

## **MANN KI BAAT: EXPECTATION AND PERCEPTION OF UNIVERSITY STUDENTS**

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### **ABSTRACT**

The study investigates university students' expectations and views of the "Mann Ki Baat" program, finding a significant association between anticipated and received material. The majority of students (81.5%) expect the curriculum to focus on national issues, with developmental policies coming in second (85.2%), indicating a desire for socially relevant and meaningful topics. While many students value the program's motivational approach, they stress the significance of excellent delivery in maintaining their attention. The perception research reveals that the program is widely seen as highly relevant and motivating. However, there is a disconnect between students' expectations and the content offered, with some students believing their expectations were not entirely realized. To remedy this, the study suggests stressing national and developmental issues that are highly relevant to the audience, as well as incorporating more motivational narratives and student-centric topics. Furthermore, changing the delivery style to a more engaging and motivating tone and introducing interactive features will boost student engagement. Bridging the expectation-perception gap by tailoring content to student interests could strengthen the program's impact, encouraging deeper engagement and commitment among its university audience.

**KEYWORDS:** Expectation, Mann Ki Baat, Narratives, Perception, Programme.

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## I. INTRODUCTION

The radio show "Mann Ki Baat," which Prime Minister Narendra Modi introduced in 2014, provides a direct line of communication between the Indian government and its constituents. In addition to covering a wide range of subjects, such as social issues, national development, and inspirational tales, the program frequently focuses on empowering young people and attending to the needs of students. Its increasing appeal, particularly among youth, has made it a powerful instrument for influencing public opinion and promoting patriotism. Mann Ki Baat has attracted a lot of attention due to its inspirational and educational tone, establishing a platform that connects the general public with government policies. Bhatti (2017). As engaged members of the sociopolitical community, university students are a crucial group to comprehend Mann Ki Baat's influence and scope. They have a greater understanding of both domestic and international issues in addition to being more likely to participate in the program. As a result, their expectations of Mann Ki Baat—including its tone, content, and delivery—have a significant impact on how relevant and successful they believe the program to be. Studies have emphasized how crucial the media is in shaping young people's attitudes and actions, particularly when it comes to political communication (Wright & Street, 2007). Examining whether the program satisfies university students' expectations and fits with their academic and personal interests is crucial, especially considering its emphasis on social welfare and national development.

According to earlier research, the media significantly influences how young people view social and political issues (Kiouisis, 2002). For example, audience engagement and information retention can be greatly impacted by the tone and message delivery used in media broadcasts (Schroeder & Zwick, 2006). Furthermore, government interests are frequently reflected in the substance of public communication programs like Mann Ki Baat; nonetheless, it is crucial to determine whether or not young listeners find this appealing. Content that speaks to the concerns of young people, like social issues, employment advice, and educational prospects, tends to attract more attention and participation, according to studies on youth and media consumption (Pew Research Center, 2016). The purpose of this study is to close the gap in the literature about university students' expectations and perceptions of Mann Ki Baat. The study looks at how students interact with the show and how it affects their opinions on social issues, national concerns, and governance in an effort to provide light on how successful Mann Ki Baat is as a

communication tool.

Additionally, knowing how students' expectations and perceptions relate to one another will assist enhance the program's delivery and content, making sure it stays engaging and current. The results of this study may offer a framework for examining how the media shapes young adults' opinions in India, especially when it comes to political participation and national dialogue.

## II. REVIEW OF LITERATURE

The "Mann Ki Baat" program in India has been a significant source of engagement among the youth, particularly university students. The program has been analyzed by Thapliyal and Sharma (2021) and the Institute for Competitiveness (2023), highlighting its role in fostering nationalism among youth. The program's focus on community-building themes like cleanliness drives and skill development initiatives has resonated with university students. ResearchGate (2022) found that university students are particularly drawn to themes like technology, education, and innovation, reflecting their academic and career interests. The program has also been seen as inspiring responsible citizenship, encouraging active participation in societal initiatives. The Economic Times (2024) analyzed PM Modi's messages to youth, particularly his encouragement to join politics, which was viewed as an empowering message. Tribune India (2024) also discussed PM Modi's appeal to non-political youth to enter the political domain, which resonated with university students. The Hindustan Times (2024) highlighted PM Modi's emphasis on the role of young minds in shaping India's future, aligning with their aspirations for contributing to nation-building through innovation and entrepreneurship.

"Mann Ki Baat" is a program that has been gaining attention among university students, particularly those in science and technology fields. The program's relevance to technological growth, leadership, discipline, and milestone achievement has been highlighted by various media outlets. The program has also been a source of creative inspiration, inspiring students to develop innovative approaches to societal challenges. Research by ResearchGate (2023) found that the program has positively impacted students' behavior, leading to increased patriotism and participation in social initiatives. The Times of India (2016) highlighted the program's integration into educational institutions, with students finding it relevant to their academic and social development. The Institute for Competitiveness (2023) noted that the program addresses youth aspirations by discussing topics like mental health, entrepreneurship, and job opportunities.

University students saw this as a reflection of the government's awareness of their needs and expectations. Jadhav & Sharma (2020) and Patel (2021) conducted studies on the Mann Ki Baat programme's impact on Indian youth, particularly university students. They found that students expected the programme to focus on national issues and motivate them towards social change. They expected the program to address developmental topics and societal challenges, such as education and career opportunities.

Patel (2021) found that students had high expectations for the programme's content, but expressed disappointment over the lack of critical analysis. Kumar & Verma (2022) examined the role of government-led communication in shaping political discourse through Mann Ki Baat. They found that while many students found the programme relevant, there was a mismatch between what they expected and what was delivered, particularly in terms of the diversity of topics covered. Most students anticipated a more inclusive representation of regional issues and concerns of youth, which was somewhat missing in the programme.

Singh & Rani (2019) and Chand & Dubey (2020) studied university students' perceptions of Mann Ki Baat and other government communication channels. They found that students expected the programme to address national concerns and inspire social change. However, they felt that the content often lacked sufficient coverage of their specific concerns, such as rising education costs, student debt, and employment opportunities. Chand & Dubey (2020) found that students expected the programme to provide clarity on national policies and initiatives, but expressed a desire for more critical discussions on the successes and failures of government initiatives. Sharma & Gupta (2021) found that students had high expectations for the programme's motivational content, but were often left wanting more nuanced discussions on student-specific challenges. The tone of the programme was seen as too optimistic and not sufficiently critical of existing issues.

The study by Verma & Mehta (2021) found that university students expected Mann Ki Baat to address national and developmental concerns, but often felt it fell short in addressing issues relevant to them, such as educational reforms and employment futures. Nair (2022) found that students expected the programme to discuss issues affecting young people, such as employment opportunities, educational reforms, and social justice. However, many expressed disappointment over the lack of critical perspectives on government actions. Joshi & Arora (2020) found that students expected the programme to offer valuable insights into national policies and social issues, but felt the content was too simplistic and did not engage with the complexities of these issues.

Singh & Patel (2022) found that students placed high value on the programme's delivery style, expecting it to be engaging and accessible.

However, some students felt that the content focused too much on general development and did not sufficiently address pressing concerns, such as educational affordability and career prospects.

### III. OBJECTIVES OF THE STUDY

- A. To investigate the expectation of students from the "Mann Ki Baat" programme.
- B. To examine how students' perception about tone, content, and delivery of "Mann Ki Baat".
- C. To find out the link between expectations and perception of students about "Mann Ki Baat".

### IV. RESEARCH METHODOLOGY

This study has a quantitative research approach to assess university students of Guru Jambheshwar University of Science and Technology expectations and impressions of the Mann Ki Baat programme. A survey-based technique was utilized to collect data from a sample of students, allowing for a thorough knowledge of their perspectives and attitudes regarding the programme. The primary data gathering instrument has a structured questionnaire tailored to the study's objective. The questionnaire has been included closed questions. The questions were designed to capture certain topics, such as the programme's desired tone, content, and delivery style, as well as the students' impressions of these characteristics.

The study focused on a random sample of undergraduate and postgraduate students at Guru Jambheshwar University of Science and Technology (GJUST), ensuring that the sample was representative of the university's student body. The sample size was 150 students. The data were collected using an online survey tool to ensure ease of access and efficiency. After the data was collected, it was analyzed using descriptive statistics to summarize the distribution of expectations and perceptions of Mann Ki Baat programme. Linked analysis was used to investigate the relationship between students' expectations and perceptions of the training. This study sought to provide a thorough understanding of university students' expectations and perceptions of Mann Ki Baat by combining quantitative and qualitative methods. It also explored the relationship between the two, offering insights into how well the program catered to the interests and needs of its audience.

**V. DATA ANALYSIS AND INTERPRETATION**

The Mann Ki Baat listening frequency among 150 students (75 males and 75 females) is displayed in the table 1. There are 55 students (22 + 33) who listen to Mann Ki Baat regularly either always or often, making up 36.67% of all responses. In particular, 11 male students (14.67%) and 11 female students (14.67%) reported listening "always," indicating that male and female students share this inclination.

**Table 1: How Frequently Do You Listen Mann Ki Baat**

Frequency	Male (75)	Female (75)	Total (150)
Always	11	11	22
Often	14	19	33
Occasionally	19	24	45
Rarely	19	16	35
Never	10	5	15

**Source: Field Survey**

Nonetheless, there is a modest gender difference in listening patterns, with slightly more women 19 (25.33%) listening "often" than men 14 (18.67%). The bulk of students 45 total represent 30% of the sample and listen occasionally (19 males and 24 females). This implies that a sizable percentage of students participate in Mann Ki Baat sometimes rather than making it a regular part of their schedule. A smaller group of 35 students, 19 of whom are male and 16 of whom are female, listen "rarely," making up 23.33% of all respondents. This indicates that even though they may be aware of the program, they do not prioritize it when it comes to their media intake. Lastly, 10% of the students, or 15 students (10 males and 5 females), say they never listen to Mann Ki Baat. This suggests that a minority of students do not participate in the program at all.

**Table 2: Expectation Related Analysis of the Programme Mann Ki Baat**

Questions	Particulars	Male (65)	Female (70)	Total (135) Percentage (%)
What kind of topics do you expect Mann Ki	National issues	50	60	110 81.50%

Baat to cover? (Choose more that one)	Student-related concerns	40	55	95 70.40%
	Inspirational stories	45	50	95 70.40%
	Developmental policies	55	60	115 85.20%
	Other (career guidance, environmental issues)	20	25	45 33.30%
What tone do you expect the Prime Minister to adopt in the programme?	Motivational	20	25	45
	Informative	15	20	35
	Conversational	18	15	33
	Authoritative	12	10	22
How important do you think the delivery style is in maintaining your interest in the programme?	Very Important	30	35	65
	Important	20	25	45
	Neutral	10	7	17
	Not Important	5	3	8
What is your overall expectation of Mann Ki Baat?	To inspire students	20	30	50
	To address educational or career concerns	25	20	45
	To provide updates on government policies	15	12	27
	To entertain listeners	5	8	13

**Source: Field Survey**

The survey's results provide important new information about the expectations and opinions of college students regarding the Mann Ki Baat program. One of the most notable findings is that, according to 81.5% of respondents, students primarily expect the program to address national issues. This suggests a keen interest in conversations about national policy and matters that have an immediate bearing on the nation. With 85.2% of participants indicating that they expected developmental policies to be covered, they came in second only to national problems. This demonstrates how crucial it is for pupils to comprehend the nation's development trajectory and

how the government has shaped it.

With 33.3% of participants selecting a motivational tone as their preferred tone, students primarily anticipate this type of program tone. This supports the previous discovery that students are looking for information that motivates and inspires them, particularly when it comes to their coursework and future employment. Conversational and informative tones were chosen by 25.9% and 24.4% of respondents, respectively. Only a small percentage of students liked the least desired tone, authoritative, suggesting that they prefer a more approachable and engaging style than one that comes across as too formal. Another important conclusion was the significance of the program's delivery manner. 48.1% of students said that the way the program was delivered was crucial to keeping them interested in it.

This illustrates how students' interactions with the program are significantly impacted by the way the content is delivered, whether it be in an inspiring, conversational, or educational style. The format and presentation of the content are essential to their overall experience, as only a tiny percentage of participants thought the delivery style was unimportant. Overall expectations of Mann Ki Baat varied significantly, 37% of them hoped the program would inspire them, indicating a desire for content that inspires and drives personal growth; 33.3% expected the program to address educational or career concerns, indicating a practical interest in how the government and public figures can support students' academic and professional journeys; 20% expected Mann Ki Baat to provide updates on government policies; and even fewer expected it to be an entertainment source, indicating that students view the program more as a source of information and inspiration than as a kind of light entertainment.

**Table 3: Perception Related Analysis of Programme Mann Ki Baat**

Questions	Particulars	Male (65)	Female (70)	Total (135)
How would you describe the tone of Mann Ki Baat?	Motivational	30	35	65
	Informative	15	20	35
	Conversational	10	8	18
	Authoritative	10	7	17
How relevant do you find the content of Mann Ki Baat to students?	Highly relevant	25	30	55
	Somewhat relevant	20	25	45
	Neutral	15	10	25



	Not relevant	5	5	10
Rate the delivery style of the Prime Minister in Mann Ki Baat	Excellent	15	18	33
	Good	25	30	55
	Average	15	12	27
	Poor	10	10	20
Do you feel the content of Mann Ki Baat meets your expectations?	Always	20	18	38
	Often	25	30	55
	Occasionally	12	15	27
	Rarely	5	5	10
	Never	3	2	5

**Source: Field Survey**

In the table 3, with 46.3% (65 students) selecting this option, the majority of respondents: male and female—perceive Mann Ki Baat's tone as motivating. In particular, 35 women (50%) and 30 men (46.2%) characterized the tone as motivating. Twenty female students (28.6%) and fifteen male students (23.1%) selected the second most popular tone, informative, which was selected by 25.9% of the students (35). 12.6% (17 students) thought the tone was authoritative, while 13.3% (18 students) thought it was conversational. Forty-seven percent (55 students) agreed that the program's material was highly relevant to them, with thirty females (42.9%) and twenty-five males (38.5%). 18.5% (25 students) were neutral regarding the content's relevance, while another 33.3% (45 students) thought it was quite relevant.

The topic was deemed irrelevant by just 7.4% (10 students), with an equal number of males (7.7%) and females (7.1%) selecting this option. With 25 male students (38.5%) and 30 female students (42.9%) choosing this choice, the majority of students (40.7%, or 55 students) thought the Prime Minister's delivery style was good. 33 students, or 24.4% of the total, thought it was good; 15 of them were male (23.1%), and 18 of them were female (25.7%). Twenty percent (27 students) selected the average, with 15 males (23.1%) and 12 girls (17.1%) choosing this option. Lastly, 20 students, or 14.8% of the total, complained poor delivery, with 10 male students (15.4%) and 10 female students (14.3%) reporting the same issue. When asked if the Mann Ki Baat material always matches their expectations, 28.1% of the students (38 students) agreed, with 20 men (30.8%) and 18 women (25.7%). With 25 male students (38.5%) and 30 female students (42.9%) answering in the yes, a higher percentage of students (40.7%, or 55) believed it frequently matched their expectations.

Just 7.4% (10 students) said it fulfilled their expectations seldom or never, compared to 20% (27 students) who said it matched their expectations occasionally.

**Table 4: Link between Expectation and Perception of Programme Mann Ki Baat**

Questions	Particulars	Male (65)	Female (70)	Total (135)
To what extent do you feel Mann Ki Baat meets your expectations?	Completely	15	20	35
	Mostly	25	30	55
	Partially	15	15	30
	Not at all	10	5	15
Are there any specific gaps between your expectations and your perceptions of the programme?	Yes	40	50	
	No	25	20	
Do you believe your perception of Mann Ki Baat influences your expectations for future episodes?	Yes	45	50	95
	No	10	12	22
	Maybe	10	8	18

**Source: Field Survey**

Most respondents, male and female alike said that Mann Ki Baat largely lives up to their expectations. The response "Mostly" was chosen by 55 students (40.7%), of which 25 were male (38.5%) and 30 were female (42.9%). Additionally, 35 students—15 males (23.1%) and 20 females (28.6%)—felt that the curriculum fully fulfilled their expectations. While 15 students (11.1%), comprising 10 males (15.4%) and 5 girls (7.1%), thought that Mann Ki Baat did not satisfy their expectations at all, a smaller group of 30 students (22.2%), of which 15 were male (23.1%) and 15 were female (21.4%), said that the program somewhat met their expectations.

There was a noticeable split in the responses when questioned about any particular discrepancies between their expectations and perceptions. Twenty female students (28.6%) and 25 male students (38.5%) said they did not see any discrepancies between the program's actual content and their expectations, while forty male students (61.5%) and fifty female students (71.4%) said they did. This implies that although a sizable percentage of students believe the program fulfills their expectations, a sizeable portion (47.4%) find that there is a discrepancy between what they expect and what is actually provided.

The vast majority of respondents, 95 students in total (70.4%), agreed that their opinion of Mann Ki Baat influenced their expectations for future episodes. This contains 45 men (69.2%) and 50

women (71.4%). However, a smaller group of 22 students (16.3%), including 10 males (15.4%) and 12 females (17.1%), disagreed, claiming that their impression had no bearing on their expectations. Furthermore, 18 students (13.3%), including 10 males (15.4%) and 8 females (11.4%), were unsure of the relationship between perception and future expectations.

## VI. CONCLUSION AND SUGGESTIONS

There is a definite correlation between the expected and received content, according to an analysis of university students' expectations and impressions of the Mann Ki Baat program. The majority of students (81.5%) anticipate that the curriculum would concentrate on national issues, with developmental policies coming in second (85.2%). This suggests a preference for information that speaks to contemporary social issues, especially those that have an effect on the country as a whole. The majority of students believe that the program's delivery method is essential to keeping their interest, even though a sizable portion of them prefer a motivating approach. The program's overall goal is to motivate students and solve their professional or educational issues. The perception analysis, however, indicates that the program is generally regarded as extremely relevant and motivating, with a focus on effective delivery. Even if a large number of students say that the program typically fulfills their expectations, some nevertheless feel that the content offered does not match their expectations.

Given that these subjects are the most anticipated and pertinent to students, the results indicate that Mann Ki Baat should keep emphasizing national issues and developmental policies. However, since the respondents showed a great deal of interest in these topics, the program might also cover issues pertaining to students and include additional motivational tales. The curriculum may improve its delivery method to keep students interested while embracing a more inspiring and captivating tone to better meet student expectations. Furthermore, since many students believe that the program occasionally falls short of their expectations, it may be imperative to bridge the gaps between expectations and perceptions. To increase student involvement and alignment with their interests, the program should think about customizing the content and adding more interactive components.

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