

# Effects of “Mai Kuch Bhi Kar Sakti Hoon”, an Entertainment Education Soap Opera, on the Perception of Decision Making of its Viewers

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**Abstract**—*In India, frequent pregnancies are common, unmet need of contraception remain high and access to safe abortion inadequate. Compelled by social behaviours, from 2001 till 2011, there have been steady declines in fertility, maternal, infant and child mortality rate. The health and nutritional status of children and women remains poor, and India is routinely ranked among countries performing weakly on important social determinants of health. One of the prominent interventions to improve the status of sexual and reproductive health is through media programs to evoke progressive positive behaviour change. This research highlights the effects of an entertainment-education national soap opera titled “Main Kuch Bhi Kar Sakti Hoon”, broadcast on Door Darshan and All India Radio, claimed to have reached 400 million people in India. The makers of the show advocates that this soap opera has a positive impact on its viewers causing a wave of behavioural change. This study was conducted to analyse the effects of the show on the perception of its viewers and the changes they suggest could be brought at an individual level in Magharpur village in Haryana. Twenty women from the mentioned area participated in this research and data was collected through the observations of their reactions while watching the show and in-depth interviews, post screening. According to the results, their responses towards the show were positive and almost every woman interviewed connected with the storyline and characters depicted in the show. Viewing the characters and the consequences they faced for the wrong steps taken such as untimely abortions leading to death, frequent pregnancies causing anaemia and so on, made the women initiate a dialogue among themselves which was further observed to be taken to other women who didn’t watch the show. This initiation of dialogue and discussion among women showed the possibility of them reflecting upon their own behaviours. Overall, the results indicate the efficiency of the show and also, highlights the need for more such shows to be produced for causing a positive behavioural change.*

**Keywords:** *Family Planning, Health, Development, Entertainment, Education, Rural Women.*