

India is one of the worst countries when it comes to women safety.

‘Digital Empowerment Foundation (DEF)’ has joined hands with ‘Population Foundation of India (PFI)’ to re-promote the first season of 52 episodes television serial for Doordarshan produced by PFI, “Main Kuch Bhi Kar Sakti Hoon (MKBKSH)”, through DEF’s Community Information Resource Centers (CIRC), Community Radios and Social Media.

“Main Kuch Bhi Kar Sakti Hoon (MKBKSH)”, throws a severe spot-light on pertinent issues such as gender inequality, infanticide and women’s health, that despite being a white elephant in the room, often gets euphemized under the veil of tradition, culture and honour.

The story of MKBKSH revolves around inspiring journey of Dr. Sneha. She represents the young Indian woman of today who thrives on challenges. Emotionally torn between family and society, professional aspirations and personal commitment, her struggles and triumphs form the core of this memorable opera.

The first season of MKBKSH was very well received when it ran on Doordarshan in the first half of 2014. Hence, PFI wishes keep the momentum alive for the second season which is slated to go on air around February, 2015.

The screening of the episodes of MKBKSH started from DEF’s CIRC in Hyderabad, which screened the first episode for a group of local women. Their response and feedback was most encouraging, which they expressed through questions in the form of a quiz. Those feedbacks were promptly shared with PFI.

We are constantly generating creative content inspired by the first season of MKBKSH for Social Media. And soon we’ll also be generating creative content to promote the second season of MKBKSH as well.

We aim to expand on our understanding with PFI that includes broadcasting the audio version of the episodes at Community Radios which have an understanding and partnership with DEF.

Our target is to share eight episodes through CIRC and Community Radios each month, so that we could meet our deadline of 52 episodes in six months, which ends in May, 2015.

MKBKSH is a progressive television serial produced and executed with a vision. It covers many pertinent and prevailing issues concerning women in entertainment form. The opportunity of partnering with PFI gives us an opportunity to leave our footprint in this noble effort.