And I am proud that of these 80 records, 56 were broken by our daughters. These laurels have been recorded in the name of our daughters! I along with all the winners, congratulate all the participants. I also thank all the people, coaches and technical officers associated with 'Khelo India Games' for organising them successfully It is very pleasant for all of us to learn that the participation of athletes in 'Khelo India Games' is on the upsurge year after year. And this also tells you about the increasing inclination towards sports in our school children."

Further, the Prime Minister highlighted the increased participation of children in 'Khelo India Games' over the years by stating:

"I wish to tell all of you that in 2018, when 'Khelo India Games' were instituted, thirty-five hundred players took part, but in just three years the number of players has increased to more than 6 thousand, which translates to the fact that it has almost doubled. Not only this, in just three years, through 'Khelo India Games', thirty-two hundred gifted children have emerged on the sporting horizon! Many of these children grew up amidst dearth and poverty. The stories of the patience and determination of these children who participated in 'Khelo India Games' as well as their parents will inspire every Indian." - 8th Episode of 'Mann Ki Baat 2.0' on 26.01.2020

Worldwide sports have been routed to bring peace, and unite people from different caste, creed, religion, and socio-economic status. In line with this, the Prime Minister in the **5th** episode of "Mann Ki Baat" has stated:

"Run for Unity' is a symbol of unison, that the nation being united, is moving in one direction and collectively aims for- One goal! Ek Bharat, Shreshth Bharat the last five years have witnessed - not only in Delhi but in hundreds of cities of India, union territories, state capitals, district centres, even in small cities belonging to tier two or tier three categories, innumerable men, women, be they the city folk, village folk, children, the youth, the elderly, divyang, all are participating in the 'Run for Unity' in large numbers." - 5th Episode of 'Mann Ki Baat 2.0' on 27.10.2019

Since sports possesses cross-cultural nature, it is a unique way of breaking through geographic and social barriers and therefore can be a major component of social interventions, especially those targeting children and youths. Programmes like "Mann Ki Baat" can be used as a tool to invigorate the sense of national integrity and peace. There is a paucity of research in this area however few research has been done to see the effectiveness of "Mann Ki Baat" sports ethos and

elucidating its role in driving unity and oneness. S. Upadhyay, and N. Upadhyay (2019) analysed the usage of pathos in the cyber-physical society. An automated tool to analyse the speeches of Prime Minister Narendra Modi was developed. The tool extracted the features from the public speeches and calculated the ratio of pathos used in the speeches. The results of the analysis showed that the positive sentiments were high during the last 100 days of the “Mann Ki Baat” campaign. In one study, drawing upon the different techniques of the grounded theory approach, Thapliyal and Sharma (2021) investigated the post “Mann Ki Baat” reactions of the Indian citizens. Most of the interviewees informed that they like the broadcast as it is a good innovation and an efficacious mode of communication with the public.

Garg (2020) performed a comparative sentiment analysis of the various episodes of “Mann Ki Baat” and public opinion captured on Twitter regarding their contents. It was found that the programme has been successful in most areas, according to public perception, and has helped the Prime Minister in building a strong connection with the citizens of India.

Consequent to the above, it was important to sought answers the following questions:

- 1) Has “Mann Ki Baat” made an impact in increasing sporting activities in the North-east states and the Union territory of Jammu and Kashmir?
- 2) Has an increased sporting activity led to national Integration and peace in the North-east states and the Union territory of Jammu and Kashmir?

Hypotheses

- 1) “Mann Ki Baat” programme is expected to make an impact on increasing sporting activities in the North-East states and the Union territory of Jammu and Kashmir.
- 2) The increased sporting activities as a result of “Mann Ki Baat” has led to national integration and peace in the North-East states and the Union territory of Jammu and Kashmir.

Delimitation

The study was delimited to those who had attended “Mann Ki Baat” Programme from the following categories:

- a) School Children
- b) University / college students
- c) Athlete Trainees/ SportsPersons
- d) Teachers/ Coaches/Faculty/Administrators

Significance of the study

“Mann Ki Baat” radio programme which has a wide reach capacity covering varied topics has gained popularity in the country. This study attempted to explore the impact of “Mann Ki Baat” on increasing sporting activities and thus, leading to national integration and peace in the North-east states and the Union territory of Jammu and Kashmir. The results of the study will have a positive impact on sports participation and drawing youth to sports, thus leading to national integration and peace among the masses. The information gathered from the study will be a useful reference for various stakeholders like researchers, policy

makers, and teaching fraternity.

3. Methods

The study adopted a cross-sectional observation design based on purposive sampling of participants. It was conducted as a one-time quantitative survey.

Study Participant

A total of 25,976 participants were recruited for the study, including students, teachers/ coaches /administrators from various institutions (universities/schools/SAI/ sports organizations), from all the eight states of the North-east region, and Jammu & Kashmir (Depicted in Table 1). The selection was based on convenience or purposive sampling. All participants included in this study had attended the “Mann Ki Baat” programme.

Table 1: Sample size for the study

States	Students/Athlete Trainees	Teachers/ Coaches	Total
	Universities or Schools or SAI	Universities or Schools or SAI	
Arunachal Pradesh	98	43	141
Manipur	780	70	850
Mizoram	203	05	208
Nagaland	292	46	338
Meghalaya	321	24	345
Assam	300	20	320
Tripura	312	51	363
Sikkim	37	16	53
Jammu & Kashmir	18817	4541	23358
Total	21160	4816	25976

Study Location

The participants for the study were selected from universities, schools, and Sports Authority of India (SAI) Centers /sports organizations across Arunachal Pradesh, Manipur, Mizoram, Assam, Meghalaya, Nagaland, Tripura, Sikkim and Jammu and Kashmir. The school students were recruited from the Kendriya Vidyalaya Sangathan (KVS), Jawahar Navodaya Vidyalaya Samiti (NVS) and/or other state schools in close proximity (around 5 km radius) with the SAI centers or university.

Generation of Survey Questions

The survey was based on objective type questions and composed of closed ended-binary scale questions. The questions formulated were simple in language that could be easily understood across the age-group selected. The questions were directed predominantly towards the impact of “Mann Ki Baat” on sporting activities, sports participation, national integration, and peace in the North-east states and Jammu & Kashmir. The questionnaire is enclosed as Annexure-IV.

Administration of the Questionnaire

For smooth conduct of the study, one project coordinator was recruited to monitor and direct the entire study plan. The state coordinators were responsible to identify the institutions and centre coordinators in their assigned states. The state coordinators were responsible for delivering the questionnaire (both in printed copies and google form),

providing instructions to the institutional coordinators, and monitor the quality of data, and collect duly filled questionnaire. The class-wise or event-wise distribution of questionnaire was handled by the institutional coordinator.

The administration of questionnaire was instructor driven to guide and provide instruction to participants about filling the questionnaire. The survey was intended to be self-administered. The instructor in the study was the concerned faculty or teachers or coaches of the respective participants of the study. For any queries or doubts, the instructor reported to their respective coordinators. There was direct administration of questionnaire in physical mode and online administration of the same was done through google forms to reach a wide range of audience.

Data Entry, Sorting and Analyses

The data was coded in binary format and entered in Microsoft office excel and sorted for any missing or incorrect entry or values. Further, analyses were carried out using the IBM SPSS Software. Percentages were computed

for all quantitative responses while the differences across gender of participants (university, school, and athlete trainees) and across states in North-East and Jammu and Kashmir were assessed using chi-square. The significance was set at $P\text{-Value} < 0.05$.

4. Results

The general characteristics are presented in Table 1 and the overall sample size of Jammu and Kashmir is greater than the North-East region. However, the distribution of male and female participants was not significantly different ($P\text{-Value} < 0.05$), although differences existed within the North-East region. Except Tripura and Mizoram, all other North-East states exhibited higher percentage of male, compared to female participants. The education level of participants differed across North-East and Jammu & Kashmir with the latter representing over 80 per cent of students in 8th to 12th standard, followed by post-graduate and under-graduate students.

Table 1: General Characteristics of the Study Participants Across North-Eastern Region and Jammu & Kashmir

State	Age (Years)	Gender (n)		Education (n)				Total (n)
		Male	Female	School	UG	PG	Others	
1. North-East	18.9 (± 7.33)	1627 (56.9%)	1232 (43.1%)	1755 (61.4%)	619 (21.7%)	475 (16.6%)	10 (0.3%)	2859 (100%)
1) Manipur	18.9 (± 7.29)	577 (59%)	401 (41%)	515 (52.7%)	376 (38.4%)	86 (8.8%)	1 (0.1%)	978 (100%)
2) Mizoram	18.5 (± 5.14)	77 (45.3%)	93 (54.7%)	90 (52.9%)	19 (11.2%)	61 (35.9%)	-	170 (100%)
3) Nagaland	20.2 (± 7.90)	181 (53.6%)	157 (46.4%)	184 (54.4%)	17 (5%)	137 (40.5%)	-	338 (100%)
4) Tripura	17.7 (± 8.40)	166 (45.7%)	197 (54.3%)	312 (86%)	14 (3.9%)	37 (10.2%)	-	363 (100%)
5) Assam	21 (± 7.13)	308 (65.8%)	160 (34.2%)	198 (42.3%)	149 (31.8%)	112 (23.9%)	9 (1.9%)	468 (100%)
6) Meghalaya	16.6 (± 6.40)	193 (55.5%)	155 (44.5%)	321 (92.2%)	9 (2.6%)	18 (5.2%)	-	348 (100%)
7) Sikkim	19.4 (± 6.24)	44 (83%)	9 (17%)	37 (69.8%)	10 (18.9%)	6 (11.3%)	-	53 (100%)
8) Arunachal Pradesh	18.1 (± 6.34)	81 (57.4%)	60 (42.6%)	98 (69.5%)	25 (17.7%)	18 (12.8%)	-	141 (100%)
2. Jammu & Kashmir	19.4 (± 11.56)	13591 (58.2%)	9749 (41.7%)	18817 (80.6%)	1342 (5.7%)	3199 (13.7%)	-	23358 (100%)

Note: 0.1 % (n=18) of participants from Jammu & Kashmir preferred not to mention their gender. Age is depicted as mean (\pm standard deviation). School includes 8th -12th Std.

Overall, in the North-East region and Jammu & Kashmir, greater percentage of participants were students and athletes (depicted in Table 2). Of all North-East states, except Sikkim

and Arunachal Pradesh, greater than 60 per cent participants were students. While the highest percentage of athlete and coach participation was from Sikkim and Arunachal Pradesh.

Table 2: Professional Background of the study participants across North-Eastern Region and Jammu & Kashmir

State	Profession (%)						Total (n)
	Student	Teacher	Athlete	Coach	Admin	Others	
1. North-East	69.4	6.0	21.1	2.1	0.3	1.2	2859
1) Manipur	73.8	4.0	18.6	1.4	0.5	1.6	978
2) Mizoram	90.6	2.9	4.7	0.6	-	1.2	170
3) Nagaland	60.4	9.8	26.0	1.8	-	2.1	338
4) Tripura	74.7	11.0	11.3	1.1	1.1	0.8	363
5) Assam	68.4	6.2	19.9	4.1	0.2	1.3	468
6) Meghalaya	79.0	5.6	13.8	1.4	-	-	348
7) Sikkim	18.9	9.4	64.2	7.5	-	-	53
8) Arunachal Pradesh	19.1	-	76.6	4.3	-	-	141
2. Jammu & Kashmir	75.3	4.3	12.6	2.9	0.9	4.0	23357

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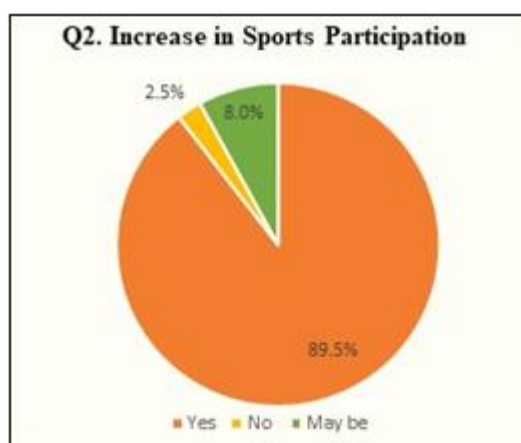
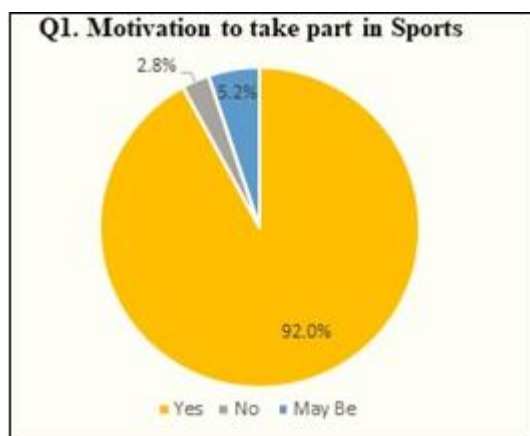
Irrespective of region or gender or level of education, greater than 85 per cent of participants perceived that “Mann Ki Baat” programme motivated them to take up sports, increased their sports participation, with an increased traditional sports participation as well as participation of girls in sports. They in turn also expressed that MKB improved their over health aspects (physical, mental, and social well-being) projected in Figure 1 and Table 1. Greater than 85 per

cent of study participants, irrespective of gender, provided positive response for impact of MKB on sports, followed by neutral (ranging around 4 to 10 per cent) and negative responses (less than 4 per cent). Across the level of education, students from classes 8th to 12th reported greater responses, more than 79 per cent stating a positive impact of MKB, followed by PG and UG students.

Table 3. Impact of “Mann Ki Baat” Programme on Sports Participation and creating awareness among participants in North-East and Jammu & Kashmir

Opinion/Attitude/Perceptions of sports “Mann Ki Baat” has -	Total (N)	Overall (%)	Gender* (%)		Overall P-value#
			Male	Female	
Q1. motivated you to take up sports?	26217	100	15218	10981	
Yes	24130	92.0	91.6	92.4	0.001
No	731	2.8	2.8	2.8	
May Be	1356	5.2	5.6	4.8	
Q2. resulted in increased sports participation?					
Yes	23459	89.5	89.3	89.6	0.000
No	650	2.5	2.3	2.6	
May Be	2108	8.0	8.4	7.8	
Q3. increased Traditional Sports Participation in your state?					
Yes	23103	88.1	87.6	88.5	0.037
No	733	2.8	3.0	2.7	
May Be	2381	9.1	9.5	8.8	
Q4. increased participation of girls in sports?					
Yes	23402	89.3	90.6	88.3	0.000
No	710	2.7	1.9	3.3	
May Be	2105	8.0	7.5	8.4	
Q5. inspired through real-life experiences of sports achievers.					
Yes	23550	89.8	89.5	90.1	0.000
No	839	3.2	3.1	3.3	
May Be	1828	7.0	7.4	6.6	
Q6. helped in creating awareness of physical, social, and mental well-being?					
Yes	24094	91.9	91.9	91.9	0.000
No	461	1.8	1.6	1.8	
May Be	1662	6.3	6.4	6.3	

Note: *0.1% of the study participants chose the option “Prefer Not to Say” for gender. #The P-Value represents difference across responses, within gender.



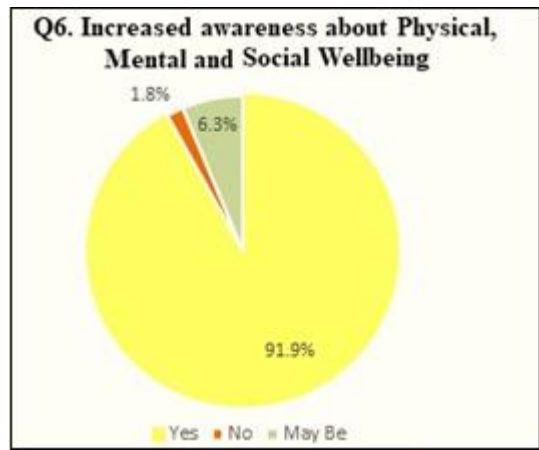
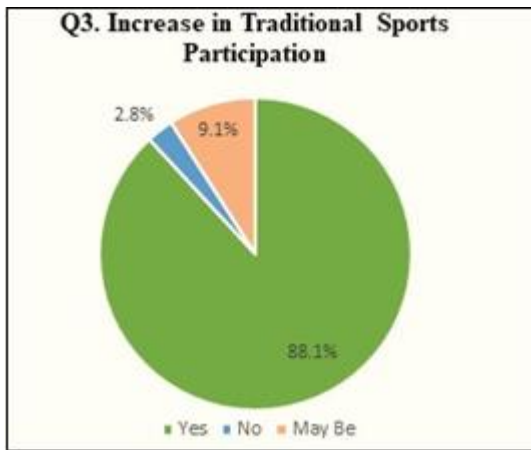
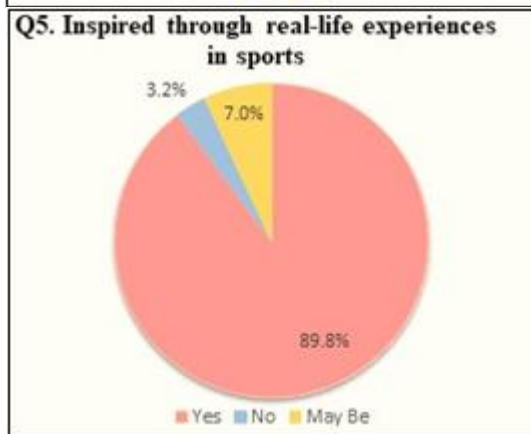
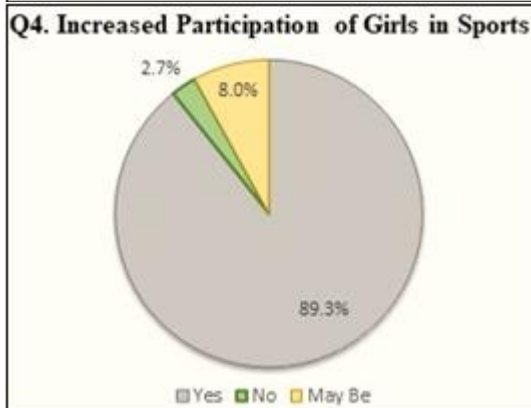


Figure 1: Impact of “Mann Ki Baat” Programme (MKB) on Sports Participation and creating awareness among participants



Among the participants providing positive response towards questions on MKB and sports, over 70 per cent were students, followed by athletes, teachers, coaches, and others (medical staff, sports science staff, multi-tasking staff). The overall participants providing negative or neutral responses were lower than 15 per cent. Among them, students exhibited a greater majority, followed by athletes, teachers, others, coaches, and administrative staff (Refer Table 4).

Table 4: Impact of “Mann Ki Baat” Programme (MKB) on Sports Participation and creating awareness across professions

Opinion/Attitude/Perceptions of sports “Mann Ki Baat” has -	Total (N)	Profession (%)					Overall P-Value
		Student#	Teacher	Athlete	Coach	Others	
Q1. motivated you to take up sports?	26217	19731	1127	3314	768	1041	0.000
Yes	24130	91.8	88.5	93.6	93.0	93.6	
No	731	3.0	4.1	1.8	1.3	1.7	
May Be	1356	5.2	7.5	4.6	5.7	4.7	
Q2. resulted in increased sports participation?							0.000
Yes	23459	89.2	84.8	91.4	90.2	91.8	
No	650	2.7	2.8	2.1	1.2	1.3	
May Be	2108	8.1	12.4	6.5	8.6	6.9	
Q3. increased Traditional Sports Participation in your state?							0.000
Yes	23103	87.9	85.1	89.1	90.9	90.0	
No	733	3.0	1.4	2.6	1.7	1.9	
May Be	2381	9.1	13.5	8.3	7.4	8.2	
Q4. increased participation of girls in sports?							0.000
Yes	23402	89.2	85.3	90.1	91.0	90.6	
No	710	2.9	1.8	2.5	2.1	1.8	
May Be	2105	7.9	13.0	7.4	6.9	7.6	
Q5. inspired through real-life experiences of sports achievers.							
Yes	23550	89.3	90.5	91.6	91.5	91.8	

No	839	3.5	2.4	2.7	1.7	1.5	0.000
May Be	1828	7.2	7.1	5.7	6.8	6.7	
Q6. helped in creating awareness of physical, social, and mental well-being?							
Yes	24094	91.4	92.0	93.2	94.7	94.4	0.000
No	461	2.0	1.2	1.3	4	0.6	
May Be	1662	6.6	6.7	5.5	4.9	4.9	

#Students included 8th to 12th class.

Considering the overall impact of “Mann Ki Baat” on National Integration and Peace, greater than 85 per cent of participants provided a positive response to questions on team spirit, cooperation, peace, harmony, national integration and bringing a sense of nationalism through sports (Depicted

in Figure 2 and Table 5). Irrespective of gender, greater than 85 per cent of the participants, provided positive response for impact of MKB on sports, followed by neutral (ranging around 7 to 12 per cent) and negative responses (less than 4 per cent) (Presented in Table 5).

Table 5: Impact of “Mann Ki Baat” Programme (MKB) on increasing national integration and peace through sports among participants in North-East and Jammu & Kashmir

Opinion/Attitude/Perceptions of sports “Mann Ki Baat” has -	Total (N)	Overall (%)	Gender* (%)		Overall P-value#
			Male	Female	
Q7. helped in developing team spirit and fostering cooperation	26217	100	15218	10981	0.000
Yes	23324	89.0	88.4	89.4	
No	620	2.4	2.3	2.4	
May Be	2273	8.7	9.3	8.2	
Q8. helped in changing the attitude towards Divyang? #					0.000
Yes	22497	85.8	84.7	86.6	
No	893	3.4	3.6	3.2	
May Be	2826	10.8	11.6	10.1	
Q9. promoted sports activities leading to peace and harmony. #					0.000
Yes	23276	88.8	88.5	89.1	
No	650	2.5	2.3	2.6	
May Be	2289	8.7	9.3	8.3	
Q10. promoted “Run for Unity” bringing national integration#					0.000
Yes	23414	89.3	88.4	90.0	
No	645	2.5	2.4	2.5	
May Be	2157	8.2	9.2	7.5	
Q11. brought an increased sense of nationalism and patriotism through propagation of momentum in sports? #					0.000
Yes	23032	87.9	87.1	88.4	
No	619	2.4	2.3	2.4	
May Be	2562	9.8	10.5	9.2	

Note: Question numbers (e.g., Q7.) are placed as per their order in the survey *0.1% of the study participants chose the option “Prefer Not to Say” for gender. #The P-Value represents difference across responses, within gender. #Sample size is slightly lower due to incomplete responses.

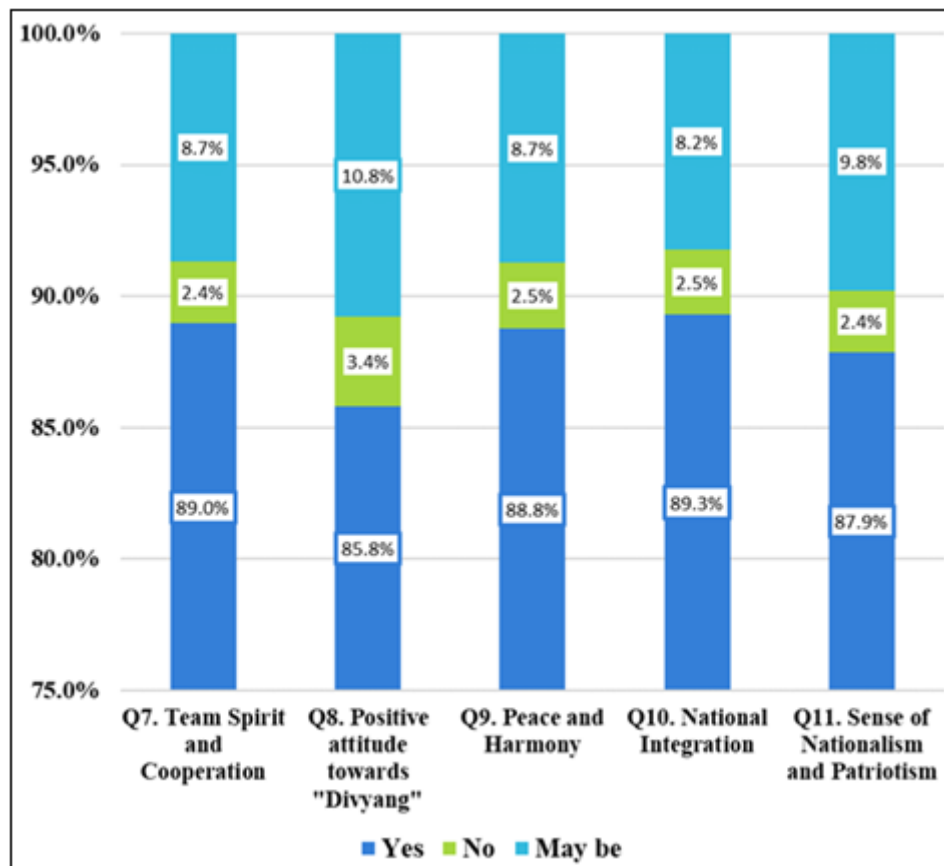


Figure 2: Impact of "Mann Ki Baat" Programme (MKB) on National Integration and Peace through Sports

On comparing across regions, greater than 60 per cent of participants in the North-East region, while greater than 92 per cent in J&K provided positive responses to questions on sports motivation and participation. Further irrespective of the questions (Depicted in Table 6 and Table 7), greater than 85 per cent of participants from Jammu and Kashmir (J&K) exhibited positive responses compared to North-East, irrespective of the questions.

There was greater neutral response among 33.6 per cent participants in North East region towards questions on increase in traditional sports participation due to "Mann Ki

Baat", while not in J&K. In North-East region, greater than 70 per cent of the participants provided a positive response for being inspired by the real-life experiences of sports achievers projected in "Mann Ki Baat" as well as gaining awareness about physical, social, and mental well-being (Presented in Table 6 and Figure 3). In general, the negative or neutral responses were greater in North-East compared to Jammu & Kashmir. This could be due to the difference in sample, apart from barriers associated with language of the programme or lack of general awareness about the programme.

Table 6: Comparing the responses of survey on the Impact of "Mann Ki Baat" Programme (MKB) on sports participation across North-East (NE) and Jammu & Kashmir (J&K)

Opinion/Attitude/Perceptions of sports "Mann Ki Baat" has -	Total (N)	Regions (%)		P-Value
		NE	J&K	
Q1. motivated you to take up sports?	26217	2859	23358	0.000
Yes	24130	68.3	94.9	
No	731	11.8	1.7	
May Be	1356	19.8	3.4	
Q2. resulted in increased sports participation?				0.000
Yes	23459	61.8	92.9	
No	650	9.3	1.6	
May Be	2108	28.9	5.5	
Q3. increased Traditional Sports Participation in your state?				0.000
Yes	23103	56.5	92	
No	733	9.9	1.9	
May Be	2381	33.6	6.1	
Q4. increased participation of girls in sports?				0.000
Yes	23402	68.4	91.8	
No	710	6.9	2.2	
May Be	2105	24.7	6	
Q5. inspired through real-life experiences of sports achievers.				

Yes	23550	70.5	92.2	0.000
No	839	12.7	2	
May Be	1828	16.8	5.8	
Q6. helped in creating awareness of physical, social, and mental well-being?				
Yes	24094	77.7	93.6	0.000
No	461	4.4	1.4	
May Be	1662	17.9	4.9	

Note: NE = North-East; J&K = Jammu and Kashmir; P-value<0.05 represents significant difference across regions and responses.

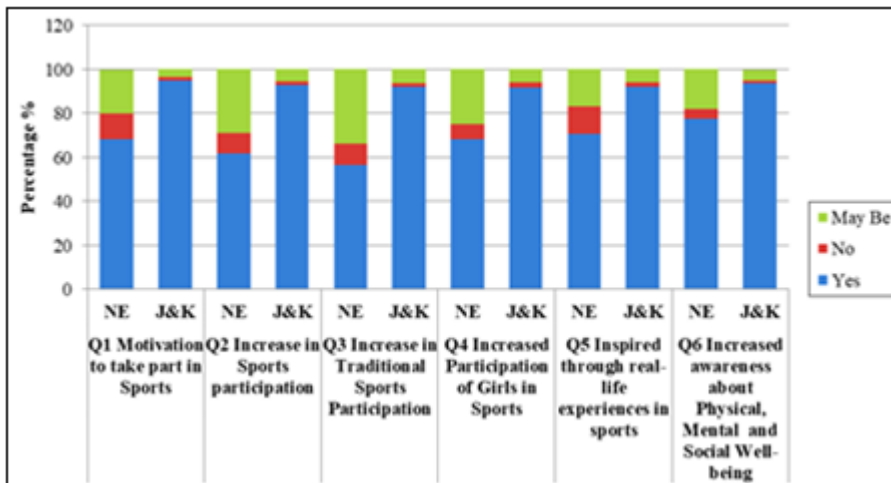


Figure 3: Impact of "Mann Ki Baat" Programme (MKB) on sports participation across North-East (NE) and Jammu & Kashmir (J&K).

Table 7: Comparing the responses of survey on the Impact of "Mann Ki Baat" Programme (MKB) on national integration and peace through sports across North-East (NE) and Jammu & Kashmir (J&K)

Opinion/Attitude/Perceptions of sports "Mann Ki Baat" has -	Total (N)	Regions (%)		P-Value
		NE	J&K	
Q7. Helped in developing team spirit and fostering cooperation		2859	23358	0.000
Yes	23324	68.0	91.5	
No	620	6.5	1.9	
May Be	2273	25.4	6.6	
Q8. Helped in changing the attitude towards Divyang?				0.000
Yes	22497	62.8	88.6	
No	893	10.1	2.6	
May Be	2826	27.0	8.8	
Q9. Promoted sports activities leading to peace and harmony.				0.000
Yes	23276	62.0	92.1	
No	650	8.4	1.8	
May Be	2289	29.6	6.2	
Q10. Promoted "Run for Unity" bringing national integration				0.000
Yes	23414	66.8	92.1	
No	645	7.6	1.8	
May Be	2157	25.6	6.1	
Q11. Brought an increased sense of nationalism and patriotism through propagation of momentum in sports?				0.000
Yes	23032	63.6	90.8	
No	619	6.0	1.9	
May Be	2562	30.4	7.3	

Note: Question numbers (e.g., Q7.) are placed as per their order in the survey. NE = North-East; J&K = Jammu and Kashmir; P-value<0.05 represents significant difference across regions and responses.

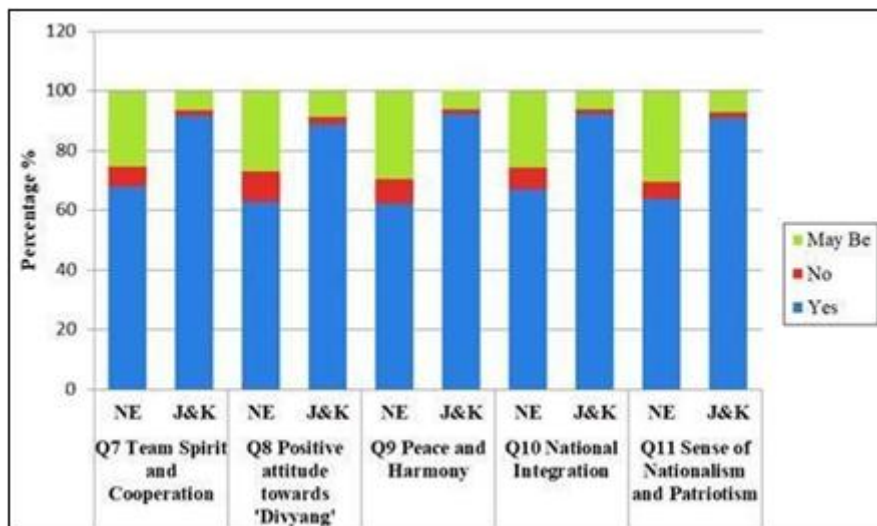


Figure 4: The impact of “Mann Ki Baat” Programme (MKB) on national integration and peace through sports across North-East (NE) and Jammu & Kashmir (J&K)

On comparing across regions for responses related to questions on national integration and peace, Jammu & Kashmir reported a significantly higher positive response (greater than 88 per cent) that promoting sports through “Mann Ki Baat” has helped in developing team spirit, peace, harmony, national integration, and nationalism in the state compared to greater than 60 per cent participants in the North-East region. While less than 25 per cent participants from North-East provided neutral (unsure) responses for questions related to promotion of peace and national integration through sports.

5. Discussion

The “Mann Ki Baat” programme has been successful in promoting and motivating citizens for being effective and useful to the society. It has motivated people to realise and develop skills to achieve their optimal self, along with health and wellness. The most significant observation from the present study was that majority of the participants provided positive responses for questions associated with increase in motivation for sports and sports participation. This in turns has led to harmony, peace, nationalism, and national integration. Thus, the hypothesis of the study has been proven true. This might be due to the fact that out of the 99 episodes of “Mann Ki Baat”, 76 episodes made allusions to promote sports/ yoga/ fitness.

6. Conclusion

The study exhibited that “Mann Ki Baat” programme had made an impact in motivating participants to take up sports and increase sports participation in the North-East Regions and Jammu and Kashmir. Further, majority of the respondents reported that the momentum of the sport propagated through “Mann Ki Baat” was effective in building team spirit, harmony, peace, a sense of nationalism and national integration.

7. Limitations of the Study

The present study is limited by the following:

- 1) Purposive sampling was adopted to recruit participants, as opposed to random sampling.
- 2) The sample size in North-East being small was also one of the limitations.
- 3) The questions were close-ended and thus were not able to determine useful context-specific qualitative responses.

8. Future Directions

- 1) Further research can be carried out with better study design approaches and including other parts of the country as well.
- 2) Further, qualitative exploration can be carried out to identify key determinants of sports participation through “Mann Ki Baat” programme.

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