

**Rural entrepreneurs** often have difficulty getting the exposure they need to be successful. We have created various methods to help these business owners access new markets and learn about new opportunities and products, giving them the ability to present their products and services to our rural members.

Taking this forward, in a path breaking and significant initiative, **Madura Microfinance** will provide Mobile connectivity to its members across Tamil Nadu to enable them in expanding their business operations beyond limiting boundaries. **The Madura Carnival**, will launch this “**upwardly mobile**” initiative while also celebrating **Madura Microfinance's fifteenth year of operations**.

Under the banner of **m4 (Madura Mobile Micro Markets)**, the Micro-Markets division of Madura will dial into **3000 villages across Tamil Nadu** with the aim of providing connectivity and mobile-based market linkages to its members. This initiative will run for a period of **two months from February 20th to April 25th**. Further, there are several activities from road shows (at the village level), events (with a group of villages), and carnivals (fun-filled events at the cluster level) that will take place with the aim of reaching 1 million people. The m4 initiative will empower members with **Mobile, SIM and Voice based services** while also providing the rural populace with **health and business tips through Voice alerts**.



### Road Shows

#### ***Village level***

A road show van reaches each group  
Total of 265 road shows across TamilNadu  
Registration for phones/SIM happens here

### Events

#### ***3-5 Villages together***

At schools| Community centers etc  
Total of 125 events across Tamil Nadu  
Phone distribution/training happens here

### Carnival

#### ***Cluster level***

Large scale Fun filled event  
Total of 50 carnivals across Tamil Nadu  
Mega fun filled events and lucky draws happen here.



## Rate Card

Title Sponsor - 50,00,000 INR

The event to be co-branded with

Presenting rights

Stalls at the carnivals

Road show van fabrication

Gold Sponsor : 25,00,000 INR

Media publicity

Stalls at the carnivals

Branding in all communications

Silver Sponsor : 15,00,000 INR

Branding in all communications

## Regional Sponsor -

Can be a part of a select set of regions ( Madura operates in Chidambaram, Madurai-I, Madurai-II, Thirunelveli, Karaikudi, Salem, Sivagangai, Tindivanam, Trichy & Chennai regions)

***For stalls in the carnivals of a region – 1,50,000 INR***

***For road show participation in a region – 2,00,000 INR***

***Regional sponsor – 6,00,000 INR***

***(Stalls+ Road shows+ branding in communications)***

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