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# The Afternoon DESPATCH & COURIER



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## Mumbai based Trimit Rachna announces "HER HIGHEST" a ground-breaking movement to facilitate women empowerment

Thursday, July 18, 2019

Research says, 30% per cent of women are equal earning members or breadwinners in a nuclear family and consider a self-owned house to be the biggest anchor in their lives, which then becomes the very basis of their life decisions. It is not surprising that women with higher disposable incomes comprise a fifth of the home buying population in the country and are only expected to grow over the next decade.

Recognising the trend of more women buyers entering the real estate market, and inspite of being considered a valuable part of society, several women are still are not financially independent even after having adequate funds, she is rarely asked how she wants to live her life, what she expects to achieve, what are her dreams and so on. To break all these barriers and to help make today's women independent by enabling her to buy her own dream home Mumbai based, Trimit Rachna is launching "HER HIGHEST", a movement for launching safe and affordable housing specially targetted at women buyers.

The campaign will be launched on 19th July 2019 at Swatantryaveer Savarkar Rashtriya Smarak, Shivaji Park at Dadar in the presence of 350+ women from all walks of life.

Pradnya Ponshe, Concept Designer and Innovator, and also the Chairperson of Women Entrepreneurship Wing, Maharashtra Chamber of Commerce, Industry & Agriculture explains, "As education and choice of work take women away from their home towns, property investment becomes a way of building long term stability for themselves. This trend is largely visible as women choose to settle in metropolitan cities of Mumbai, Delhi, Bangalore, and Chennai. Increasingly, this trend is also visible in Tier II cities such as Pune, Chandigarh, Bhopal, Jaipur & more. In its first phase now, HER HIGHEST, is an empowering movement aimed at urging women to create an identity in society and becoming independent. This will truly help in reaffirming the "Ghar Ki Laxmi" idea within Indian society and enable women to carve their own niche."

"Her HIGHEST" will be inaugurated in the presence of well-known film-maker, producer Sumitra Bhawe and Sunil Sukthankar, and dignitaries from various fields at Savarkar Memorial at Shivaji Park. A special screening of Marathi film 'Welcome Home', will also be held on this occasion. The event will also throw light on other factors apart from conventional worldly issues that influence the purchase decision of a women like Special Concessions, pros and cons of the property you are interested, Pick lender after scrutiny and more apart from affordability & safety.



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I am 21 years old married woman. I have been marr



**Dr. Rajan B. Bhonsle, M.D. (Bom)**  
Consulting Sex Therapist & Counsellor

**Dr. (Mrs.) Minnu R. Bhonsle, Ph.D.**  
Consulting Psychotherapist & Counsellor