



## Kudumbashree Matrimony

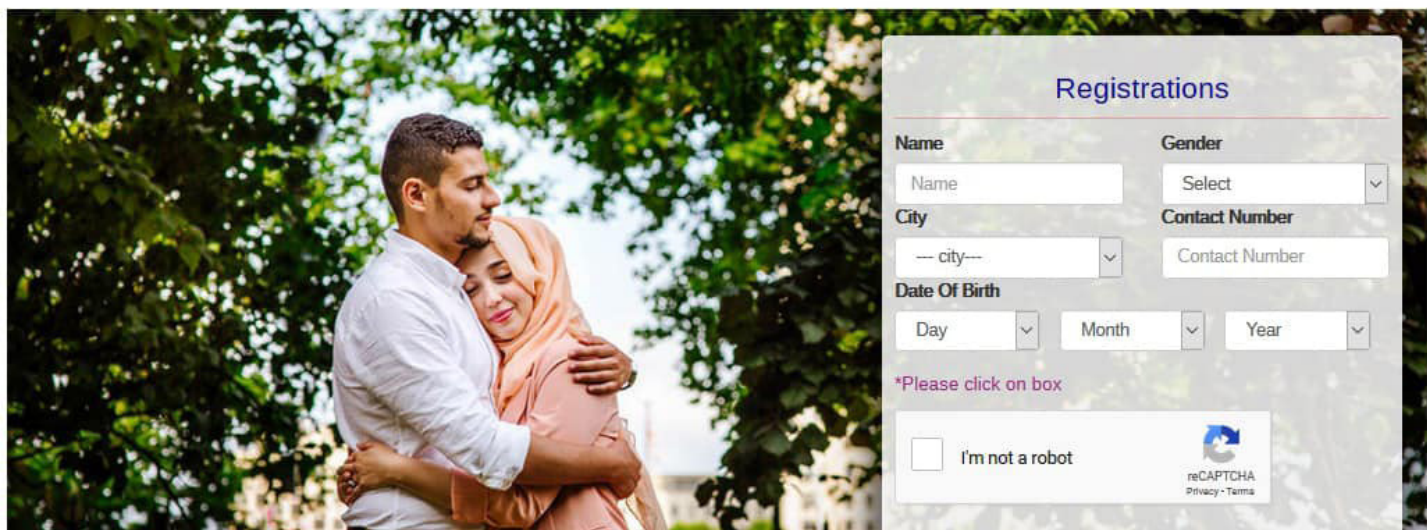
([www.kudumbashreematrimonial.com](http://www.kudumbashreematrimonial.com))



**S. HARIKISHORE I A S**

Executive Director  
Kudumbashree

Kudumbashree Matrimony is an enterprise launched under the leadership of Smt. Sindhu Balan, the former CDS Chairperson of Porkulam Panchayath of Thrissur district of Kerala. Smt. Sindhu thought of launching such a unit when she came to know about the stories of women who became the victims of marriage frauds, and she wanted to put an end to such social issues. By forming Kudumbashree Matrimony website during 2016, Sindhu and her team launched the first matrimony portal of Kudumbashree women. In addition to the aim of putting an end to marriage frauds, they desired at supporting the youth from financially backward families in getting married.



The registration for girls to the Kudumbashree Matrimony can be done absolutely free of cost! Rs.1000 is charged for the registration for boys. Within the last 3 years, Sindhu and her team were able to make available 30,000 profiles at the Kudumbashree matrimony site. And they were able to arrange 200 marriages, which itself shows the success of this innovative idea. Once the marriage is over, only Rs 10,000 is collected as service charge. This is how Kudumbashree matrimony works.

On realizing the scope of this enterprise, it was decided to extend Kudumbashree Matrimony to the interested CDSs in other districts of Kerala with the support of Kudumbashree State Mission. The state level inauguration of the same was done and we started scaling up matrimony units to those interested in the business model. Now, the field level activities of Kudumbashree Matrimony had already been started at all panchayaths of Alappuzha and Idukki. CDS s of more than 50% panchayaths of Thiruvananthapuram, Kollam,

Pathanamthitta, Ernakulam districts also started franchises of Kudumbashree Matrimony. Through Kudumbashree Matrimony, job (self employment, in enterprise model) can be ensured to 2 women each in every CDS and by arranging marriages, income can be confirmed.

Started as a fight back against the marriage frauds, Kudumbashree Matrimony which was launched at Thrissur, has grown as a support for the common people to get married without spending too much money. It has now evolved into a model that help women earn better income. Those who wish to register in Kudumbashree Matrimony may visit the website, [www.kudumbashreematrimonial.com](http://www.kudumbashreematrimonial.com)

Those who wish to do field level activities by starting regional branches may contact 9562221651 (Sindhu) or 9207806952 (Office). May more marriages be arranged through Kudumbashree Matrimony which would give birth to happy families.