The concept of feasibility study has been borrowed from the business industry. It entails an evaluation and analysis of the potential of the proposed project once the study concept has been defined. When we apply this concept to the medical research model we face challenges due to the variations we find in human behavior in response to changes in the environment. Both these entities are dynamic and continuously changing. The challenges become even more complex when we decide to plan the feasibility of a research study at a community based setting.

The use of the term feasibility has been used in different contexts in medical research. One popular use is the conduct of a study to identify if a developed product can and will be used by patients for a certain condition. Another context can be to develop a methodology for testing the ground for the implementation of a new intervention. At times the administration of a Pilot study test the methodology before the definitive study is also considered as a feasibility study.

The authors explore this important intervention based on their experience of conducting a feasibility study to evaluate the possibility of having a successful intervention which can reduce maternal mortality and morbidity. However there is no denying the challenges and the ethical issues around planning research studies at rural communities in low and middle income countries amongst people who may be the poorest of the poor.