

Madura Micro Education Private Limited

Proposal Summary

Proposing Organization	Madura Micro Education Private Limited
Implementing Agency	Madura Micro Education Private Limited
No. of Trainees in 10 years	32,09,634
No. of Centres	1898 centers
Location(s)	Tamil Nadu, Karnataka, Kerala, Andhra Pradesh, Maharashtra, Madhya Pradesh, Orissa, Gujarat, Uttarakhand,
Sectors Targeted	Micro Entrepreneurship
Project Cost	Rs.7,02,65,173
Sourcing Model	<ul style="list-style-type: none"> • Madura Centers: Madura Micro Education will rely on the member base of 5 lakh borrowers (active members 180,000- 195,000 at any given time) of Madura Micro Finance. They will also use the services of Member Welfare Associates (MWA) for mobilization of trainees. Each MWA is required to handle 800 members/ beneficiaries i.e.40 groups at one time. The primary role of MWA is to organize beneficiary meeting every month and collect the loan money from beneficiaries. These MWAs are not on the rolls of the company and work part time, and are usually past beneficiaries of MMFL. • Franchisee Centers: Madura Micro Education will approach MFIs, NGOs, Vocational Training Centers and Individuals as franchisees. Students will be identified by the local franchisee partners from among their target communities. NGOS and MFI franchisee partners will identify candidates from among their members who are interested in starting or improving a micro business.