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'Lambi Sagaai' is a concept to promote communication in a relationship: Poonam Muttreja

Main Kuch Bhi Kar Sakti Hoon Season 3 uses concept of #LambiSagaai to add a fresh perspective on marriage & relationship

New Delhi: Population Foundation of India's popular edutainment show Main Kuch Bhi Kar Sakti Hoon in its Season 3 that is currently being aired on National Broadcaster Doordarshan has used a unique concept termed 'Lambi Sagaai' that encourages mature engagement between partners and spouses in order to promote involvement in the relationship.

Executive Director Population Foundation of India, Poonam Muttreja adds, "Even though we have a stipulated marriageable age for men and women in India, the culture of marrying off girls early, whether in child marriages or just above legal age stems from unwed women being seen as burdens to their home. Lambi Sagai, or an extended courtship period between the man and the woman to be wed allows women to become mentally and financially ready for the marriage- it also promotes spousal communication, understanding between the couple and promotes male involvement in the relationship."

Dr. Sneha Mathur who is the protagonist of the show is seen tackling this issue when one of the characters in the show Panna is attacked by a group of boys when she goes out to defecate in the open since there are no toilets in the village. After Panna's to-be mother-in-law opposes the wedding, Panna's fiance stands up to her and offers to marry her despite the views of his mother and the villagers. While both of them are aware of the fact that they'll have to wait for a few years until they get married, they admit that they'd rather prefer an extended courtship over an early marriage for a better future.

Having proven to be one of the flagship programs of national broadcaster Doordarshan, Main Kuch Bhi Kar Sakti Hoon has been dubbed and telecast in 13 different Indian languages with several repeat telecasts and aired on 216 AIR stations across the country. In the third season, the show's protagonist Dr. Sneha Mathur tackles fresh issues including access to sanitation and hygiene.

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.