

Shivli in Kanpur Dehat celebrates women leaders with the musical concert 'Geet Sangeet'

2nd leg of 'Geet Sangeet' in Kanpur's Shivli after resounding success in Bihar

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Shivli: After celebrating women's empowerment in Bihar's Siwan with the message 'Main Kuch Bhi Kar Sakti Hoon' (I, A Woman, Can Achieve Anything) earlier this month, the musical concert 'Geet Sangeet' took place at the Jai Jageshwar Inter College in Kanpur's Shivli today. Population Foundation of India (PFI), in association with Bombay Local Pictures, is organising a series of 'Geet Sangeet' musical concerts with popular local artists to celebrate women champions of change and promote Season 3 of its landmark television drama series *Main Kuch Bhi Kar Sakti Hoon*.

The concert in Shivli featured art forms of the region such as Qawwali, Alha and Nautanki. Well-known artists Qawwal Nusrat, Alha singer Ramlakhan and the Buan Jhankar Party performed at the concert.

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.

Population Foundation of India's Executive Director Poonam Muttreja says, "If we want to bring positive change, it has to be done at the grassroots level. There can be no better means than entertainment to influence and shift behaviour and practices that are deeply entrenched in society."

Feroz Abbas Khan, the creator of the show Main Kuch Bhi Kar Sakti Hoon adds, "Main Kuch Bhi Kar Sakti Hoon focuses on bringing a positive behavioural change at the community level. A series of 'Geet Sangeet' musical concerts are an extension of the change we attempt to bring through the narrative of the show".

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 upcoming third season Dr Sneha Mathur plans to tackle fresh issues, including hygiene and sanitation with an empowering new slogan "Main Desh Ka Chehra Badal Doongee". The shooting of the much-awaited third season of Main Kuch Bhi Kar Sakti Hoon has begun in Shimla and Maharashtra.

Population Foundation of India is supported by the REC Foundation and Bill & Melinda Gates Foundation to produce the much-awaited third season of this popular edutainment show.