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Power to Women' is what Bajaj Allianz firmly believes in and building on this belief, Bajaj Allianz created a platform which helps enlighten, empower and create a better understanding of choices that women are entitled to. Bajaj Allianz believes that women are strong decision makers who have the ability to look at the big picture and make precise and logical decisions. All one needs is an opportunity and that is exactly what Bajaj Allianz decided to create-an opportunity.

Jiyobefikarwomen.com is Bajaj Allianzâ€™s brain child to create a space for women in every walk of life to come share, understand, learn and educate. In lieu with this thought, Bajaj Allianz launched a micro site with a blog that is dedicated to women, by women, for women that talks about everything â€¦beginning from everyday struggles to understanding insurance and the importance of it in their lives. Through this they hope to create a better understanding and hope to become a place where women can come to share and find answers.

Bajaj Allianz also works towards bringing deserving women into the spotlight. They have done so in the past and are looking forward to keeping this alive for years to come. Their recent endeavor towards bringing this movement to life was through their hunt for the â€˜Most Inspirational Working Women of 2012â€™ campaign. The idea behind this campaign was to find everyday working women from different walks of life who have 9-5 jobs and yet manage to do something so totally out of this world from their normal routine. Once this hunt began, it received a large amount of entries from all over India which told stories of ordinary working women doing extraordinary things with their lives. The results where exhilarating and the stories told left everyone gaping in awe. These are women who anyone of us could have probably passed in the street .These are women who have achieved so much more than what was expected of them in their respective careers and everyday life. These are women who deserve a standing ovation!

Out of all the entries received, 9 finalists were picked by a prominent judging panel. As expected, this turned out to be quite a difficult task but a consensus was reached. This campaign is currently in its voting phase where people are being invited to come, listen to these 9 womenâ€™s inspirational stories and to vote for who they think are the most inspiring of the lot.

So log on to www.jiyobefikarwomen.com, check out the entries and vote for your favorite finalist. Voting ends 23rd April, 2012 and remember, every vote counts!

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Abhilasha Bharadwaj - About Author:
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