



**INTERNATIONAL WORKSHOP ON
EFFECTIVE POLICIES, PROGRAMMES AND SCHEMES
FOR EMPOWERING YOUTH & WOMEN IN
ESTABLISHING AND MANAGING MSMES
29 July to 2 August 2024**



**AFRICAN-ASIAN RURAL DEVELOPMENT ORGANIZATION (AARDO)
NEW DELHI**

Theme of the International Workshop

“Effective Policies, Programs and Schemes for Empowering Youth & Women in Establishing and Managing MSMEs”

Sponsoring Organization

**African Asian Rural Development Organization (AARDO)
(www.aardo.org)**

Training Institute (Host)

**National Institute for Micro, Small and Medium Enterprises (ni-msme)
(www.nimsme.org/)**

Duration

29 July – 02 August 2024

Deadline for Application

17 July 2024

BACKGROUND

Across Asia and Africa, the Micro, Small, and Medium Enterprises (MSMEs) sector stands as a vital engine of economic growth, job creation and poverty alleviation. Yet, within this landscape, there exists a pronounced need to address the barriers faced by youths and women in establishing and managing their enterprises. Recognizing this imperative, Governments, NGOs, and international organizations have been actively implementing policies, programs, and schemes tailored to empower these demographic groups. Exploring the multifaceted approaches and initiatives aimed at strengthening the participation of youths and women in MSMEs across Asia and Africa is imperative. By delving and learning from diverse strategies and best practices, including enabling environment conducive to entrepreneurial success is need of the hour.

The challenges encountered by youths and women in the MSME sector within the context of Asia and Africa span from limited access to financial resources and markets to cultural biases and inadequate support structures. Additionally, socio-economic factors, such as education levels and access to technology, shape the entrepreneurial landscape for the prospective entrepreneurs. Policy frameworks aimed at promoting gender equality and women's empowerment play a crucial role in creating an enabling environment for women entrepreneurs. These frameworks encompass legislative reforms, affirmative action measures, and initiatives to address socio-cultural barriers.

Moreover, a spectrum of policies, programs, and schemes implemented at the national, regional, and international levels needs to be analyzed to address challenges and foster the empowerment of youths and women in MSMEs.

Through collaborative efforts and evidence-based policymaking, we can build an ecosystem where every aspiring entrepreneur has the opportunity to thrive and contribute to the prosperity of Asian and African countries. Partnerships with multilateral institutions, bilateral donors, and non - governmental organizations contribute to the implementation of comprehensive support programs targeting youths and women entrepreneurs. These partnerships leverage resources and expertise to address systemic barriers and promote inclusive growth.

OBJECTIVES OF THE WORKSHOP

The main objectives of this program are to:

- ◆ Analysis of best policies, programmes and schemes to support youth and women entrepreneurship;
- ◆ Increase awareness among policymakers and stakeholders about the challenges faced by young and women entrepreneurs in Africa and Asia;
- ◆ Facilitate the exchange of knowledge, experiences, and best practices among participants;
- ◆ Generate insights and recommendations for the development and implementation of inclusive policy frameworks; and
- ◆ Foster networking opportunities and facilitate collaborations among participants, including government agencies, business associations, financial institutions, and non governmental organizations

CONTENTS OF THE WORKSHOP

- ◆ Overview of MSME Sector in AARDO member countries- Country Paper by all participants
- ◆ Policy Frameworks and Government Schemes
- ◆ Financial Literacy and Access to Finance

- ◆ Business Development and Planning against Cluster Mapping.
- ◆ Legal and Regulatory Compliance
- ◆ Backward and Forward Linkages - Marketing and Branding
- ◆ Skills Development and Capacity Building
- ◆ Affordable Technology and Innovation
- ◆ Mentorship and Networking
- ◆ Sustainable and Inclusive Business Practices
- ◆ Crisis Management and Resilience Building
- ◆ Case Studies and Success Stories
- ◆ Monitoring and Evaluation of Programs
- ◆ Exposure to International Opportunities and Global Markets

ESSENTIAL QUALIFICATIONS

- ◆ High level officials and policy makers with a considerable working experience in policy formulation, planning and executing programs related to the subject of the training;
- ◆ Proficiency in spoken and written English as the medium of instructions is English only and translation facilities into any other language are not available;
- ◆ Must be in good health both physically and mentally to undergo the training; and
- ◆ Must be subject enthusiast related to the program and be willing to attend the workshop.

MEDIUM OF COMMUNICATION

The medium of communication is English only. The participants are expected to have a good working knowledge of English.

TARGET AUDIENCE

The workshop is to be attended by high level officials and policy makers working in the relevant field in their respective countries. Resource persons from the host Institute and other institutions, having rich experiences on the subject will be invited to share their experiences and expertise with the delegates.

HOW TO APPLY

Step 1: Log on to the link: <https://aardo.org/aardot1.php>

Step 2: Fill up the details and submit. Take print out of the filled in application form.

Step3: Applicants are required to sign their applications and send them along with the recommendation letter of the Nodal Ministry of AARDO to our email: iec@aardo.org.

SELECTION OF PARTICIPANTS

The delegates of the workshop will be selected by AARDO and Ni - msme.

CERTIFICATE

Certificate authenticated with the signature of H.E. the Secretary General, AARDO, and Ni — msme authorities will be provided after the successful completion of the workshop.

WHATSAPP COMMUNICATION

WhatsApp communication will be established among the delegates, host institute and AARDO for faster communication and information sharing.

ABOUT THE HOST TRAINING INSTITUTE (NIMSME)

National Institute for MSME (ni-msme), a pioneer institute under the aegis of Ministry of MSME, Govt. of India is playing a major role in the field of Entrepreneurship and Skill Development for providing pro-business environment to foster the progress of MSMEs towards success and prosperity. The mandate of ni-msme is to assist the Government in formulating policies for development of MSMEs. ni-msme provides host of services like training, research, consultancy, information, education and extension for Union/State Governments and all MSME stakeholders including practicing & potential entrepreneurs.



Set up in 1962, ni-msme has made valuable contributions by creating an impressive record of achievements beyond the Indian shores, enabling other developing countries to get the benefit of the Institute's facilities and expertise. The Institute is associated with prestigious world bodies such as UNIDO, UNDP, DCAC, UNESCO, ILO, CFTC, UNICEF, AARDO and GIZ. ni-msme's intellectual activities are pursued by its four Schools of Excellence, viz., School of Enterprise Development (SED), School of Enterprise Management (SEM), School of Entrepreneurship & Extension (SEE) and School of Enterprise Information & Communication (SEIC).

Air Tickets

AARDO will assist in obtaining visa from Missions of India located in respective countries of the participants. Following the acceptance of the nominee(s), round-trip economy class air tickets will be issued by AARDO on confirmation of Visa to attend the workshop for the travel of the Delegate(s) to Hyderabad, India and back.

Important Notes:

- Application without recommendation of the AARDO's Nodal Ministry in participant's country will not be considered.
- Application, duly completed, must reach the AARDO Secretariat before or on the closing date 17 July 2024 .
- Due to limitation of number of participants, only selected candidates would be intimated through the Nodal Ministry.

Programme Coordinators:

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