

Main Kuch Bhi Kar Sakti Hoon's True Success: Impact of Reel on Real Life

Makers Recount Stories of Change Ahead of Show's Season Three

Date: 10th Jan 2019

Mumbai: As the popular edutainment show Main Kuch Bhi Kar Sakyi Hoon readies for its third season, the makers of one of India's foremost edutainment shows say that the biggest success of the show has been the impact it has had on real lives.

One such story of impact is that of the men of Chhatarpur from the state of Madhya Pradesh. Residents of Chhatarpur district have followed the show since its first season and the impact on their lives was considerable and has been documented. In the past, the status of women in Chhatarpur was poor and prevailing social norms encouraged wife-beating and gender discrimination. The show reached out to men with messages on the importance of respecting women and encouraging them to be responsible partners. Now these men have not only changed their behaviour towards women, gender issues and family planning, but they are on a mission to change men in other parts of the state as well. These men of Chhatarpur are using music to spread the message of women's empowerment and gender issues across villages.

In another inspiring story, Munni Kumari, a young girl from a small village in Ratlam brought a change in her life after watching the show. Munni was forced to quit her education and drop out of school in order to get married. But after she watched Main Kuch Bhi Kar Sakti Hoon, she convinced her parents to let her study rather than getting her married and joined her school again. But the change didn't just stop there. Munni's elder sister-in-law Kalavati was married in her family at a very early age. She had left her education mid-way just like Munni was going to. But when Munni resumed schooling, Kalavati enrolled herself in Class 10th as well.

Poonam Muttreja, Executive Director of Population Foundation Of India, the producer of the show says, "The objective of the programme is to address social norms, attitudes and practices on issues that impact women's rights and sexual and reproductive health. I consider the stories of change of our 'real' heroes as the real measure of success of our programme. Even now we get feedback from community radio stations who continue to play the audio version of Season 1 and 2, about how inspiring Dr Sneha is and enquiring about when they will hear about Dr Sneha again. These and many more such stories strengthen our belief

that the programme finds deep resonance with those who are underserved, and who need powerful stories to emerge as change-agents”.

Main Kuch Bhi Kar Sakti Hoon revolves around the inspiring journey of Dr. Sneha Mathur, a young doctor, who leaves 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. 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 is created by noted film and theatre director Feroz Abbas Khan.

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