

HerZindagi.com Launches Its User Generated Content Platform HerVoice

October 25th, 2021, National: Jagran New Media's women's lifestyle website HerZindagi.com has launched its user-generated content platform HerVoice on the occasion of its fourth anniversary. The platform aims to be a voice for the 20 million readers it reaches out to every month. HerVoice is a section on HerZindagi.com that publishes original and trustworthy content submitted, after editorial vetting. With this initiative the site has become truly inclusive and centred towards its readers.

HerZindagi.com was launched in 2018, with the intention to create a platform for the woman of the day. The editorial and management heads at Jagran New Media identified a gap in the digital landscape where content was either male-centric or made for Gen Z. So, when HerZindagi served original, credible and relatable content for mature women, an instant connection was made with the audiences.

HerZindagi's user base has grown to 30 million (Comscore September 2021) in the last three years. Last year, HerZindagi launched several new initiatives and categories. The Google Web Stories section has become quite popular with the readers. Wellness, kitchen hacks and astro sections are consistent favourites as well. And now with the launch of HerVoice, the user-generated section, HerZindagi.com is poised to solidify its relationship with its audiences.

Megha Mangain, Business Head of Health and Lifestyle and Associate Vice President at Jagran New Media, said: *"The HerVoice initiative has had a tremendous initial response. We have received hundreds of contributions from our readers, some recipes, poems, experiences, life stories. Our editorial teams are now carefully vetting each article, retaining the originality, yet ensuring no false information, misleading or plagiarized content goes up on the site. HerVoice is truly a representation of HerZindagi's philosophy of empowering the everyday woman and being her voice."*

Jagran New Media's CEO Bharat Gupta said: *"HerZindagi.com is going from strength to strength and that really shows the connect and credibility it enjoys within the women community. The website's friendly tonality and commitment to factual information has made it a go-to portal for millions of women. HerVoice platform will add to that trust, will bring in belongingness, a feeling of community which is so important in these times of isolation and distances."*