

Main Kuch Bhi Kar Sakti Hoon Season 3 to weave in issues of sanitation and hygiene

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Mumbai: After having impacted numerous lives across the country, Population Foundation of India's popular edutainment show *Main Kuch Bhi Kar Sakti Hoon* is set to return with the show's third season. While the second season focussed on youth and women, the third season will have the show's protagonist Dr. Sneha Mathur tackle issues of empowerment, community led initiatives, equality with a specific focus on sanitation and hygiene in the first 26 episodes of the third season with an empowering new slogan 'Main Desh Ka Chehra Badal Doongee.'

Noted film and theatre director Feroz Abbas Khan who is also the creator of the show says, "The USP of *Main Kuch Bhi Kar Sakti Hoon* is that it does not preach. Using entertainment as a means of changing mind-sets is what we attempt to do through this programme. There is a silent revolution happening in our villages and while toilets might be built, we also need to ensure that they are used."

Highlighting the reason behind the focus on sanitation and hygiene in the show's third season, Poonam Muttreja, Executive Director of Population Foundation Of India says, "We are committed to encouraging behaviours and practices that promote good health and well-being, especially through a gender lens. Beliefs and practices related to hygiene and sanitation are inextricably linked to social norms that deny equal access to a healthy life for all. We wanted to confront these regressive norms through *Main Kuch Bhi Kar Sakti Hoon*, which builds on examples from real life where people have initiated transformation within their families and communities."

Produced by Population Foundation of India, *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.

Population Foundation of India is supported by REC Foundation and Bill & Melinda Gates Foundation to produce the much-awaited third season of *Main Kuch Bhi Kar Sakti Hoon*.

