

Azamgarh celebrates women champions of change with ‘Jashn-e-Zindagi’

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Azamgarh: After receiving overwhelming response to the previous concerts in Bihar’s Siwan, UP’s Shivali and Rajasthan’s Alwar for concerts titled ‘Geet Sangeet’, Population Foundation of India (PFI), in association with Bombay Local Pictures, organised ‘Jashn-e-Zindagi’ in UP’s Azamgarh today. ‘Jashn-e-Zindagi’ is part of the series of musical concerts featuring popular local artists to celebrate women champions of change and promote Season 3 of PFI’s television drama series *Main Kuch Bhi Kar Sakti Hoon*.

While Veteran actress Shabana Azmi recited the poetry ‘Aurat’ by Kaifi Azmi, ‘Jashn-e-Zindagi’ had performances by singers Purnim Upadhyay and Shambhunath Mishra from the famous Hariharpur Gharana. Well-known singers Shah Alam Sawariya and Sapna Banerjee along with poet Mayaksh Azmi were also part of the day’s programme.

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.

Executive Director of Population Foundation of India Poonam Muttreja says, “We want to connect with people in and around Azamgarh and talk to them about *Main Kuch Bhi Kar Sakti Hoon* and women’s rights through poetry and music in ‘Jashn-e-zindagi’.”

Creator of the show Feroz Abbas Khan says, “Women are the true change makers and the spirit of such women cannot be celebrated in just one way. This time, the beauty of Urdu poetry will be used to enhance the resilience of such women through Mushaira in Azamgarh”.

Shabana Azmi says, “Women carry great strength and resilience within themselves to overcome adversity. *Main Kuch Bhi Kar Sakti Hoon* is the story of many such women, and I am happy to join ‘Jashn-e-Zindagi’ to celebrate them and encourage many more. And what can be more powerful than to do so with inspiring poetry?”.

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, Republic Day on DD National . 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.