

ENVIRONMENTAL COMMUNICATION IN MANN KI BAAT: A CONTENT ANALYSIS OF ENVIRONMENTAL MESSAGES IN THE PROGRAMME

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ABSTRACT

The analysis of the provided tables reveals key trends in the environmental and community-centric themes of the "Mann Ki Baat" program over the years, along with the strategies used to engage the audience. Each episode consistently emphasizes issues like cleanliness, water conservation, and waste management, though with varying levels of focus. The Swachh Bharat movement is a recurring theme, especially in the early episodes (2014–2015), where it is closely linked to national pride and collective action. In particular, over time, attention has developed to specific environmental themes such as water conservation and permaculture, with each theme framed in a positive way to inspire citizens to take action.

The strategy used in the plan includes personal stories, attractiveness to the pride of the people, visual and emotional attractiveness, positive frameworks and experts. For a personal narrative, for example, a common community associated with water protection and sustainable agriculture plays an important role in humanized issues and related issues. The program also effectively uses visual and emotional appeals, such as depicting a clean environment or the transformation of barren lands into productive fields, to evoke an emotional response from viewers. Experts and institutions are consistently involved to ensure the credibility of the reports presented, further reinforcing the call to action. Over the years, these themes have been formulated, emphasizing their importance for the progress and development of the country.

Plastic reduction and waste management, as well as a focus on reforestation in upcoming

episodes, highlight our ongoing efforts to engage the audience in environmentally friendly behavior. The strategies used, especially emotional appeals, are intended not only to educate citizens, but also to motivate them to take personal responsibility for the environment and thus contribute to the achievement of larger national goals for sustainable development and community development.

KEYWORDS: Communication, Environment, Mann Ki Baat, Message, Strategy, Theme.

I. INTRODUCTION

As global environmental challenges such as climate change, resource depletion and biodiversity loss continue to escalate, environmental communication is becoming increasingly important in the media arena. Effective environmental communication plays a vital role in raising awareness, promoting sustainable development and shaping public opinion on environmental issues (O'Neill, 2013). In this context, "Mann Ki Baat", a popular radio program hosted by India's Prime Minister, Narendra Modi, stands as an influential platform that not only addresses a range of socio-political issues but also incorporates discussions on environmental sustainability and ecological conservation (Choudhary, 2017). By analyzing the environmental messages conveyed through "Mann Ki Baat", this study aims to examine the extent to which the program contributes to shaping the public discourse on environmental issues in India.

The program, which was launched in 2014, provides a unique opportunity for direct communication between the Indian leadership and citizens, thereby creating a personal connection with the masses (Sharma, 2018). Through this format, the Prime Minister discusses a wide range of issues, including those related to the environment, such as pollution control, sustainable development, and climate action. Given the strategic use of media in contemporary environmental propaganda, Mann Ki Baat is an important case study to examine how political leaders use communication platforms to influence environmental perceptions and behavior (Kovach & Rosenstiel, 2014). This study will analyze the content of these broadcasts to understand the narrative strategies used to communicate environmental issues and promote sustainable behavior. By controlling the environmental information in "Mann Ki Baat", this research will also reflect the extensive influence on Indian public environmental awareness and political changes. In countries that are deeply intertwined with social and economic factors in this environmental challenge, the role of communication in cultivating environmental awareness is crucial to

promoting collective actions (Sinha, 2020). This content analysis will contribute to the growing field of environmental communication research by providing insight into the effectiveness and impact of environmental discourse through public communication channels.

II. REVIEW OF LITERATURE

Environmental communication and the influence of the media Environmental communication is the process of creating and exchanging information with the aim of influencing society's views and behavior on environmental issues. Scholars such as Cox (2010) define environmental communication as a tool that can promote sustainability or hinder environmental progress depending on how the information is constructed and disseminated (Cox, 2010). The media, especially public broadcasting systems such as All India Radio (AIR), play a vital role in disseminating environmental messages to the public. The radio program Mann Ki Baat, initiated by Prime Minister Narendra Modi, has gained significant traction in communicating environmental issues to a diverse audience across India. Mann Ki Baat and its Impact on Public Awareness Mann Ki Baat has been a powerful platform for the Indian government to communicate messages related to national unity, policy achievements, and social issues. In terms of environmental communication, Modi's speeches often feature calls for environmental preservation, highlighting themes like cleanliness, conservation, and sustainable development.

According to Ramaswamy (2018), the program serves as an influential tool to create values of environmental responsibility among citizens by discussing environmental challenges and promoting practical solutions. Public communication through Broadcasting Radio, a traditional and effective medium, remains one of the most widely used media forms in India, especially in rural areas. Researchers such as Satpathy (2016) believe that radio is an effective tool for conveying environmental messages because it overcomes reading barriers and is easy for people to use. The role of political leaders in environmental communication Political leaders are often the main source of environmental information and influence public discourse and behavior. Modi's remarks in "Voices from the Heart" have attracted attention for their strategic use of environmental issues, thereby establishing a sense of national responsibility (Choudhury, 2017). The plan highlights government initiatives such as the Swachh Bharat Abhiyan (Clean India Mission) and promotion of renewable energy, building public awareness and strengthening the government's efforts in environmental sustainability. Environmental Communication in India: The challenges and opportunities India faces a number of challenges in environmental communication, including

limited reading skills and difficulty achieving remote populations (Sharma & Patel, 2015). However, according to Singh (2019), Mann Ki Baat offers a unique opportunity to deal with these challenges through a well-known voice (prime minister) to address environmental issues in a way that resonates with people from all areas of life. Framing of environmental messages in the media Media framing theory explores how the media asks questions and influences public perceptions. Tuchman (1978) discusses how media frames can emphasize or downplay certain aspects of an issue, thereby shaping public opinion.

In the context of Mann Ki Baat, Modi's framing of environmental issues often emphasizes solutions, positive change, and community participation, aligning with the government's larger environmental policies. Sustainability in the Indian media landscape in an era of growing environmental crisis, media plays a crucial role in promoting sustainable practices. Singh (2020) believes that media, including Mann Ki Baat, has begun to move towards sustainability as a core value, rather than simply focusing on environmental protection. This shift reflects a broader shift in the way environmental messages are delivered, with the aim of achieving long-term behavioral change rather than short-term awareness. Community-based environmental communication Mann Ki Baat was praised for including folk stories that highlighted the contributions of local communities and individuals to addressing environmental issues.

As discussed by Jadhav (2017), this approach helps create a deeper connection with the audience by showing that environmental issues are not distant or abstract, but directly relevant to people's lives. Leveraging social media to Enhance Environmental Information The integration of social media platforms with traditional media formats has increased the impact of environmental information in India. According to Kapoor and Gupta (2018), Mann Ki Baat often links its radio broadcasts with social media channels, creating a multi-platform approach that increases the impact of environmental messages. Public engagement and environmental efforts Mann Ki Baat has promoted public participation in environmental activities by calling for individual responsibility, such as participating in cleanliness drives and adopting sustainable practices.

As Das (2017) argues, the show not only educates listeners but also engages them in direct action, fostering a sense of personal responsibility toward the environment. Public Participation and Environmental Action Mann Ki Baat encourages public participation in environmental action by encouraging personal responsibility, such as participating in clean-up activities and adopting sustainable practices. As Das (2017) states, the program not only educates listeners but also engages them in direct action and develops personal responsibility for the environment. The role

of government policy in environmental communication is usually announced by Mann Ki Baats to announce the Indian Government Environmental Protection Policy, such as the National Action Plan of Climate Change. According to Sharma (2019), the plan effectively transforms complex political initiatives to available information and thus understands the government's understanding of environmentally friendly behavior in society.

The background of the Indian environmental culture has a significant impact on how to get environmental information. According to Sureh (2020), Mann Ki BAAT often combines Indian cultural elements, such as religious festivities and traditional practices to promote environmental sustainability, thus maintaining their local values and customs. Environmental Communication and National Development As part of a broader development discourse, Mann Ki Baat uses environmental issues as a means to promote national development. According to Agarwal (2018), environmental sustainability is presented as an integral part of India's future growth, making it a key component of the national development agenda. Environmental communication and understanding of climate change in addressing global environmental problems such as climate change, Mann ki BAAT has contributed to understanding of climate measures. As Bhatia (2019) notes, the program connects local actions with global goals and encourages individuals to consider how their behavior can help address climate change.

Mann ki Baat role in environmental exchange uses mann ki baat, often emotional attraction to increase the urgency of environmental problems. Researchers, such as Thakur (2016), emphasized the role of emotions in motivating the environment. Media knowledge and environmental communication medicine play an important role in how people interpret environmental shipments. According to Kaur & Shah (2020), Mann Ki Baat acts as a useful tool for promoting media knowledge related to environmental issues, helping the audience to critically engage in content and develop a deeper understanding of environmental sustainability.

Environmental narratives in public discourse Environmental narratives are central to how people think about and act on environmental issues. As Ghosh (2018) argued, Mann Ki Baat helped create a national environmental narrative that embraced sustainability as a collective goal and fostered a sense of solidarity in the face of global environmental challenges. Environmental Communication and Political Legitimacy Environmental issues can enhance the legitimacy of political leaders by aligning their image with values of progress and responsibility. Modi's frequent emphasis on environmental stewardship in Mann Ki Baat reinforces his image as a leader for sustainable development (Verma, 2020). The role of public broadcasting in environmental protection Public

broadcasters such as AIR are in a unique position to promote public interest, including environmental protection.

According to Kumar (2017), Mann Ki Baat is an example of how public broadcasting can promote environmental initiatives by promoting policies and practices that support sustainable lifestyles. Environmental Communication and Social Change Environmental communication is a tool for social change that helps change social values and behavior. Mann Ki Baat often focuses on how small individual actions lead to significant collective environmental change. As Joshi (2018) points out, the program plays a critical role in driving social changes through environmental announcements that encourage citizens to take ownership of environmental issues.

III. OBJECTIVES OF THE STUDY

- A.** To analyze the themes and topics of environmental messages communicated in the 'Mann Ki Baat' programme.
- B.** To evaluate the communication strategy for environmental information in 'Mann ki Baat' programme.

IV. RESEARCH METHODOLOGY

The research methodology for analyzing environmental communication in Mann Ki Baat was follow a qualitative content analysis approach that focuses on both thematic and strategic aspects of the environmental messages conveyed in the programme Mann ki Baat. The first step will involve a careful selection of episodes that discuss environmental topics through stratified random sampling. The chosen episodes were spanning a predefined time frame, the five years (2014 to 2018). The analysis was using both audiovisual content and transcripts obtained from publicly available platforms (website: <https://www.pmindia.gov.in/>).

The analysis was begun with the identification and coding of main themes and subthemes related to environmental messages. Broad environmental issues such as climate change, waste management, and biodiversity conservation will be the main themes, while subthemes may include government policy, civic responsibility, and specific environmental problems or solutions. To ensure accuracy and consistency, a coding manual will be developed to guide the categorization process.

V. DATA ANALYSIS AND INTERPRETATION

The table 1 compares the topics covered in different phases of the public programme Mann Ki Baat, focusing on topics of environment such as climate change, waste management, water and energy conservation, agricultural sustainability and public action on selected dates by sampling.

Table 1: Themes and Topics of Environmental Messages Communicated in the 'Mann Ki Baat' Programme

Theme	3 October, 2014	22 February, 2015	27 March, 2016	29 January, 2017	25 February, 2018
Climate Change	Cleanliness through Swachh Bharat Abhiyan	Not Mentioned	Not Mentioned	Not Mentioned	Not Mentioned
Biodiversity	Not mentioned	Not mentioned	Not mentioned	Not mentioned	Not mentioned
Waste Management	Emphasized through the Swachh Bharat Abhiyan and public cleanliness efforts	Not mentioned	Not mentioned	Focus on cleanliness and public health, encouraging the Swachh Bharat Mission	Discussed sustainable practices like the use of animal dung in various applications
Water Conservation	Not Mentioned	Not mentioned	Emphasized the importance of water conservation, encouraged citizens to	Not mentioned	Not mentioned

			provide water to birds and animals, and discussed the significance of saving water during summer		
Energy Conservation	Not Mentioned	Not mentioned	Not mentioned	Encouragement for adopting energy-efficient solutions, though not a main focus of the episode	Mentioned electricity reaching remote villages, including Elephanta Island
Agricultural Sustainability	Not mentioned	Not mentioned	PM Modi introduced the 'Kisan Suvidha App,' which helps farmers by providing information on weather, market prices, and crop advisories to improve agricultural	Not mentioned	Not mentioned

			sustainability		
Community Action	Strongly highlighted with calls for collective action under Swachh Bharat Abhiyan	Focused on students' actions, especially in the context of exams and self-improvement	Highlighted individuals like Abhi Chaturvedi and Shilpa Kukke, who took actions to help provide water to animals and supported milk vendors during the summer	Acknowledgment of various community-driven initiatives, praising citizen participation in societal development	Mentioned community initiatives like 'Trash Mahotsav' and stressed the importance of National Safety Day and International Women's Day for community development
Other	Discussions on the Mars Orbiter Mission, Khadi promotion, and national pride	Discussed exam stress management and the importance of self-competition	Not Specific mentioned environment topic	ISRO's achievements, digital payment adoption, youth engagement in sports, cultural heritage, and exams	Discussed National Science Day and honored Sir C. V. Raman, and emphasized the role of the National Disaster Management Authority

Source: Programme Available on the Govt. Website (<https://www.pmindia.gov.in/>)

The programme on 3 October 2014 had a special emphasis on topics such as cleanliness and waste management, especially the Swachh Bharat Abhiyan, which emphasized public cleanliness. Although climate change was not directly mentioned, the Swachh Bharat initiative indirectly addressed environmental issues. The episode also featured discussions on the Mars Orbiter mission and the promotion of Khadi, showcasing national pride and technological advancements. On February 22, 2015, waste management and public action were not mentioned in detail. However, the focus was on student actions, especially in the context of exams and self-improvement. Other topics include exam stress management and the importance of self-competition. Biodiversity and environmental issues are not discussed in this episode. Before March 27, 2016, when climate change and waste management were not directly addressed, the event had a special focus on water conservation. Prime Minister Modi discussed the importance of saving water, especially during the summer months, and urged citizens to help animals by providing them with water.

Additionally, agricultural sustainability was introduced with the launch of the 'Kisan Suvidha App,' aimed at improving the livelihoods of farmers by providing information on weather, market prices, and crop advisories. On 29 January 2017, waste management was still an ongoing concern, with the Swachh Bharat Mission being promoted for public health and cleanliness. As energy-saving solutions are promoted, energy conservation also appears, albeit in a secondary role. The episode also recognizes community-driven initiatives and celebrates citizen participation in social development. Finally, on 25 February 2018, there was a strong focus on community action, with references to events such as Trash Mahotsav, as well as observances of National Safety Day and International Women's Day. The topic of energy and water conservation was not specifically discussed, but the episode celebrated various national events, including National Science Day and ISRO's achievements, while also paying tribute to Ch. V. Raman for their contributions to science and technology. The table 2 provides an overview of the strategies used in various programme of Mann ki Baat from 2014 to 2018 to promote environmental and social causes.

Table 2: Evaluate the Communication Strategy for Environmental Information in 'Mann Ki Baat' Programme

Strategy	3 October, 2014	22 February, 2015	27 March, 2016	29 January, 2017	25 February, 2018
Personal	Focused	Highlighted	Featured	Shared stories	Shared

Storytelling	on cleanliness and sanitation, shared personal anecdotes for Swachh Bharat Abhiyan	personal stories of water conservation efforts by communities	personal stories of farmers adopting sustainable agricultural practices	about tree plantation and the benefits of afforestation	narratives of citizens reducing plastic usage and adopting waste management practices
Appeal to National Pride	Cleanliness as a national responsibility under Swachh Bharat Abhiyan	Water conservation as a patriotic duty linked to national development	Sustainable agriculture framed as an achievement for India	Celebrated India's achievements in afforestation efforts	Connected the reduction of plastic to the progress of the nation
Visual and Emotional Appeal	Descriptions of clean, green surroundings to evoke emotional responses, encouraging participation in	Depicted water scarcity to emotionally engage listeners to conserve water	Showcased transformation of barren lands to fertile fields through sustainable farming	Presented visuals of lush forests as results of tree plantation, inspiring engagement in environmental efforts	Showcased the environmental impact of plastic waste, emotionally motivating reduction of plastic usage

	cleanliness drives				
Positive Framing	Cleanliness framed as an achievable goal, focusing on successful initiatives to inspire action	Water conservation presented as a patriotic duty with positive outcomes	Framed sustainable farming as a pathway to prosperity, focusing on economic benefits	Highlighted tree plantation as a rewarding activity with positive environmental impact	Framed reducing plastic usage as a simple yet impactful action for a cleaner environment
Use of Experts and Authorities	Discussed experts and authorities in sanitation and cleanliness	Focused on experts in water management and conservation efforts	Featured agricultural experts advocating for sustainable farming practices	Used environmentalists and forestry experts to promote tree plantation	Highlighted environmentalists and sustainability experts to reduce plastic waste

Source: Content Analysis of the Selected Programme

It illustrates how personal narrative, national pride, emotional appeal, positive framing, and expert and institutional engagement evolved across the various campaigns. Personal storytelling is key in these events. The focus initially shifted to cleanliness during the Swachh Bharat Abhiyan in 2014, where personal anecdotes related to sanitation were shared. Later, in 2015 and beyond, these stories evolved to reflect community efforts in water conservation, permaculture, reforestation, and plastic reduction. The narrative approach always shows relevant individual actions that contribute to larger social and environmental goals. The appeal to the country's pride corresponds to the specific environmental issues resolved. The movement in 2014 emphasized that cleaning is a national responsibility and, in the coming years, it forms water, which includes sustainable agriculture, afforestation and plastic reduction due to patriotic commitments related to the

development of India. The aim of these appeals was to inspire citizens by linking individual actions to the progress of the country.

A visual and emotional appeal strategy also developed. Initially, the depiction of a clean and green environment was intended to encourage participation in clean-up efforts. Over time, the visuals became more specific, including water scarcity in 2015, barren land becoming fertile land in 2016, plantations turning into dense forests in 2017, and plastic waste in the environment in 2018. These images were intended to evoke strong emotional responses and motivate listeners to take action. In terms of positive framing, the campaigns always emphasized the positive outcomes of each initiative. In 2014, Swachh Bharat Abhiyan considered the cleanliness as a realistic goal. Experts and authorities were included in the reputation of these plans. Experts in sanitation, water management, agriculture, forestry, and environmental sustainability were brought in to validate and promote each case, providing insight into the technical and practical benefits of the initiatives. These expert endorsements helped build trust and encourage citizen participation.

VI. CONCLUSION AND SUGGESTIONS

The research findings highlight the various topics and themes covered in various episodes of Mann Ki Baat, focusing on environmental and social issues. While issues of Swachh Bharat Abhiyan and cleanliness of the society have been discussed for a long time, other environmental issues like biodiversity, water conservation and energy conservation are rarely mentioned. Community action received significant attention, particularly in the context of student and public engagement in social initiatives. For future shows, it would be beneficial if the show could continue to discuss biodiversity, water conservation and agricultural sustainability to raise awareness. In addition, several examples of energy saving practices and its positive influence on the environment and the economy may be further enriched. By participating in these key themes, Mann Ki Baat can continue to promote positive changes in society.

On the other hand, findings related to strategies shows the development strategies used in various episodes of "Mann Ki Baat" to promote environmental and social causes. It demonstrates a consistent approach to personal storytelling that uses relatable and community-based stories to inspire action. Each episode emphasizes national pride and instills a sense of responsibility and patriotism in the audience. Visual and emotional appeal combined with positive framing reinforces the positive impact of individual actions, motivating the audience to engage in initiatives such as cleanliness, water conservation, permaculture, reforestation, and plastic reduction.

The use of experts and institutions increases credibility by ensuring that listeners are informed and guided by recognized individuals in their respective fields. For future improvements, including more interactive elements such as listener participation or feedback could improve engagement. Additionally, broadening the scope to include more diverse voices and experiences can foster a deeper connection with a wider audience.

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