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A PRESENTATION FROM THE TIMES OF INDIA

TIMES NEIGHBOURHOOD of

# MULUND

(CIRCULATED IN SELECTED AREAS OF MULUND)

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BY BHANU KUMAR

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# EMPOWERING WOMEN

MULUND-BASED RESIDENT SIMLTHABAR IS ON A MISSION TO MAKE



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‘Only a woman can understand another woman’ — this age-old proverb has inspired a Mulund-based resident Simi Thapar to work towards the betterment of women. A finance consultant by profession, Simi is a trustee of an NGO *Shramik Nari Sangh* that works towards empowering women and make them self-reliant. Till today, a woman gets major satisfaction and feels liberal when she makes money for herself and for her

# EMPOWERING WOMEN

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family. However, some sections of women are still unfortunate to have this satisfaction, and to help those women, the organisation has opened an outlet called *Chakri* in Mulund that sells crispy khakras made by adivasi

women or women from remote villages, where there is no employment generation opportunity. "We act as a liason between the women and the consumers of the city. This gives them a chance to earn some money and gradually



helps them to gain some self-respect within their family. Otherwise, they are not financially stable to start their own business nor are they well-qualified to get a job," informs Simi. Throughout the year, the organisation stocks chocolate and dry fruit hampers for corporate supply, and market these products to BPOs and other IT companies.

The kind of work that Simi

does is motivated by a spiritual organisation called Srimad Rajchandra Aatma Tatwa Research centre. "We take the initiative and co-ordinate the process to help the women from villages. One more product that is recently added under the scheme PURO is supply of non-toxic 100% vegetarian products such as soap, lotions, body butter, lip balm and more," adds Simi.