



मैं कुछ भी कर सकती हूँ

— I, A Woman, Can Achieve Anything —

An Initiative by





EPISODES OF CHANGE

The story revolves around the inspiring journey of **Sneha Mathur**, a doctor working in Mumbai. She represents the young Indian woman of today who thrives on challenges. As the story progresses, Sneha returns to her village and finds herself embroiled in a series of family dramas. Sneha's sense of family responsibility, along with her ability to respond to challenges around her, makes her a role model for many young Indian women who face similar realities.

Emotionally torn between family and society, between professional aspirations and personal commitment, her struggles and triumphs form the core of this memorable serial.

The serial will make you laugh, it will make you cry, and it will make you think. It is television like you've never seen before.

A DIFFICULT PROBLEM (*Bahut, Bahut Mushkil*)

Being female or male has a significant impact on the health status, as well as access to health information and services. Guaranteeing universal access to equitable and good quality reproductive health information and services free from coercion and discrimination is critical to achieving gender equality and ensuring that women and young people can participate as full members of society.

Gender roles and social norms influence decisions on marriage, child-bearing, and household responsibilities. Family planning behaviors dealing with sex, contraception, and fertility are often moralized, stigmatized, and spoken about in hushed tones. Such norms are difficult to influence, question, and change. It is *bahut, bahut mushkil*.

Over the last 8 years, 4.5 million girls have gone missing at birth as a consequence of gender based sex-selection.

Source: UNFPA Study, 2013

More than 50% of girls in UP, MP, Bihar and other states are married before their 18th birthday.

Source: NFHS 3

Main Kuch Bhi Kar Sakti Hoon, A UNIQUE SOLUTION

To address practices such as sex selection, early marriage, early and repeated pregnancies, under-nutrition of girls, domestic violence and sensitization of boys, the Population Foundation of India has embarked on the development of **a trans-media (TV, radio, Internet and mobile phones) popular culture serial called *Main Kuch Bhi Kar Sakti Hoon* that will expand women's rights by changing attitudes on women's reproductive health.**

The research and approach have been developed in collaboration with Professor Arvind Singhal of the Social Justice Initiative at the University of Texas, using a positive deviance approach. The Positive Deviance approach enables communities to discover the best practice and local wisdom they already have, and then to act on it. The serial is based on similar entertainment education models such as *Simplemente Maria* and *Soul City*.

Main Kuch Bhi Kar Sakti Hoon
launches on **8th March 2014** at **7pm** on **Doordarshan National**
and is broadcast every **Saturday** and **Sunday** thereafter.

A TRANS-MEDIA INITIATIVE

The myths and misconceptions around family planning and socio-cultural barriers will be addressed through a communication strategy that uses multiple media for optimum reach and impact. It was HCL Co-Founder and PFI Advisory Board member Dr. Ajai Chowdhry who guided the *Main Kuch Bhi Kar Sakti Hoon* team towards a trans-media serial that would be on TV, radio, internet, mobile, and print.

- TV serial aired free of cost on Doordarshan, India's national television carrier.
- Radio adaptation to be aired on All India Radio.
- Integrated Voice Response (IVR) systems to reach the target audience in their local languages.
- Call back number 09268992689.
- Localised content for community radio stations.
- Promotional SMSes.
- Health games, comic books, print materials, posters, events, awards.
- Youtube, Facebook, Twitter and a dedicated website.



“Main Kuch Bhi Kar Sakti Hoon has the potential to inspire and change millions of young girls and women. The research that has gone into the preparation of this initiative is extraordinary! Real life stories have informed and guided Feroz and PFI in developing the scripts. They are a testimony to the fact that change is happening. It just needs to be amplified!”

– Poonam Muttreja, Executive Director, PFI



Feroz Abbas Khan

THE DIRECTOR & PRODUCER

Bombay Local Pictures, led by Feroz Abbas Khan, a noted theatre and film director, playwright and screenwriter is scripting, directing, and producing the serial. Mr. Khan's 2007 film *Gandhi My Father* won the Special Jury and Best Screenplay Awards at the National Film Award, the Best Screenplay Award at the Asia Pacific Screen Awards, and was nominated for Grand Prix at Tokyo Film Festival. He directed *Haule Haule* a film for the Ministry of Health and Family Welfare produced for World Population Day to disseminate messages on family planning. Mr Khan is committed to social change through films and entertainment.



ABOUT PFI

Population Foundation of India is a national-level NGO which promotes and advocates for effective formulation and implementation of gender-sensitive population and development policies, strategies and programmes. PFI was founded in 1970 by a group of socially committed industrialists under the leadership of JRD Tata and Bharat Ram. PFI is guided by an eminent governing board and advisory council made up of renowned personalities from the civil society, government and private sector.

The thrust of PFI's work on population issues today revolves around shifting the current thinking and programs on family planning to empowering people, especially women, to take planned decisions regarding their health and well-being. Women's empowerment, gender equity and equality, quality of care, informed and expanded contraceptive choices, and the sexual and reproductive health needs of young people both in rural and urban settings are PFI's focus areas. Though women, adolescents and children are PFI's primary target groups, it sees male involvement and engagement with community leaders and institutions as an integral component of its work.

PFI works closely with the Ministry of Health and Family Welfare to promote family planning and reproductive rights. Since 2005, PFI has been the Secretariat of the Advisory Group on Community Action (AGCA) constituted by the Ministry to provide technical support and guidance on the community action component of the National Health Mission. PFI is also providing technical support to the ministry on the roll out of the National Urban Health Mission through its program on promoting Health for the Urban Poor.

Guided by its thought leaders and under the leadership of its Executive Director, the trans media serial is a result of the dedication of the PFI team. A flagship initiative, *Main Kuch Bhi Kar Sakti Hoon* is a reflection of the organization's commitment to the cause.

Aap Kuch Bhi Kar Saktey Hain (You can do anything)

We invite you to partner with PFI in delivering the message of empowerment to every woman in the country. Your contribution can be through financial support, technical support, helping in expanding the reach of MKBKSJ across media (physical and digital) and networks across the country.

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For more information, please contact:

MS. FRANCESCA BAROLO SHERGILL

Sr. Manager – Partnerships,
Population Foundation of India
B-28 Outab Institutional Area,
New Delhi 110016

fbarolo@populationfoundation.in

Tel: +91 11 43894100

www.populationfoundation.in

www.mkbksh.com