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<https://www.apnnews.com/mumbai-based-trimit-rachna-announces-her-highest-a-ground-breaking-movement-to-facilitate-women-empowerment/>



## Mumbai based Trimit Rachna announces “HER HIGHNEST” a ground-breaking movement to facilitate women empowerment

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**Mumbai** :To help make today’s women independent by enabling her to buy her own dream home Mumbai based, **Trimit Rachna is launching “HER HIGHNEST”**, a movement for launching safe and affordable housing specially targetted at women buyers. “**Her HIGHNEST**” 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**. The campaign will be flagged off in the presence of well-known film-maker, producer **Sumitra Bhawe and Sunil Sukthankar**, and other dignitaries from various fields. A **panel discussion to motivate woman buyers to buy their own homes** will be hosted and 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.



**Pradnya Ponkshe, 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 along with Tier 2 cities. In its first phase now, **HER HIGHNEST**, 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.”