

मैं  
कुछ भी  
कर सकती हूँ  
I, A Woman, Can Achieve Anything



## LARGE-SCALE, REAL-TIME AUDIENCE ENGAGEMENT THROUGH INTERACTIVE VOICE RESPONSE SYSTEM\*



Main Kuch Bhi Kar Sakti Hoon (MKBKSH - I, A Woman Can Achieve Anything), is a trans-media initiative through which the Population Foundation of India (PFI) seeks to carry conversations on women's rights, gender roles and social determinants of health to people's homes. Using entertainment – education through a 360-degree approach, the programme delivered messages and engaged the audience through dramatic television and radio serials, community mobilisation and interactive voice response systems (IVRS).

IVRS is a computerised telephone system that can deliver recorded instructions and messages while allowing people to respond and participate through voice recording and touch-tone data entry. The MKBKSH initiative used this interactive feature to engage its audience. A toll free number was advertised during the MKBKSH broadcasts where audiences could give a "missed" call to receive a call back, listen to curated content, answer questions, and express their opinions on social issues, such as gender-based violence, child marriage, sex selection, family planning and women and adolescent's health.

### Highlights

- **First time ever IVRS used** in entertainment-education for audience engagement **at scale**
- **Highest level real time audience participation** in entertainment-education

### Call Logs

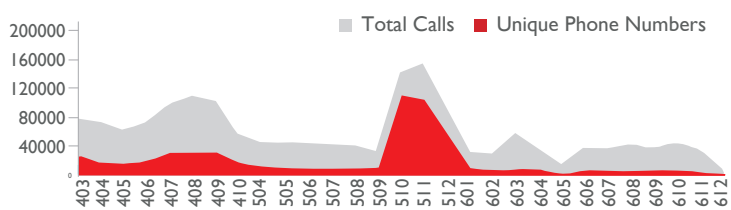
During 29 months of Season 1 and Season 2 MKBKSH broadcasts



Total **1.7 million** calls came from **0.4 million** unique phone numbers

**Calls spiked** around October and November 2015 when MKBKSH's promotional activities peaked with **Bollywood celebrity Farhan Akhtar** appearing as the 'sutradhar' or narrator in episode 99 of Season 2.

### Monthly Total Calls & Unique Phone Numbers



### Sustained Growth of a Fan Community

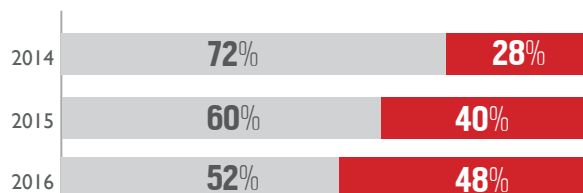


IVRS participants called



MKBKSH maintained a healthy balance between cultivating a fan base with repeated callers and attracting new callers to participate via IVRS

■ New ■ Repeat



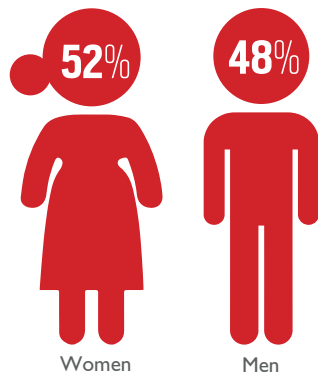
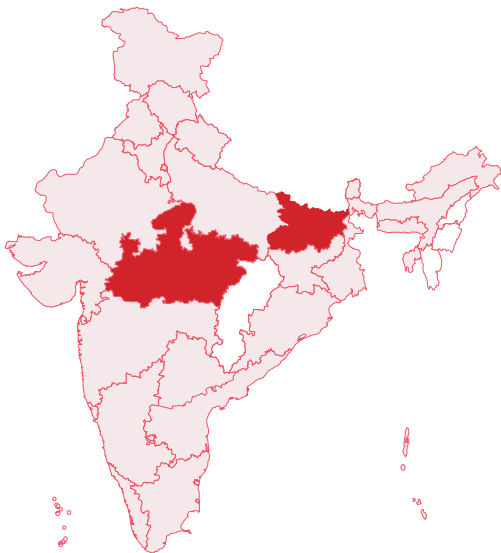
\* this infographic is based on the study "Unfurling the voicebook of Main Kuch Bhi Kar Sakti Hoon: Real-time audience engagement, rising fandom, and spurring of prosocial actions" authored by Dr. Hua Wang & Dr. Arvind Singhal. View the full study on <https://tinyurl.com/yb3cncc6>

## Demographic Profile of Callers

Participants of demographic surveys through the IVRS

Geographic location (n = 88,453), gender (n = 75,711), age (n = 52,160), and occupation (n = 48,778).

The **IVRS callers** hailed from **29 out of 36 states** (including Union Territories), especially the **priority states of Madhya Pradesh and Bihar**, showing that MKBKSH initiatives were on target.



High involvement of youth with **67%** (20 years old or younger).



**65%**  
Students



**10%**  
Homemakers

## Better Recall of Pro-social Themes



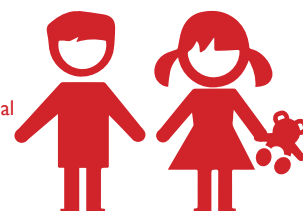
**85% quiz participants recalled pro-social themes correctly vs. 69% on simple recalls of a person or place**

## User-Generated Pro-social Content in MKBKSH Campaigns

The IVRS provided the MKBKSH audience a platform to raise their voice through "discussions". **The user-generated discussion items were listened by other callers.**

**over 1.2 million times**

35 categories of user-generated content, including popular pro-social themes such as child marriage, sex selection, and MARD (men against rape and discrimination).



## Voicebook of MKBKSH Fans: In their own words

- "This serial is giving birth to a revolution in the society!"
- "Watching and listening to MKBKSH feels like my family members guiding me. We will never find a show like this again."
- "Greetings to everyone and so grateful to the creators of this serial. I am blind and have enjoyed listening to MKBKSH on the radio. I urge everyone in this country to take the time and listen. This show honours women. Inspiring girls to progress is important for the nation to progress. No girls should be killed in the womb. Parents should ensure their daughter good education. Child marriage must stop."

