



INTERNATIONAL ONLINE TRAINING PROGRAMME ON

Cooperative Enterprise Models for MSME Growth & Market Access

(Branding • Supply Chains • E-Commerce
• Global Markets)

16-19 MARCH 2026



**National
Cooperative
Union of India**

**AFRICAN-ASIAN RURAL DEVELOPMENT ORGANIZATION,
NEW DELHI**

Theme of Online Programme:

Cooperative Enterprise Models for
MSME Growth & Market Access
(Branding • Supply Chains • E-Commerce
• Global Markets)

Sponsoring Organization:

African Asian Rural Development
Organization (AARDO)

Organizer / Training Institute:

National Cooperative Union of India
(NCUI)

Duration:

16-19 March 2026

Session Timings:

at 14.00 to 16.00 hrs (IST) daily.

Mode :

Online Mode

Deadlines for Application:

10 March 2026

INDRODUCTION

Micro, Small and Medium Enterprises (MSMEs) constitute the backbone of rural and semi-urban economies across Africa and Asia, contributing significantly to employment generation, income diversification, value addition, and social inclusion. A substantial share of MSMEs in AARDO Member Countries operates within cooperative and producer-based institutional frameworks, particularly in agriculture, allied activities, handicrafts, handlooms, food processing, fisheries, dairy, and rural services.

Cooperatives, by their very nature, promote collective action, mutual support, and equitable distribution of benefits. However, despite possessing strong production capabilities and social capital, many cooperative-led MSMEs continue to face persistent challenges such as limited market access, weak branding, fragmented supply chains, inadequate digital integration, and insufficient exposure to national and international markets. Consequently, these enterprises often remain confined to local or informal markets and are unable to realise their full economic potential.

PROGRAMME THEME LINE

“From Local Producers to Global Players Cooperation as a Competitive Advantage.”

BACKGROUND AND CONTEXT

During the International Roundtable Meeting on “Cooperative Enterprise Models for MSME Growth & Market Access”, representatives from AARDO Member Countries underscored the urgent need for focused, practice-oriented capacity building to strengthen cooperative enterprises as market-facing institutions. The deliberations highlighted that cooperatives, when professionally structured and managed as enterprises, can play a transformative role in enabling MSMEs to scale up, enhance competitiveness, and integrate into modern value chains.

The discussions further emphasized that the future success of cooperative-led MSMEs depends not only on production efficiency, but also on their ability to meet evolving market requirements related to quality standards, branding, traceability, certification, logistics, and digital presence.

RATIONALE OF THE PROGRAMME

The contemporary marketplace demands that MSMEs operate within well-organized, quality-driven, and customer-oriented systems. Individually, small producers often lack the resources, scale, and bargaining power to access such markets. Cooperative enterprise models offer a viable and sustainable pathway by enabling:

- Aggregation of production and demand;
- Shared infrastructure, services, and market intelligence;
- Collective branding and quality assurance systems;
- Enhanced bargaining power and market credibility;
- Improved access to finance, technology, and digital platforms; and
- Retention of value within local communities

However, unlocking these benefits requires a strategic shift from viewing cooperatives primarily as welfare-oriented institutions to recognising them as professionally managed, enterprise-driven and market-oriented organizations. The proposed training programme aims at facilitating this transition by equipping cooperative leaders and practitioners with practical knowledge, tools, and frameworks for strengthening MSME growth and market access.

OBJECTIVES

The main objective of the programme is:

To build practical understanding and skills among cooperative leaders and practitioners on how cooperatives can function as enterprise platforms for MSME growth and improved domestic and global market access. Specific objectives include:

- Enhancing understanding of cooperative enterprise models for MSME development;
- Strengthening capacities in collective branding and market positioning;
- Improving knowledge on supply chain and value chain integration;
- Building awareness on digital readiness and e-commerce linkages; and
- Familiarising participants with export readiness, standards, and certifications.

THEMATIC COVERAGE:

The programme will focus on the following thematic areas:

- Cooperative enterprise models for MSME growth;
- Structuring cooperatives for aggregation, value addition, and scale;
- Collective branding and market positioning;
- Packaging, labelling, and compliance with market standards;
- Supply chain integration and value chain development;
- Digital transformation of cooperatives and MSMEs;
- Cooperative-led e-commerce and platform integration;
- Domestic and global market access strategies; and
- Export readiness, certifications, and sustainability compliance.

Target Participants

- Cooperative board members and senior officials;
- Managers of MSME-linked cooperatives and producer organizations;
- Officials from cooperative and MSME development agencies;
- Women and youth cooperative leaders; and
- Professionals involved in enterprise development, marketing, and trade.

EXPECTED OUTCOMES:

- Develop a clearer understanding of cooperative enterprise approaches for MSME growth;
- Identify gaps in branding, supply chains, and digital readiness within their cooperatives;
- Gain practical strategies to enhance domestic and global market access;
- Formulate preliminary action plans for strengthening cooperative-led MSMEs; and
- Strengthen networks and collaboration among AARDO Member Countries.

ESSENTIAL QUALIFICATION:

Bachelor Degree in Sciences/or its equivalent with a considerable working experience in planning and executing programmes related to the subject of the training.

MEDIUM OF COMMUNICATION:

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

WHATS APP COMMUNICATION:

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

HOW TO APPLY:

Step 1: Log on to the link: <http://aardo.org/formDD.php>

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

Step 3: Applicants are required to sign their applications and send them along with the recommendation letter of the Nodal Ministry of AARDO/Centre of Excellence to our email: iec@aardo.org

CERTIFICATION

Participants who successfully complete the programme will receive a Joint certificate of participation from AARDO and NCUI.

About AARDO

The **AFRICAN- ASIAN RURAL DEVELOPMENT ORGANIZATION (AARDO)** is a rural centric inter-governmental autonomous organization located at 2, State Guest Houses Complex, Chanakyapuri, New Delhi 110 021, India.

African Asian Rural Development Organization is mandated to develop understanding among members for better appreciation of each other's problems and to collectively explore, opportunities for coordination of efforts for the welfare and eradication of thirst, hunger, illiteracy, disease and poverty amongst rural people in the African-Asian region. The Organization comprises thirty six (36) members, which include thirty one (32) countries namely, Burkina Faso, Egypt, Ethiopia, Eswatini, Gambia, Ghana, Kenya, Liberia, Libya, Malawi, Mauritius, Morocco, Namibia, Nigeria, Sierra Leone, Sudan, Tunisia and Zambia from Africa, and Bangladesh, R.O. China (Taiwan), India, Iraq, Jordan, R.O. Korea, Lebanon, Malaysia, Oman, Palestine, Pakistan, Sri Lanka, Syria and Yemen from Asia, as the full members, and Korea Rural Community Corporation (KRC), R.O. Korea, the Agricultural Bank of Sudan (ABS), Sudan, Ekiti Chamber of Commerce, Industry, Mines & Agriculture (EKICCIMA), Nigeria and Economic and Social Development Center (ESDC), Palestine as Associate Members.

AARDO is promoting South-South Triangular cooperation in the domain of agricultural and rural development. As such, AARDO is championing and advocating more science to rural societies for inclusive transformation of rural areas in Africa and Asia.

PROGRAM COORDINATORS

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About The Organizing Institution-NCUI

The National Cooperative Union of India (NCUI) is the apex organization representing the entire cooperative movement in India. Established in 1929, it serves as the primary spokesperson for the cooperative sector at both national and international levels. Its central mission is to promote and develop the cooperative movement by providing education, guidance, and assistance while ensuring the sector remains democratic and member-focused.

For international participants, NCUI is a key gateway to understanding India's massive cooperative network, which includes over 8.5 lakh (850,000) societies and touches the lives of over 300 million people. The organization maintains robust global partnerships, holding active memberships in bodies such as the International Cooperative Alliance (ICA), the Food and Agriculture Organization (FAO), and the International Labour Organization (ILO). It frequently hosts international study visits and exchange programs, allowing global delegates to share best practices and observe India's diverse cooperative models—ranging from large-scale dairy and fertilizer federations to grassroots rural credit societies.

Operationally, NCUI functions through a specialized secretariat and the National Centre for Cooperative Education (NCCE), its training arm. In 2026, it continues to focus on modernizing the movement through initiatives like developing 50 model villages and expanding digital market linkages through its "NCUI Haat" platform. By providing technical consultancy and professional leadership training, NCUI ensures that Indian cooperatives are equipped to contribute significantly to the country's socio-economic development and global trade.

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