

LALKAAR- A pledge to enable, empower and transform

~ Farhan Akhtar, Shaan, Shankar-Ehsaan-Loy, IDiva Girls Kusha Kapila, Dolly Singh and hosts Shibani Dandekar and Gaurav Kapur bring Mumbai together to pledge for gender equality this Valentine's Day ~

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Mumbai: The much-awaited 'Lalkaar' concert led by a unique collaboration between Population Foundation of India (PFI), Farhan Akhtar's MARD and noted filmmaker Feroz Abbas Khan had Mumbai dance to electrifying performances by celebrity artists from Bollywood. But the evening had a special message - a pledge to enable, empower and transform women. The gorgeous Aishwarya Rai Bachchan recited the poem 'Mard' penned by Javed Akhtar which spellbound the audiences as she reminded everyone of the true meaning of being a man smashing the evil of sense of entitlement right in the face.

Farhan Akhtar, Shaan, Shankar-Ehsaan-Loy, IDiva Girls- Kusha Kapila and Dolly Singh, and hosts Shibani Dandekar and Gaurav Kapur performed at the 'Lalkaar' concert at Mumbai's Bandra Fort Amphitheatre on February 14. Lalkaar carried forward the messaging of PFI's popular edutainment show *Main Kuch Bhi Kar Sakti Hoon*.

The concert was also livestreamed on social networking platform Facebook to ensure the pledge reaches maximum number of people.

"We need to educate the younger generations about gender equality and only then can we expect them to be catalysts of the much-needed change. *Main Kuch Bhi Kar Sakti Hoon* has successfully managed to start this change by using edutainment as an effective tool. The enthusiasm displayed by the audiences today proves that more and more people are now ready to change for the better and step up against gender discrimination," said Farhan Akhtar.

According to Poonam Muttreja, Executive Director, Population Foundation of India (PFI), "Lalkaar is an effort to unify every voice that wishes to enable, empower and transform women everywhere. It is a war cry to tell women that *Woh Kuch Bhi Kar Sakti Hain*."

Feroz Abbas Khan who is the creator of the show *Main Kuch Bhi Kar Sakti Hoon* adds, "Lalkaar not only urges people to challenge age-old myths that promote gender discrimination but also conveys the message that change begins with the individual. Music is a unifying element that helps connect people from different backgrounds."

Main KuchBhi Kar Sakti Hoon has made a comeback with its much-awaited third season on national broadcaster Doordarshan. Actor Farhan Akhtar has been associated with the show since its second season. Produced by Population Foundation of India and created and directed by Feroz Abbas

Khan, *Main Kuch Bhi Kar Sakti Hoon* revolves around the inspiring journey of Dr. Sneha Mathur, a young doctor, who leaves 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. With an empowering new slogan 'Main Desh Ka Chehra Badal Doongee' the show's protagonist Dr. Sneha Mathur can be seen tackling fresh issues, including access to hygiene and sanitation in the first 26 episodes of the third season.

Population Foundation of India is supported by REC Foundation and Bill & Melinda Gates Foundation to produce the third season of Main Kuch Bhi Kar Sakti Hoon that is currently being telecast on Doordarshan and streamed on YouTube.