

मैं
कुछ भी
कर सकती हूँ

— I, A Woman, Can Achieve Anything —



edutainment shows the way

58

MILLION*

VIEWERS

1.2

MILLION

CALLERS

DD

(DOORDARSHAN)

TV

155

CHANNELS

RADIO

A measurable CHANGE in knowledge, attitudes and perceptions

Launched in 2014, *Main Kuch Bhi Kar Sakti Hoon* is a trans-media initiative that uses television, radio, the internet and mobile platforms to build women's agency and steer people's perceptions on social determinants of health. Through its captivating storyline, the cultural drama series challenges age-old social norms that hold women back, and inspires audiences to stand for their empowerment.

* Estimates for Season One



about the series



Under the guidance of renowned communication and social change scholar – Dr Arvind Singhal, **Main Kuch Bhi Kar Sakti Hoon** uses the positive deviance approach to identify best practices and amplify them through the storyline. The series uses diverse communication media to ensure reach, recall and result.

The TV and Radio series carry knowledge to the community; the mobile phone based discussion forum, on-ground promotions, contests and community radios reiterate key messages and ensure community engagement. Online campaigns and social media platforms create interactive spaces, while outreach partners through the *Hum Kuch Bhi Kar Sakte Hain* clubs facilitate discussion and dispel doubts. Community facilitators and frontline health workers use games, comic books, story cards and short films developed under the series to pave the way for change.

a 360-degree approach



“*Main Kuch Bhi Kar Sakti Hoon* has the potential to inspire and change the lives of millions of young girls and women. Considerable evidence and extensive research have gone into the preparation of this initiative. Real life stories have informed and guided its director, Feroz Abbas Khan and Population Foundation of India in developing the scripts. They bear testimony to the fact that change is happening. It just needs to be amplified”.

Poonam Muttreja
Executive Director
Population Foundation of India

season one



Comprising 52 episodes the series revolves around the inspiring journey of Dr Sneha Mathur, a young doctor who leaves behind her lucrative career in Mumbai to work in the village of Pratappur. Sneha's sense of family responsibility, along with her ability to respond to challenges around her, make her a role model for many young Indian women who face similar realities.

the series is scripted to influence
social norms and behaviour on -

Sex
Selection



Child
Marriage



Age At
First Pregnancy



Spacing Between
Pregnancies



Quality Of
Healthcare



Domestic
Violence

season two



Comprising 79 episodes sees Dr Sneha continue her crusade to ensure the finest quality of healthcare for all. Under her leadership, village women find their voice through collective action. The season has a special focus on youth. Each of the issues gets addressed in an entertaining drama format, while creating awareness on sexual and reproductive rights.

additional issues

addressed in season two -

Nutrition



Mental Health



Substance Abuse



Gender Based Violence



Physical Changes During Adolescence



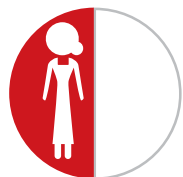
Need for Peer Educators

the reality the series addresses



Adolescents and youth
(aged 10-24) form

30%
of the population (Census 2011)



50%
of Indian
women are
anemic

More than
50%
of girls in the country are
married before their 18th
birthday

While
95%
of all married
adolescent girls
know about
contraceptives



Only
23%
have ever used
them due to lack
of accessibility or
acceptability

In Bihar, as
many as
61%
of married girls
reported spousal
violence



34%
of ever-married adolescent girls have
experienced physical, emotional or
sexual violence from their spouse

10%
women want
to delay their
pregnancy

11%
of pregnancies
are not wanted
at all

21%
of pregnancies
are unplanned



Only
48.5%
of eligible women use any
modern method of
contraception



measuring the success of season one

An external evaluation of Season One in the states of Bihar and Madhya Pradesh shows that through just 52 episodes spread over eight months, the series created awareness on the Child Marriage Act, family planning, adverse effects of early pregnancies and the ideal gap between pregnancies.



Reached 36% of TV owning and 72% of radio owning households in Bihar and Madhya Pradesh*

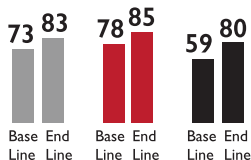


Watched by both Women (52%) and Men (48%)*

INCREASE IN AWARENESS

CHILD MARRIAGE

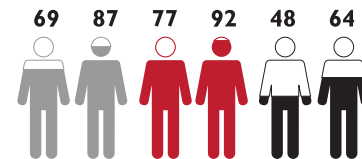
Knowledge of the Child Marriage Act, Legal Age of Marriage as well as adverse consequences of early marriage



Felt that early marriage lead to loss of opportunity

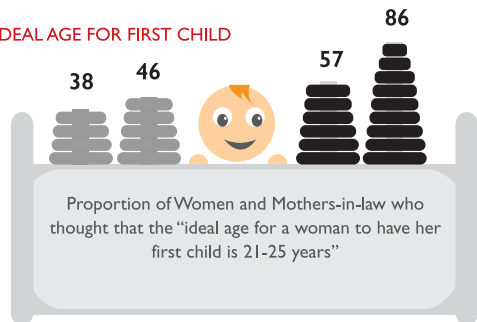


MALE STERILISATION



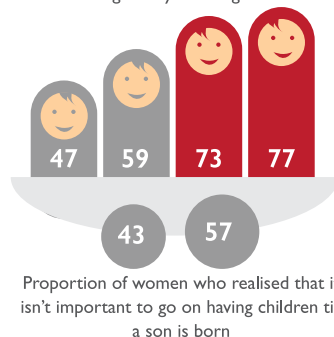
POSITIVE SHIFT IN ATTITUDES AND PRACTICES

IDEAL AGE FOR FIRST CHILD

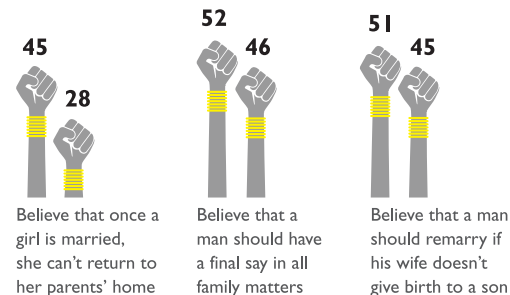


FAMILY PLANNING.

Proportion of both Men and Women who were confident of accessing Family Planning Services



WOMEN'S EMPOWERMENT

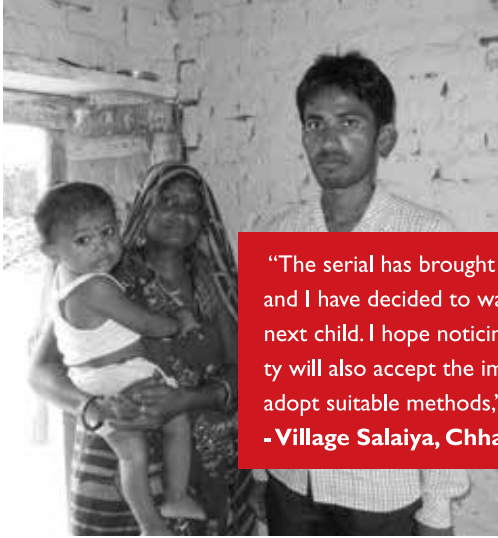


* Sample from a listing of 30,000 households in Bihar and Madhya Pradesh

■ Women ■ Men ■ Mothers in law

All figures in percentages: Comparison between Baseline and Endline

the change agents



“The serial has brought a great change in my family. My wife and I have decided to wait for three to four years for our next child. I hope noticing my family, others in the community will also accept the importance of family planning and adopt suitable methods,” says **Raju Rainkwar**
- **Village Salaiya, Chhatarpur, Bihar**

Raju consults his wife on the preferred choice of contraception. He educates his peers by answering their queries on family planning methods.

The two girls have convinced their own families to continue their education and not force them into early marriage. They have turned champions in their community fighting for the rights of other girls to study and marry at an appropriate age.

“It is our right to be educated. No one can stop us! Our role model is Dr Sneha from *Main Kuch Bhi Kar Sakti Hoon*. We wish to become like her,” say **Vidya Gwala and Priya Meena**
- **Bhopal, Madhya Pradesh**



“ I am a daughter of this nation and am proud of this nation. Although I am only in the 10th standard, I am sure that I will be President of the country one day. And when I am President, I will ensure that no girl in this country is victimised or oppressed.”
- **Pragya, Bihar**

”



highlights

PFI collaborated with the Ministry of Health and Family Welfare to rebrand the Peer Educators programme under the Rashtriya Kishor Swasthya Karyakram. A series of eight short films were developed to share with the Peer Educators as part of their training kit. This is expected to influence 356 million youth through 8,00,000 peer educators.



celebrity engagement

Season Two saw the advent of popular Bollywood director, actor and song-writer, Farhan Akhtar, as the Sutradhar (narrator) of the serial. He reiterated the salient messages of every episode, emphasising the need for gender equality.



Celebrity promotions and engagement has been an integral part of Main Kuch Bhi Kar Sakti Hoon. Bollywood icons such as Shabana Azmi, Sharmila Tagore, Soha Ali Khan and Farhan Akhtar have supported the initiative by participating in press conferences, launch events and promotional activities.

the cast



DR SNEHA MATHUR

A young, confident and responsible doctor practising in Mumbai, Sneha belongs to a modest family from Pratappur. A pillar of emotional support – to her family and community - Sneha stands strong, always.

the director

FEROZ ABBAS KHAN, noted screen writer, film and theatre producer and director, is the creator of the serial. Winner of several national and international awards, his work has travelled globally, playing to huge audience applause and critical acclaim.



Nelson Mandela called his film *Gandhi, My Father* deeply moving. Most of his work has been associated with social causes. Mr Khan is committed to the use of entertainment education for social change

ARJUN

A successful lawyer, Arjun lives in Mumbai and loves Sneha deeply. He separates from her over ideological differences and misunderstandings. With time he accepts Sneha's ideals and follows her path.

KESHAV MATHUR

A teacher by profession, Sneha's father encourages his three daughters to be independent. He instils confidence in them that they can accomplish anything.

PREETA MATHUR

Sneha's younger sister is a sports enthusiast, determined to reach her goals. She follows her sister and despite an acid attack gets back to the game. Ever the fighter, she is the one woman army of her household.

BUAJI

A child widow, Sneha's aunt is initially apprehensive about her intentions. Slowly however she moves to becoming a supporter of her work and joins in changing the mindset of the community. She fears none; age is no bar for her.

RAGHU

An errant adolescent who consumes drugs under peer pressure, Raghu commits crimes such as stealing from his own home and attacking Preeta with acid. During his time in prison, he reforms and decides to transform adolescents like himself.



about PFI

Population Foundation of India (PFI) is a national NGO which promotes and advocates for the effective formulation and implementation of gender-sensitive population and development strategies and policies. PFI was founded in 1970 by a group of socially committed industrialists under the leadership of the late JRD Tata and Dr Bharat-Ram.

PFI addresses population issues within the larger discourse of empowering women and men, so that they are able to take decisions related to their lives, health and well-being. The organisation works with the government and like-minded NGOs to give men and women the knowledge and means to plan and raise healthy families. PFI is guided by an eminent governing board and advisory council comprising renowned personalities from the civil society, the government and the private sector.



We invite you to partner with PFI in spreading the message of women's empowerment. You can contribute by providing financial or technical support and helping us expand the reach of the series across the country.

You can follow and interact with *Main Kuch Bhi Kar Sakti Hoon* through

 www.mkbksh.com

 www.youtube.com/user/mkbksh

 @MKBKSH_

 <http://vimeo.com/channels/788987>

 09268992689

 <https://www.facebook.com/mainkuchbhikarsaktihood>



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