

FLIP THE STORY

An Innovative Approach
to Creating and Evaluating
Main Kuch Bhi Kar Sakti Hoon*

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*I, A Woman, Can Achieve Anything

PRESENTED BY



The panelists will share **key findings** of their assessment of Main Kuch Bhi Kar Sakti Hoon, a transmedia initiative in India, drawing upon innovative mixed methods tools and approaches.

Across three seasons, the series has purposefully leveraged the power of **storytelling to influence behaviours** to promote gender equality and the empowerment of women. Using a 360-degree approach across television, radio, AI powered chatbot, and social media, the show has made several programme, research and technological innovations.

July 7

15:30 to 16:30 CEST



DR. ARVIND SINGHAL

Samuel Shirley
and Edna Holt
Marston Endowed
Professor of
Communication



DR. HUA WANG

Associate Professor
of Communication,
University at Buffalo,
State University of
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ROEL LUTKENHAUS

Erasmus University,
Rotterdam and
Center for Media
and Health,
Gouda



POONAM MUTREJA

Executive Director,
Population
Foundation of
India



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WHY THIS ISN'T JUST

ANOTHER WEBINAR

- ✦ Implementing nimble and adaptive bicycle research designs
- ✦ Tracking markers for unique program attribution
- ✦ Pioneering the Galileo model in social research
- ✦ Innovating with digital platforms and technologies