



मैं
कुछ भी
कर सकती हूँ

— I, A Woman, Can Achieve Anything —



Harnessing the Power of Entertainment Education: Special Keynote Presentation

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Using Entertainment Education

“If you want to understand a culture, listen to its stories. If you want to change the culture, then change its stories.”

- Prof. Arvind Singhal, University of Texas at El Paso

Main Kuch Bhi Kar Sakti Hoon (I, A Woman, Can Achieve Anything)

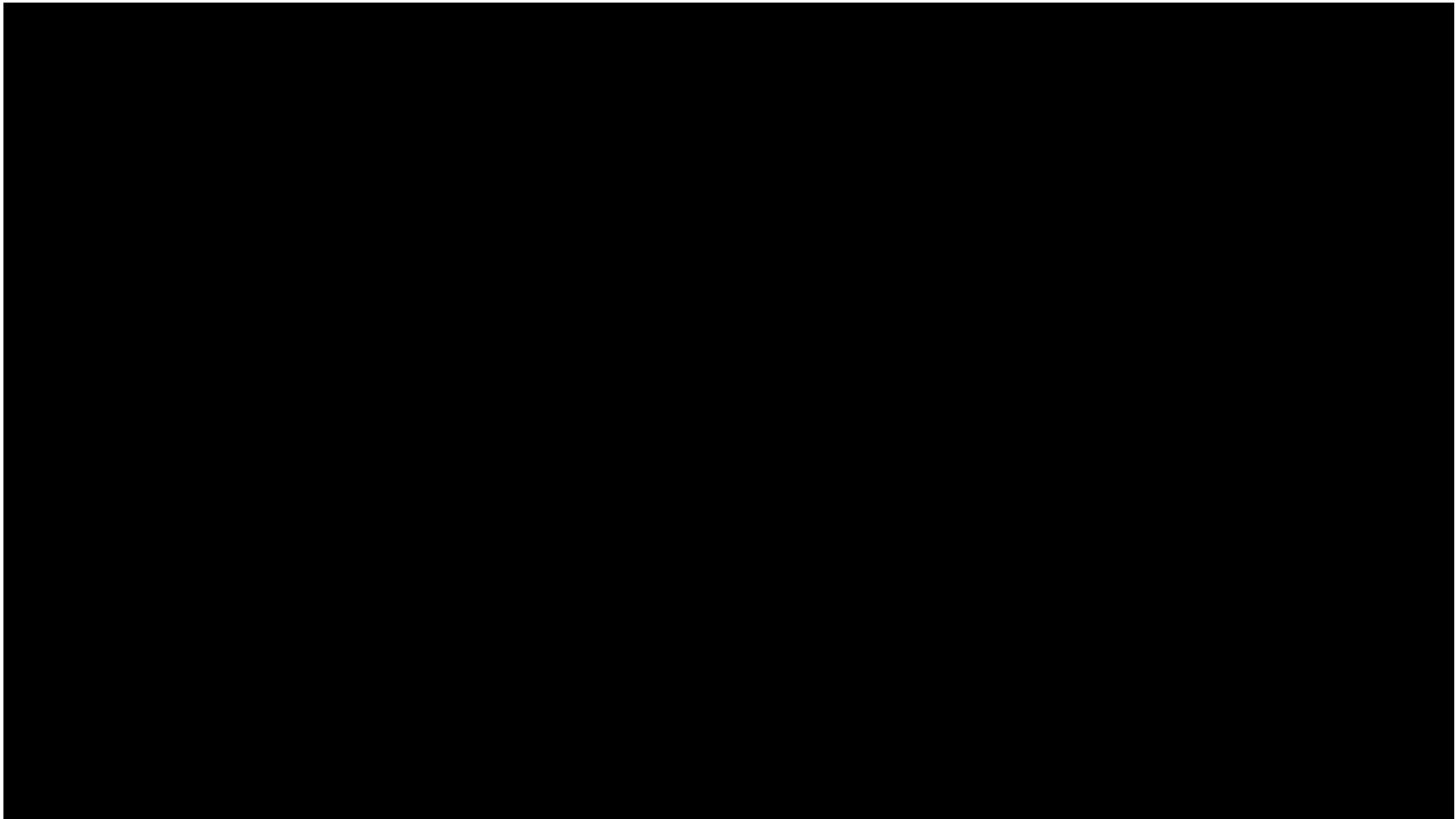
2 seasons

131 episodes

115 million
combined
viewership

1.79 million
digital
engagements

(IVRS, FB, Twitter,
YouTube)



What worked for us?

**Learning from
global
entertainment
education
examples**

**Key
partnerships -
people, media/
channels**

**360° approach
including
outreach
activities**

What could we learn from?

**Gender inequities
hamper reach
through social
media**

**Challenges in
making IVRS
engaging**

What are our plans for the future?



Leverage Season 2
– digital platform

Sanitation series
on the same lines

MKBKSH Season 3

Communicating on Sustainable Development Goals



SDGs and citizens

- Global commitments matter
- Public can put pressure on governments
- Low awareness on SDGs amongst citizens

3 GOOD HEALTH
AND WELL-BEING



SDG 3

With Members
of Parliament,
the people's
representatives

With Ministries
and
Departments
under the
Government,
the service
providers to
the public

With media,
the means to
increase public
discourse

With the public

Increasing public engagement

- Engage the youth



- Use a 'relatable' voice

- Continue to reach out through mass media



- Utilize new media platforms





Thank you

