

'Main Kuch Bhi Kar Sakti Hoon' to premiere on Republic Day

With the third season of the show focusing on issues like sanitation, hygiene and family planning, Main Kuch Bhi Kar Sakti Hoon carves a path for a healthier India starting this Republic Day

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New Delhi: After two compelling seasons that made an impact on women, men and young people, Population Foundation of India's popular edutainment show Main Kuch Bhi Kar Sakti Hoon is all set to make a comeback with its third season on DD National, every Saturday and Sunday, starting from January 26.

With an empowering new slogan 'Main Desh Ka Chehra Badal Doongee' the show's protagonist Dr Sneha Mathur plans to tackle fresh issues, including access to hygiene and sanitation. The show has proven to be one of the flagship programmes on the national broadcaster Doordarshan with several repeat telecasts, dubbed and telecast in 13 different Indian languages and aired on 216 AIR stations across the country.

Launched on March 8, 2014, Main Kuch Bhi Kar Sakti Hoon garnered such a following that within two months, Doordarshan decided to telecast it on DD India reaching out to 50 countries across the globe. The show uses a popular entertainment format to inspire people and draw them to challenge regressive social norms that have an impact on women's status and their lives.

Population Foundation of India's Executive Director Poonam Muttreja says, "Despite comprising of half the country's population, women have been struggling for the longest time. But at the same time, women are not powerless, and we know that they can transform their own lives along with that of their families and communities. Dr. Sneha Mathur is ready to tackle more issues in the upcoming season which will have women leading the much-needed change to ensure quality health for the entire community. In the upcoming season, we will also witness the power of the community to act collectively and sustain good practices".

Celebrated director Feroz Abbas Khan who is the creator of the show adds, "The real success of Main Kuch Bhi Kar Sakti Hoon has been the massive impact that the show has had on the lives of the masses. It is impractical to expect a change without acting towards actually bringing a change. This Republic Day, Dr Sneha will lead a new movement and urge all women and men to join the quest for a healthier lifestyle for all."

Main Kuch Bhi Kar Sakti Hoon revolves around the inspiring journey of Dr. Sneha Mathur, a young doctor, who leaves behind her lucrative career in Mumbai and decides to work in her village. The show focuses on Dr. Sneha's crusade to ensure the finest quality of healthcare for all. Under her leadership, village women find their voices through collective action. The second season had special focus on youth along with women.

This time, Population Foundation of India is supported by the REC Foundation and Bill & Melinda Gates Foundation to produce the much-awaited third season of this popular edutainment show.