

‘Ladli Din’ Has the Potential to be a Gamechanger: Actor Meinal Vaishnav

Popular Edutainment Show Begins 3rd Season with a Special Message

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New Delhi: Population Foundation of India’s popular edutainment show *Main Kuch Bhi Kar Sakti Hoon* has returned with its third season on the national broadcaster Doordarshan. The edutainment show that has been appreciated for its role in promoting gender equality in the country has introduced new ideas in its latest season. One of them is the concept of ‘Ladli Din’, which tries to shift the regressive norms by encouraging people to question them while most popular entertainment programmes reinforce these norms.

Population Foundation of India’s Executive Director Poonam Muttreja says, “We have known of the poor status of girls in India for long, but a projection by the Economic Survey in 2017-18 has brought it out in stark numbers. The Economic Survey estimates that there are 21 million ‘unwanted girls’ up to the age of 25 years in India because of the desire for a male child. We want to change this patriarchal mindset through positive messages, for instance by instilling this idea of ‘Ladli Din’ as celebration of the value of a girl child.”

With an empowering new slogan ‘Main Desh Ka Chehra Badal Doongee’ the show’s protagonist Dr Sneha Mathur is seen tackling fresh issues, including access to hygiene and sanitation. The show has proven to be one of the flagship programmes on the national broadcaster with several repeat telecasts, dubbed and telecast in 13 different Indian languages and aired on 216 AIR stations across the country.

Actor Meinal Vaishnav who plays the role of Dr Sneha Mathur adds, "As an idea and campaign, Ladli Din has the potential to be a game changer. Having spent a lot of time in various parts of the country, I realised that even now the birth of a girl child is not seen as a celebration but a burden. That sentiment has to change. And Ladli Din is a step in that direction."

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.

This time, 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.