**BLOGS:**

1. **What is a wedding registry?how to create one**

Basically the idea and incorporating most searched words under this context. Words like engaged couples , couples,household items, furniture, home appliances, gifts, unused gifts, recycled gifts, donations, guests, invitations, high ticket items, expensive gifts, holidays, honeymoon, couple experiences, honeyfund, online registries, digital world, inexpensive gifts, online store hence ubiquitous , or say location independent, at the click of a button, a variety of hand picked options, curated list of choices, budget, contribute, crowd fund, group gift

Easy steps, simple to use, interactive UI, register with minimal details, pick out gifts from wide variety of list, exhaustive list, wishlist, gifts, send links to guests

*So in this question it should be educational on what a registry is, specifically to Indian Market. How socially backward we are when it comes to asking for gifs even though giving a gift at weddings is customary. It should also showcase the simplicity at which they can create a list, register with us, and make the request. They registry by giving out basic details like name, wedding date, number of guests, look at the inventory, pick out what they like based on need, budget, cost of the products and make the list, share link with guests, once the guest buys the gift the gift gets delivered to their doorstep. No hassle of collecting them at the venue or misplacing them in all the commotion around the wedding and so on. A lot of people misunderstand “wedding registry” as a place where people registry as a couple or register their wedding so it needs to send across the messaging that it means gifts. So use words that indicate that gift registry and wedding registry can be used interchangeably and when people search wedding registry in this context it should still come up so that they stumble upon this concept even if they weren’t looking for it.*

1. **Asking for gifts is tacky .. or not?**

Modern day, digitization, ease of use, lack of time, busy life, embarrassed, ashamed, life easy, hurry, thoughtless, widely accepted in the west, growing need, prevailing social norms, social standard, close relatives , close friends, spread the word to tier 2 guests, truly appreciated presents, taboo, rude, uncomfortable, please, surprise, presents, gift registry, wedding gift registry

*Here we need you to write about the mind set that Indians mostly share about ASKING for gift. It can be embarrassing, uncomfortable and the common thought of “ what will people think?” the write up should spread the awareness that while this is new in India, it is not unheard of in other countries. Everyone is already doing this in other countries. How few years ago even booking tickets online or paying bills online was unheard of but now its a thing people do. So the digital world is bringing in convenience in new ways and this is one of them. Blessing in disguise to get rid of the one pleasantly unpleasant things about weddings. Surprise yet not a pleasant surprise in most cases.*