



Media Release

***Main Kuch Bhi Kar Sakti Hoon* back with Season 2 on DD National**

*A multimedia initiative which aims to change attitudes on women's empowerment and the value of girls through a family drama by Population Foundation of India and Doordarshan
The first season reached out to over 58 million viewers!*

New Delhi, April 4, 2015:

The Population Foundation of India (PFI) is set to launch the second season of the popular television drama *Main Kuch Bhi Kar Sakti Hoon* (MKBKSH) on April 4, 2015 after the resounding success of the first season that pulled in 58 million viewers over its 52 episode run last year. Scripted, produced and directed by the renowned director Feroz Abbas Khan, the show revolutionized Indian television dramas with its synthesis of education and entertainment as well as the bold stance it takes by challenging entrenched social norms on child marriage, early pregnancies, contraceptive use and sex selection, women's education, health and empowerment.

Main Kuch Bhi Kar Sakti Hoon turned out to be one of the top three serials during the course of its telecast on Doordarshan for the 7:30 to 8:00 pm timeslot. As per the assessments by TAM and IRS data, the serial was watched by over 58 million viewers. PFI received as many as 6 lakh phone calls from people across the country, wanting to engage on the issues it had raised, and to share their own experiences.

The data also showed that 42 percent of households with TV have watched the serial in Bihar and Madhya Pradesh despite having high penetration of DTH and Cable networks (80% and 93%) respectively.

The Interactive Voice Response System (IVRS) data also highlighted that the serial was liked by men and women alike, as 48% of the men and 52% of the women regularly watched the show.

Season Two of *Main Kuch Bhi Kar Sakti Hoon*, focuses on Dr Sneha's continuing story and dreams as she moves on from Maanavta Hospital to serve her community. She starts the Manaavta Health Centre and brings people together to aspire for better lives. Preeta, Sneha's younger sister, starts a girls football team. These young women use sports to demand for equal opportunities and rights for girls. In the process, Preeta is attacked, but the girls team fights on in spite of family pressure, ridicule and threats of violence and they go on to win a football tournament.

In parallel, there are dimensions of deceit, violence, corruption and romance all rolled into this entertainment pot-boiler.

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What people had to say about the serial

Mr Feroz Abbas Khan, Creative Director of the serial, said, *Main Kuch Bhi Kar Sakti Hoon* is not just a television series, it is entertainment with social responsibility... Through Season One, people realized that there was more to family planning methods than sterilization. And that prenatal care is necessary to ensure a healthy pregnancy. People were able to find the voice to protest against gender based violence and mobilize support... The story of *Main Kuch Bhi Kar Sakti Hoon* revolves around the inspiring journey of Dr Sneha who represents the young Indian woman of today, emotionally torn between family and society, professional aspirations and personal commitment. Her struggles and triumphs form the core of this memorable soap opera. It will make you laugh, it will make you cry, but it will also make you think. It is television like you've never seen before."

Ms Poonam Muttreja, Executive Director, PFI, said, "After we saw the way we managed to engage with the audience on social issues, we were encouraged to go in for Season Two. As the show is based on real issues unlike most other soap operas, the show has a realistic and relatable connect with the audience."

Ms Naina Lal Kidwai, Country Head, HSBC India said, "I think to have a serial like this, very much in the style of what people are used to, but with subtle messaging and positive female role models, even as it surfaces issues that women face in the country, is a phenomenal idea. A thinking, articulate, intelligent, young doctor is a very interesting way of focussing on the issues. Through her we are seeing the dismay and the bad stuff, and also her ability to make change. I am actually surprised nobody thought of this before."

About Population Foundation of India

Population Foundation of India promotes gender-sensitive population and development policies. The organisation was founded in 1970 by a group of socially committed industrialists under the leadership of the late JRD Tata and the late Dr Bharat-Ram.

The thrust of PFI's work is to address 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 wellbeing. PFI works with the government and like-minded NGOs to give men and women the knowledge and means to plan and raise healthy families.

The series has been produced after extensive research by PFI and entertainment education expert, Dr Arvind Singhal.