

After U.P. & Bihar, Rajasthan hosts next leg of musical show 'Geet Sangeet' to celebrate women champions of change

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Alwar: After receiving an enthusiastic response in Bihar's Siwan and UP's Shivli, the musical show 'Geet Sangeet' took place in Alwar's Sunrise University today.

Population Foundation of India (PFI), in association with Bombay Local Pictures, is organizing a series of musical shows with popular local artists to celebrate women champions of change and promote Season 3 of its landmark television drama series *Main Kuch Bhi Kar Sakti Hoon*.

The show in Alwar had local artist Matadeen performing the popular Matka dance and Mayur dance. Folk singer Yousuf and his group presented the well-known Bhapang and Merasi performances.

PFI launched *Main Kuch Bhi Kar Sakti Hoon*, a unique transmedia entertainment education initiative, in March 2014. The series challenges regressive social and cultural norms that play a significant part in the poor status of women and girls. 131 episodes of MKBKSH have been broadcast over Doordarshan (DD) and All India Radio (AIR) in 12 languages across 50 countries, on DD National, DD regional Kendras, DD India and 216 radio stations.

Population Foundation of India's Executive Director Poonam Muttreja says, "India has a rich tradition of inspiring people with stories through music and arts. *Geet Sangeet* uses this approach to promote the messages of *Main Kuch Bhi Kar Sakti Hoon*, and encourage people to engage with the Television series."

Feroz Abbas Khan, the creator of the show *Main Kuch Bhi Kar Sakti Hoon* adds, "*Geet Sangeet* is a musical tribute to every woman who has stood up for herself, for others and most importantly stepped up to bring a change at the grassroots level. These women are living examples of *Main kuch Bhi Kar Sakti Hoon*".

The show 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. It 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. In the third season Dr Sneha Mathur can be seen tackling fresh issues, including hygiene and sanitation with an empowering new slogan "*Main Desh Ka Chehra Badal Doongee*". The first episode of the third season was aired on January 26 on the occasion of Republic Day. Population Foundation of India is supported by the REC Foundation and Bill & Melinda Gates Foundation to produce the third season of this popular edutainment show.