

India's most watched TV programme 'Main Kuch Bhi Kar Sakti Hoon' all set to make a comeback with Season 3

“Main Desh Ka Chehra Badal Doongee is the empowering slogan of Season 3

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New Delhi: After two compelling seasons that made an impact on women, men and young people, Population Foundation of India’s popular edutainment show *Main Kuch Bhi Kar Sakti Hoon* is all set to make its comeback with its third season. 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 has proven to be one of the flagship programmes on the national broadcaster Doordarshan with several repeat telecasts, dubbed and telecast in 13 different Indian languages and aired on 216 AIR stations across the country.

Launched on March 8, 2014, *Main Kuch Bhi Kar Sakti Hoon* garnered such a following that within two months, Doordarshan decided to telecast it on DD India reaching out to 50 countries across the globe. The show uses a popular entertainment format to inspire people and draw them to challenge regressive social norms that have an impact on women’s status and their lives.

Population Foundation of India’s Executive Director Poonam Muttreja says, “The real success of *Main Kuch Bhi Kar Sakti Hoon* are the stories of impact. Be it a Ladkunjwar Kushwaha from Bundelkhand, MP who was the first girl from her village to go to college, or Nirma Devi of Patna who convinced her husband to use contraceptives and is now a champion for family planning, or the women from Bairyia in Bihar who meet every week to discuss issues of domestic violence after watching the show. We hope to create real impact with Season 3 as well by taking the conversation forward.”

Celebrated director Feroz Abbas Khan who is the creator of the show adds, “*Main Kuch Bhi Kar Sakti Hoon* has busted many myths about soap operas and proven that social issues can be tackled in an entertaining manner without trivializing them. In Season 3 we want our protagonist to lead the charge for social transformation and behaviour change.”

Main Kuch Bhi Kar Sakti Hoon 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. 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.

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.