



सत्यमेव जयते

## INDIA NON JUDICIAL

### Government of National Capital Territory of Delhi

#### e-Stamp

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### Memorandum of Understanding

#### 1. This agreement is made between:

**All India Management Association (AIMA)**, established in 1957 (as a Society under the Societies Registration Act of India, 1860) as the national apex body of management profession with the active support of Government of India and the Indian Industry having its principal office at 14, Institutional Area, Lodhi Road, New Delhi – 110003 India;

**AND**



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#### Statutory Alert:

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**Indian Industries Association (IIA)**, established in 1985 (as a Society under the Societies Registration Act of India, 1860) is an apex representative body of Micro, Small and Medium Enterprises (MSME) with a strong membership base of about 13500 MSMEs, with its registered Head Office at IIA Bhawan, Phase-II, Vibhuti Khand, Gomti Nagar, Lucknow, Uttar Pradesh 226010 and National Office at Thakkar Bapa Smarak Sadan, Dr. Ambedkar Mag, Link Road Jhandewalan New Delhi.

## 2. Objectives of the Agreement

The purpose of this Memorandum of Understanding (MoU) is to formalize a strategic partnership between AIMA and IIA to implement specialized capacity-building programs & events aimed at addressing the unique challenges faced by MSMEs in India. These initiatives are designed to support MSMEs in overcoming barriers to business growth and expansion, as well as in adopting new technologies to enhance their competitive edge. Both AIMA and IIA are committed to providing essential guidance, support and connections to foster sustainable growth.

## 3. Roles and Responsibilities of Indian Industries Association (IIA)

- **Creating Awareness about AIMA's MSME Initiatives**
  - IIA will actively promote AIMA's MSME initiatives across its extensive network, reaching out to deserving MSMEs throughout India. This involves using various communication channels like IIA newsletters, IIA's social media handles, regional meetings and webinars to ensure maximum visibility and engagement from MSMEs across the country.
- **Assisting in Identifying Relevant Mentors**
  - IIA will assist in leveraging its industry connections to identify and connect experienced mentors who can offer guidance and support to MSMEs. These mentors will be chosen based on their expertise in specific sectors and their ability to address the unique challenges faced by MSMEs, ensuring that the mentorship provided is both relevant and impactful.
- **Facilitating the Identification of Key Challenges Faced by MSMEs**
  - IIA jointly with AIMA will schedule discussions with key stakeholders in the MSME sector. These discussions will be aimed at uncovering the critical challenges hindering MSME growth and will provide a platform for MSMEs to voice their concerns directly. The findings will be compiled and shared with mentors and trainers to design & create tailored programs that effectively address these issues.
- **Ensuring Active Participation of IIA Chapters at the Regional Level**
  - IIA will ensure that its State / Area / District chapters are actively involved in all collaborative initiatives with AIMA. This includes coordinating with local chapters to encourage participation in events, workshops, and training sessions organized under by AIMA. The IIA chapters will play a crucial role in mobilizing local MSMEs and ensuring their engagement in these initiatives.

## Roles and Responsibilities of All India Management Association (AIMA)

- **Conducting Programs & Events Nationwide**



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- AIMA will organize and execute the capacity-building programs and events aimed at helping MSMEs grow, expand and create employment opportunities nationwide. These programs will be designed to address the specific challenges faced by MSMEs and will cover key areas such as scaling strategies, technology adoption, market expansion, financial management, HR management and capacity building.
- **Collaborating with IIA for Event Execution**
  - AIMA will work closely with IIA to execute these programs, ensuring that they are accessible to IIA members across India. The collaboration will involve co-hosting events at various locations, with IIA assisting in event promotion at the regional level. The objective will be to maximize the impact of these initiatives by reaching a wide audience and providing valuable learning opportunities for IIA MSME members.
- **Focusing on Business Expansion and Employment Generation of MSMEs**
  - AIMA's initiatives will prioritize strategies that contribute to business expansion and employment generation. This includes offering training on scaling operations, exploring new markets, and enhancing internal capabilities. AIMA will also provide guidance on leveraging new technologies such as AI to improve operational efficiency and drive growth.
- **Facilitate Connections:**
  - Connect participating MSMEs with the mentors, technology providers other stakeholders which will help them in business expansion.
- **Ensure Success:**
  - Oversee the successful implementation, delivery, and evaluation of programs to ensure they meet their objectives and provide measurable benefits to MSMEs.

#### 4. Preference and Scope:

AIMA will prioritize IIA members for participation in its MSME capacity-building programs and events wherever applicable. However, this priority does not restrict AIMA from extending its services to MSMEs that are not associated with IIA.

#### 5. Event Coordination and Awareness:

AIMA will organize and conduct its capacity-building events across India. Local chapters of IIA will support these efforts by raising awareness among their member MSMEs and encouraging their active participation in these initiatives.

#### 6. Financial Commitments

There is no financial commitment made by either party. However, if financial discussions are necessary for any project, both parties may mutually discuss and agree upon the terms.

#### 7. Use of Branding



AIMA and IIA may utilize each other's logos and credentials in accordance with their respective brand guidelines and policies. Any content intended for publication or broadcast must be reviewed and approved by representatives of both parties. Content will be published only with the mutual consent and approval of both organizations.

#### **8. Collaboration with other Associations**

AIMA reserves the right to enter into similar Memoranda of Understanding (MoUs) with other associations, organizations, or entities that provide comparable or additional benefits to MSMEs, as deemed appropriate, to support the broader interests and advancement of MSMEs. This includes efforts to expand the reach and impact of MSME support initiatives.

#### **9. Indemnity**

##### **▪ Indemnity Clause:**

- Each Party shall indemnify, defend, and hold harmless to each other from and against any and all claims, demands, civil or criminal actions (including enforcement proceedings initiated by any statutory authority), penalties, suits, proceedings, and liabilities. This includes the costs of defense, settlement, appeals, reasonable attorneys' fees, disbursements, and any other amounts either party is required to pay to third parties in connection with such matters. This indemnification applies to any issues arising from failure to adhere to or comply with the terms of this MoU.

#### **10. Termination**

Either party may terminate this agreement without assigning any reason, with a 60-day notice in writing. In case of a breach of any terms and conditions, the non-breaching party may terminate this agreement with a 30-day notice in writing.

#### **11. Settlement of Disputes by Arbitration**

If any disputes arise between the parties under this agreement, they shall be settled amicably. If unresolved, the disputes shall be referred to arbitration, as per the provisions of the Arbitration and Conciliation Act, 1996. The arbitration will take place in New Delhi, and the language of arbitration will be English.


#### **12. Duration and Renewal**

This agreement shall come into effect on the date of signing and will continue for a period of three years unless terminated earlier. Upon expiry, the agreement may be renewed on mutually agreed terms and conditions.



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Signed and delivered for and on behalf of  
**All India Management Association (AIMA)**  
(First Party)  
by its authorized representative:

  
**Dr. Rohit Singh**  
Director – CME  
All India Management Association



Signed and delivered for and on behalf of  
**Indian Industries Association (IIA)**  
(Second Party)  
by its authorized representative:

  
**Shri Neeraj Singhal**  
National President  
Indian Industries Association