



ORGANISATION  
AFRICAINNE-ASIATIQUE POUR LE  
DÉVELOPPEMENT RURAL

AFRICAN-ASIAN  
RURAL DEVELOPMENT  
ORGANIZATION

المنظمة  
الأفريقية الآسيوية  
للتنمية الريفية

Cooperation for Sustainable Development

OFFICE OF THE  
SECRETARY GENERAL

مكتب  
الأمين العام

No. CB/TRG/NIMSME/2022  
22 April 2022

H.E. the Minister of Social Solidarity  
Government of the Arab Republic of Egypt,  
And Hon'ble Vice President of AARDO from Africa  
Cairo, Egypt

**Subject: AARDO Online Training Programmes at National Institute for Micro, Small and Medium Enterprises (NIMSME), Hyderabad, India**

Excellency,

I have the honour to inform Your Excellency that AARDO, in collaboration with National Institute for Micro, Small and Medium Enterprises (NIMSME), Hyderabad, India, is organising the following online training programmes:

S. No.	Programme Title	Duration	Deadline to application
1	Strategies to Mitigate Challenges of Entrepreneurs	23-27 May 2022	15 May 2022
2	Revival of MSME's after pandemic	30 May – 03 June 2022	20 May 2022

Each of these online training programmes has having 5 sessions of 2 hours each, which would be **interactive and conducted on real time basis.**

**Essential Qualifications:**

- Bachelor's degree with a minimum of **three years' experience** in the concerned fields;
- Proficiency in spoken and written English, as the medium of instruction is English only; and
- Must be conversant with ICT and willing to undertake online training course.

It is hoped that Excellency's esteemed Government will find the above mentioned e-training courses useful and would kindly nominate **5 suitable candidates for each course** to attend this ONLINE Interactive training course.

(An autonomous inter-governmental organization established in 1962)

2, State Guest Houses Complex, Chanakyapuri, New Delhi 110 021, INDIA  
Phones: (91-11) 24100475/26115936/26877783/26877784; Fax : 26115937  
E-mail : aarдохq@aardo.org; Website : <http://www.aardo.org>

Excellency may further note that:

The above e-training courses would be conducted on **Zoom** as per the following:

Duration/Days	:	One Week (Monday to Friday)
Session Timings	:	14.30 to 16.30 hours {IST: Indian Standard Time (GMT+05:30)} (Candidates to kindly check corresponding local time - zone)

The requirements to attend the online training programme are:

- The computer system should be capable enough to run Zoom smoothly.
- Headset with Microphone & Web Camera

**The nominees are required to fill in the ONLINE application form through the link below:**

<http://aardo.org/formDD.php>. Course information and guidelines in this regard are enclosed for reference.

The recommendations in favour of the nominees from the Ministry may kindly be forwarded to the AARDO Secretariat through email: [cb.aardo@gmail.com](mailto:cb.aardo@gmail.com) latest by deadlines mentioned against each course. Thereafter, **e-Pass/meeting link** will be issued to the selected nominees enabling them to attend the online-programme.

On completion of the e-training, trainees will be assessed/evaluated through interactive session for the award of an **e-Certificate**.

Kindly accept, Excellency, the renewed assurances of my highest consideration.

Sincerely,



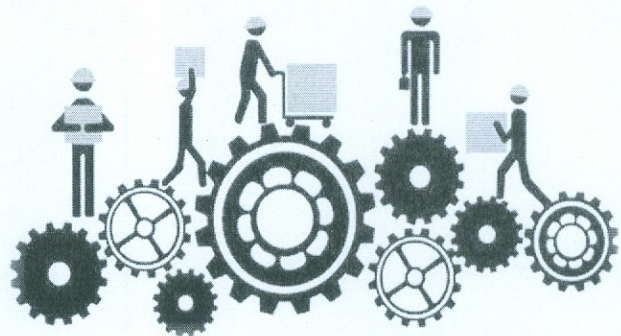
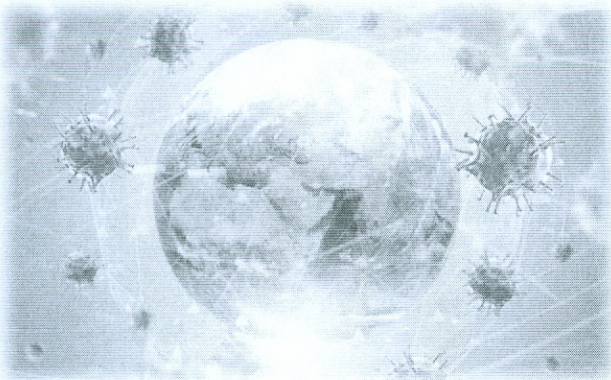
Dr. Manoj Nardeosingh  
Secretary General

Enclosures: As stated above

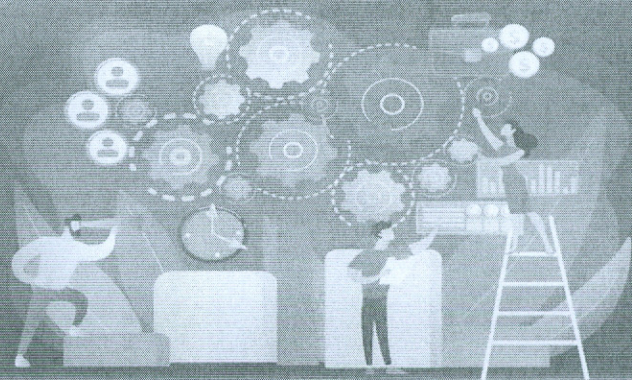




AARDO-NIMSME  
Online Training Programme on  
**Revival of MSME's after Pandemic**  
30 May - 03 June 2022



Micro, Small  
and Medium  
Enterprises



AFRICAN ASIAN RURAL DEVELOPMENT ORGANIZATION (AARDO)



**Programme Duration:**  
**30 May-03 June 2022**

**Deadline to Apply:**  
**20 May 2022**

**Duration:**  
**1 Week/ 5 days**  
**(Monday – Friday)**

**Session's Timing:**  
**14:30 – 16:30 Hrs**  
**(Indian Standard Time)**  
**(GMT+05:30)**

**Organizing Institute:**  
**National Institute for**  
**Micro Small and Medium**  
**Enterprises (NIMSME)**

**Sponsoring Organization:**  
**African Asian Rural**  
**Development**  
**Organization**  
**(AARDO)**

### **Background & Rationale of the Programme**

The COVID-19 crisis has cascading effects on the global economy and resulted in deep recession. Micro, small and medium enterprises which play a major role in emerging economies are amongst the hardest hit. The unprecedented outbreak of COVID-19 brought misery to all the sectors, including micro, small and medium enterprises. The untried lockdown undersized the business activities of the MSMEs sector and mounted adverse shocks in the form of non-procurement of raw materials, reduced production and supply of final products, and non-availability of employees to work in the process of production. The consequences were wide and open, like loss of employment, reduction in revenue generation, declined sales and a cut back in the income of the working class. There is a need to understand the policies implemented in different developing economies to sustain and amplify the growth of MSMEs during the pandemic period. The training on "Revival of MSMEs after Pandemic in Developing Countries" will make the participants to understand the mitigation process adopted by the developing countries to overcome the distress experienced during the pandemic period.



## Objectives of Programme

The proposed online training will provide understanding on new policies to strengthen the capacity and resilience of micro, small & medium enterprises (MSMEs) in developing countries/economies in transition to mitigate the economic and social impact of the global COVID-19 crisis. The following objectives have been framed to have better learning during the training:

- To strengthen entrepreneurial ecosystem and improve business skills to support the distressed MSMEs;
- To disseminate the augmented MSME policies for their revival;
- To understand measures for easy accessing to finance and financial literacy; and
- To provide opportunities for enhanced access to markets

## Course Contents

- Assess and ascertain the impact of pandemic on MSMEs;
- Developing economies responses to COVID-19 specifically for the revival of MSMEs;
- Financial support and credit incentives for MSMEs;
- Facilitating output market linkages through efficient domestic and global supply chain;
- Strategies for new market order;
- Technology support to mitigate the crisis; and
- Skill development to support the manufacturing aligned to COVID Pandemic

## About NIMSME

**Ni-msme** was originally set up as Central Industrial Extension Training Institute (CIETI) in New Delhi in 1960 as a Department under the Ministry of Industry and Commerce, Government of India. In 1984, it was recognised as an institute of meritorious performance and accorded the national status. The Institute name was rechristened as **ni-msme** from 11th April 2007. It is an organisation of the Ministry of Micro, Small and Medium Enterprises (M/o MSME) (formerly Ministry of SSI & ARI), Government of India.



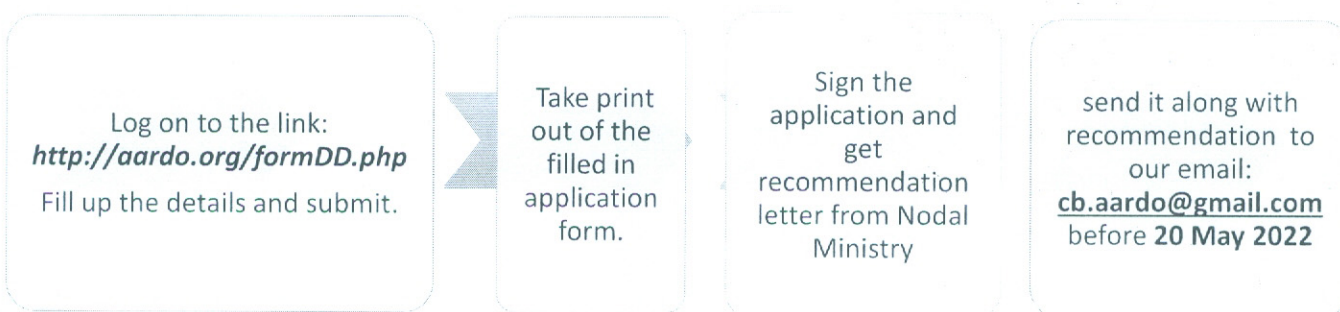
Today, with the technological development and ever-changing market scenario, its involvement has undergone changes and it has widened its scope of activities to consultancy, research, extension and information services.

The infrastructure and facilities at the ni-msme campus are at par with international standards. State-of-the-art facilities, pleasant environs, proven methodologies supported by modern academic infrastructure, experienced faculty, expert consultants and resource persons and above all, decades of experience complemented by a modern and creative outlook, have given a new definition to the standard of services provided by the Institute. It is now recognised as being among the best training, research and extension facilities in the world.

Over the years the Institute has gained immense experience and expertise in the areas of entrepreneurship development, technology, management, extension and information services.

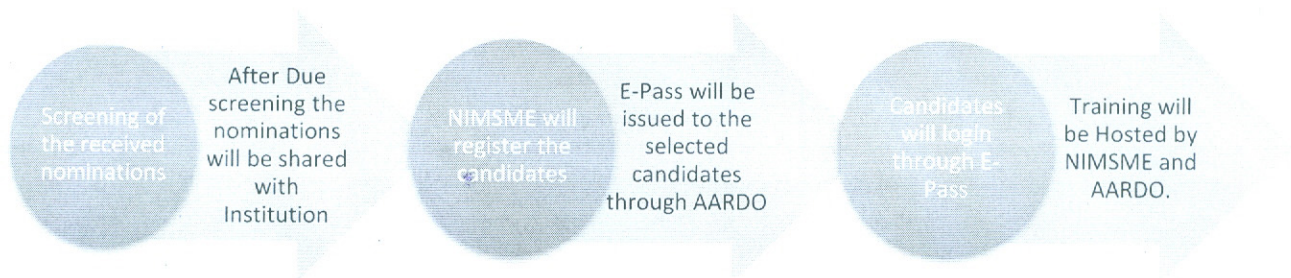
The knowledge driven and volatile economy of the present days is posing greater challenges to MSMEs. Further, globalisation is threatening the survival of MSMEs in the face of tough competition. ni-msme has always been conceiving specialised need-based programmes, workshops and seminars in tune with the changing policy and economic situation. These activities have been primarily aimed at the industry and supporting systems so as to enable them to deal with aspects that directly or indirectly affect the success of enterprise.

#### How to Apply





## Process



## Mode of Programme Delivery

- ✓ Program would be conducted through online platform (Zoom) on real time basis
- ✓ Program would be interactive using participatory approach through audio/video throughout the sessions
- ✓ The medium of communication would be English only.
- ✓ A guideline and e-Pass/ link to join the online program will be provided by AARDO.

## Who can Apply/Requirements

- a. Middle level government officials, development executives involved in SME, financial institutions
- b. Bachelor's degree with a considerable working experience in planning and executing the programs related to subject of the training;
- c. Must be related to the program;
- d. Proficiency in English, as the medium of instruction is English only; and
- e. Must be conversant with ICT and willing to undertake online training program.

## System Requirements

- This Online Training Program will be conducted through Zoom.
- The system should be capable enough to run Zoom smoothly.
- Headset with Microphone & Web Camera



### Note

- Due to limitation of number of participants, only selected candidates would be intimated through the Nodal Ministry. The selected candidates will be required to attend all the live sessions of the e-training.
- At the end of program, all the trainees will be assessed/evaluated through a live interactive session and their attendance will be considered for issuance of an **e-Certificate**.

### Programme Coordination

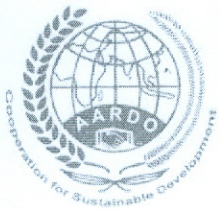
#### **Dr. S. M Ovais**

Programme Coordinator and Head,  
Capacity Building & Development  
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African-Asian Rural Development  
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#### **Mr. Mohsin Ali**

Programme Facilitator  
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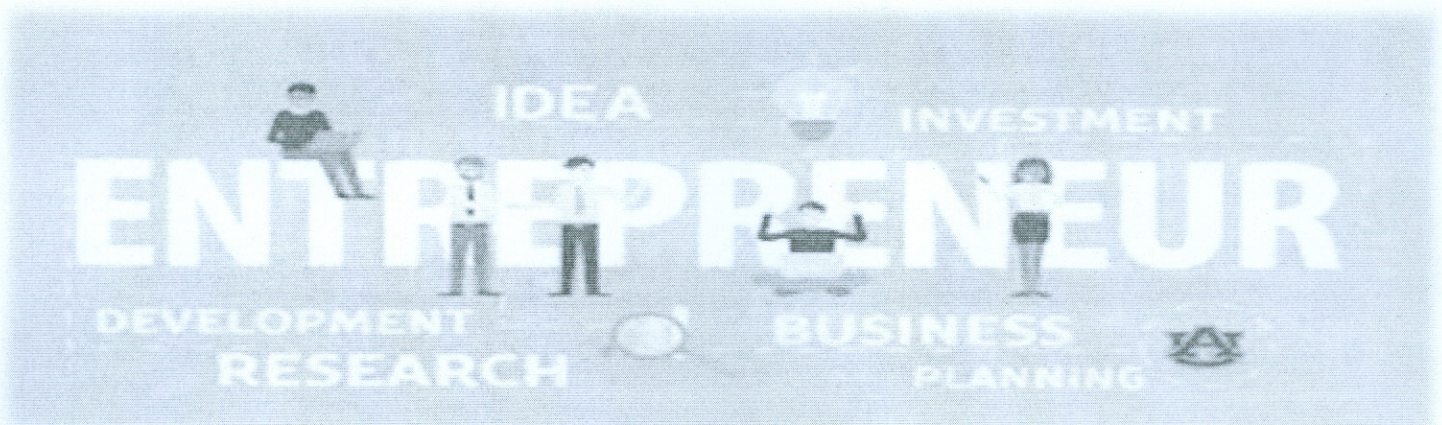
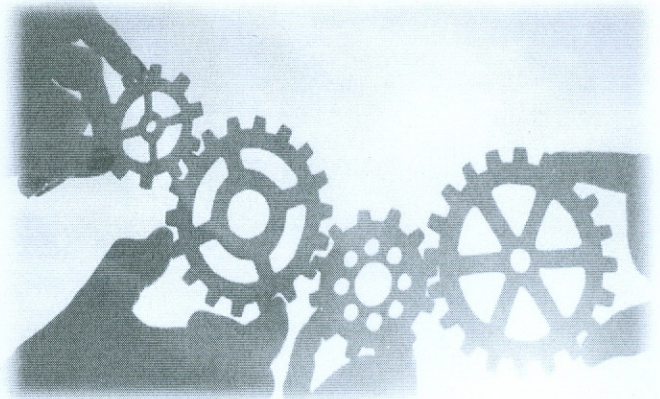
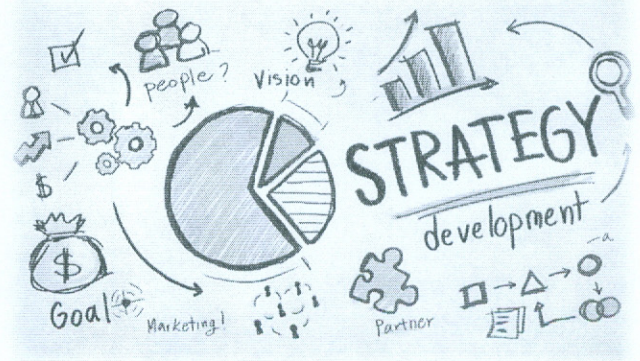




AARDO-NIMSME  
Online Training Programme on

# Strategies to Mitigate Challenges of Entrepreneurs

23-27 May 2022



AFRICAN ASIAN RURAL DEVELOPMENT ORGANIZATION (AARDO)



## Background & Rationale of the Programme

Small and Medium Enterprises (SMEs) play a vital role in the economic development and social life of the people. Further, they provide employment for a large number of people; add value through knowledge creation and innovation. Hence, Governments are implementing several schemes and programmes for sustainable development of SMEs. Due to a number of constraints, these SMEs face challenges in day-to-day business operations in the areas of procurement, production and marketing which call for strategic interventions to mitigate the same.

The biggest challenge for an entrepreneur is to decide what product and service to offer for their selected targeted customers as well as market segment. The design of suitable marketing strategy for customer satisfaction and retention are equally challenging. The procurement of talent, finding sufficient capital and managing their cash flow to carry out their operations are crucial and most of the times, the entrepreneurs fail to manage these on their own and look for support. Hence, the entrepreneurs have to analyze, understand and design suitable strategies for their business challenges.

AARDO with Ni-msme having a vast experience in research, training and consultancy in the area of SME development, have moulded a one-week online training programme for executives of all member countries who are involved in promotion and development of SME sector.

**Programme Duration:**  
**23-27 May 2022**

**Deadline to Apply:**  
**15 May 2022**

**Duration:**  
**1 Week/ 5 days**  
**(Monday – Friday)**

**Session's Timing:**  
**14:30 – 16:30 Hrs**  
**(Indian Standard Time)**  
**(GMT+05:30)**

**Organizing Institute:**  
**National Institute for**  
**Micro Small and Medium**  
**Enterprises (NIMSME)**

**Sponsoring Organization:**  
**African Asian Rural**  
**Development**  
**Organization**  
**(AARDO)**



### Objectives of Programme

- To review business operations of SMEs
- To understand challenges of entrepreneurs
- To discuss on strategic initiatives to mitigate challenges
- To scan schemes and programmes for procurement, Production and marketing
- To provide information on financing and exit strategy for non-performing enterprises

### Course Contents

- Module 1: Resource Mapping & Managing Business Operations
- Module 2: Challenges of Prospective and Practicing Entrepreneurs
- Module 3: Strategies to Mitigate Technical & Management Challenges
- Module 4: MSME Development Schemes
- Module 5: Mentoring & Crisis Management

### About NIMSME

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The infrastructure and facilities at the ni-msme campus are at par with international standards. State-of-the-art facilities, pleasant environs, proven methodologies supported by modern academic infrastructure, experienced faculty, expert consultants and resource persons and above all, decades of experience complemented by a modern and creative outlook, have given a new definition to the standard of services provided by the Institute. It

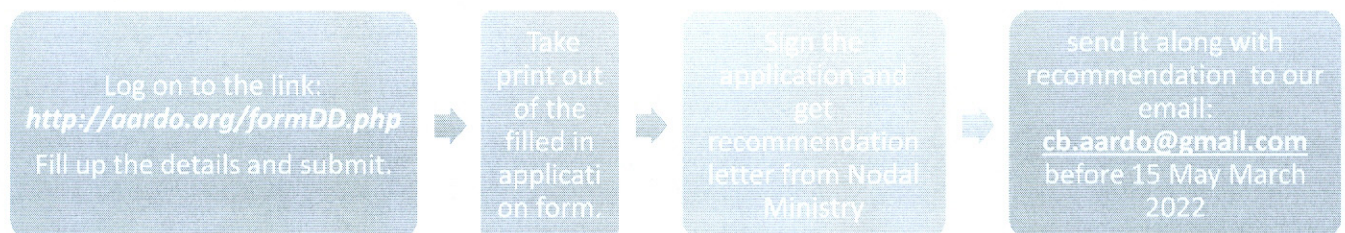


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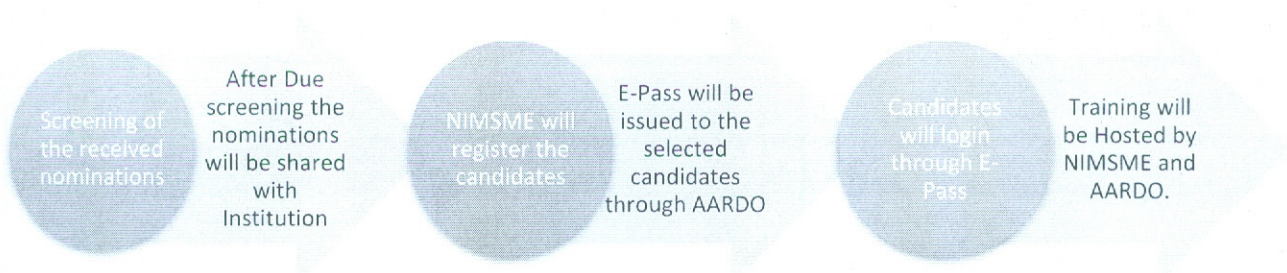
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- c. Must be subject specialist and related to the program;
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## Programme Coordination

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