

**I C A Advisory Council  
for South-East Asia**

12th Meeting

Venue New Delhi, India

Dates 17 & 18 February 1971

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ICA-I

**International Cooperative Alliance, Regional Office  
& Education Centre for South-East Asia,  
43 Friends' Colony, New Delhi-14, India**

MINUTES OF THE TWELFTH MEETING OF THE  
ADVISORY COUNCIL OF THE ICA REGIONAL OFFICE  
AND EDUCATION CENTRE FOR SOUTH-EAST ASIA  
HELD IN NEW DELHI, INDIA, ON 17TH AND  
18TH FEBRUARY 1971  
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A. Introduction

1. The Twelfth meeting of the Advisory Council for South-East Asia was held on 17th and 18th February 1971 in New Delhi, India. The meeting was presided over by Mr B Venkatappiah, Chairman of the Advisory Council.

2.1 The following Members of the Council were present:-

1. Mr B Venkatappiah - in the Chair
2. Mr I Hunter, substitute for Mr W Kidston,  
Member for Australia
3. Mr K.W. Devanayagam, Member for Ceylon
4. Mr J Sassani, Member for Iran
5. Yuvraj Udaybhansinhji, substitute for Mr Brahm Perakash,  
Member for India
6. Mr H Yanagida, Member for Japan
7. Mr Dong Hoo Joh, substitute for Mr Yong Chan Paik,  
Member for Korea
8. Mr N.A. Kularajah, Member for Malaysia
9. Mr Mak Kam Heng, Member for Singapore
10. Col Surin Cholpraserd, Member for Thailand

2.2 The following were present on Special invitation:-

1. Dr M Bonow, President, ICA (on the second day only)
2. Dr S.K. Saxena, Director, ICA
3. Mr V.N. Puri, Member, ICA Executive Committee
4. Mr R.P.B. Davies, Secretary for Administration, ICA,  
Head Office
5. Mr Y Danaeu, Member, ICA Executive Committee
6. Mr H Togawa, Managing Director, IDACA, Tokyo
7. Mr R Nonaka of the National Federation of Fishery  
Cooperative Associations of Japan
8. Mr R.S. Khan of the Sepah Consumers Cooperative, Teheran.
9. Dr R.C. Dwivedi, Director, National Cooperative Union of  
India.

2.3 The following Officers of the ICA Regional Office were present:-

1. Mr P.E. Weeraman, Secretary, ICA Advisory Council & Regional Director for South-East Asia
2. Mr J.M. Rana, Director (Education)
3. Mr M.V. Madane, Joint Director (Technical Assistance & Trade)
4. Mr Ragnar Arvidsson, Joint Director (Administration)
5. Dr Dharm Vir, Joint Director (Education)
6. Mr Lionel Gunawardana, Deputy Director (Publications & Public Relations)

2.4 Mr A.H. Ganesan, Personal Assistant to the Regional Director, ICA Regional Office, and Mr Y Nakaoaka of the Central Union of Agricultural Cooperatives of Japan, were in attendance.

#### B. Proceedings

Agenda Item No. I : Welcome by Mr P.E. Weeraman, Regional Director, ICA and Yuvraj Udaybhansinhji, President, National Cooperative Union of India

3. Mr P.E. Weeraman, Regional Director, welcomed the Chairman, Members of the Council and the Special Invitees to the meeting. He thanked the National Cooperative Union of India and its President, Yuvraj Udaybhansinhji, for the collaboration and assistance given to the Regional Office in holding this meeting in New Delhi.

4. Yuvraj Udaybhansinhji, President of the National Cooperative Union of India, welcomed the Chairman and Members of the Advisory Council and the Special Invitees. He thanked Dr S.K. Saxena, specially for his presence at the meeting and regretted Dr Bonow's absence due to indisposition.

Agenda Item No. II : Introductory Remarks by the Chairman

5. The Chairman, in his introductory remarks, welcomed the Members of the Council and the Special invitees. He said that it was a fortunate circumstance that the Advisory Council meeting was being held in New Delhi when the Regional Office had just completed ten years of useful work. He said that since the countries of the region contain the bulk of the population of the world, the contribution of Cooperation in such a context was expected to be significant and substantial. He appreciated the work done by the Regional Director and his colleagues during the past year and hoped that the Regional Office would continue its good work during the second decade of its work in the region which has been named as the Cooperative Development Decade by the ICA.

6. Since Dr Bonow was not present due to indisposition he invited Dr S.K. Saxena, the Director of the Alliance, to address the Council. Dr Saxena thanked the Chairman for the opportunity given him. He appreciated the work of the Regional Office and the guidance that was being received by it from the Advisory Council. He said the role of the Advisory Council in the regional set up was very important. The Council played the same role as was being played by the Auxiliary Committees vis-a-vis the Head Office of the ICA. The Director thanked the Council for the excellent work done by it under the Chairmanship of Mr B Venkatappiah, both on his behalf and on behalf of the President of the Alliance. The Director referred briefly to the UN Second Development Decade and the Cooperative Development Decade which will coincide with the UN Second Development Decade. He informed the Council of the programme of work envisaged for the Cooperative Development Decade and which would be carried out by the ICA Secretariat in London with the help of the ICA's Regional Offices in Asia and Africa and hoped that the advice and guidance of the Advisory Council would be available to the Regional Office in executing this programme. The Chairman thanked Dr Saxena for his comments.

Agenda Item No. III : Confirmation of the Minutes of the Eleventh Meeting held in Seoul, Korea

7. The Minutes of the Eleventh Meeting of the Advisory Council held in Seoul, Republic of Korea, on May 8 and 9, 1970, were confirmed.

Agenda Item No. IV : Administration

8. The action on the last meeting's minutes relating to administration was noted.

9. The Council was informed that the member organisations of Australia, Ceylon, Iran, Japan, Korea, Malaysia and Thailand had replied our letter regarding the question of the local member-organisation bearing all the local costs of all meetings of the ICA held in a particular country. All these country movements had agreed to bear all the local costs except the Ceylon Movement. The Regional Director mentioned that in the case of Ceylon, the Cooperative Federation of Ceylon had agreed to bear all local costs of national seminars only. The Member for Ceylon said that in the meeting of the Board of Directors of his Federation it had been agreed that the Ceylon movement would meet all the local costs of all ICA meetings and not only that of national seminars as had been communicated to the Regional Office by the Federation. He said that he would ask the Federation to rectify this error. The Member for India said the National Cooperative Union of India would take care of all the local costs of all ICA meetings when held in India and that a written

communication to this effect would follow. The Member for Singapore said that his Union would bear the local costs of ICA meetings except the costs of the ICA Staff. The Chairman suggested that reminders should be sent by the Regional Office to the other organisations which had not responded so far.

10. As suggested at the last meeting of the Council held in Seoul, a statement analysing the contributions received by the Regional Office for its various activities from its sources of assistance (the SCC, the ICA Head Office, and the Member Movements in the region) was presented to the meeting. The Council was of the opinion that the member movements should take over the financial burden of running the Regional Office over a period of time. In this regard two suggestions were made: (i) It was suggested that the movements could, wherever possible, undertake the printing of priced publications on behalf of the Regional Office and keep the proceeds at the disposal of the Regional Office and thus contribute to its activities. (ii) It was also suggested that the movements in the region should supply experts to the Regional Office. The salary bill of such expert should be borne by the movement concerned seconding him and all other costs should be borne by the Regional Office. This, the Council thought, will be a great step forward in sharing the costs of the Regional Office. The Member for Malaysia said that his movement was considering the possibility of paying for one Officer in the Regional Office.

11. The Council placed on record its high appreciation of the work done by Mr Shiro Futagami, Deputy Director, who had completed his assignment with the ICA Regional Office and returned to the Central Union of Agricultural Cooperatives of Japan. The Council was informed that Mr Ragnar Arvidsson, Joint Director (Administration) and Specialist in Consumer Cooperation, would be returning to Sweden after the expiry of his present assignment by June this year. The Member for Malaysia congratulated Mr Arvidsson on the excellent work done by him in Malaysia and suggested that his successor should also be a Specialist in Consumer Cooperation. He suggested that the view of the Council be conveyed to the SCC to be taken into consideration by them when selecting a successor to Mr Arvidsson.

#### Designation of the Office

12. After a brief discussion on the subject, the Council agreed with the suggestion of the Director of the Alliance, that since the term "South-East Asia" was well-known to cooperators in the region and had established an image for itself, the present designation should remain unchanged.

Agenda Item No. V : Educational Activities

13. The action taken on the last meeting's minutes relating to Educational Activities was noted.
14. The Council suggested that each member of the Council should present a background paper on the latest developments in the cooperative sector of his country at the outset of the Council meeting. Members of the Council would thereby be afforded an opportunity of learning about the significant developments that have taken place in a particular country in the year preceding the meeting of the Council. The Regional Office should give the member-organisations a proforma of this paper showing the headings under which the paper may be written.
15. The Council was informed that the report on the Study of Multi-Purpose Cooperative Societies in Ceylon which was undertaken by Prof. Hsieh of Singapore had been submitted to the Regional Office, at the time of the meeting, through the Member for Singapore in the Council and that the Regional Office was indebted to the Singapore Cooperative Union for its good offices in getting the report at last. The Council expressed its thanks and appreciation to the Singapore Cooperative Union and the Member for Singapore for their services in getting the report. It was suggested that efforts should be made to employ experts on a full-time basis when they are assigned tasks of this nature. This would avoid delay in the submission of the report. It was also suggested that while employing experts for particular assignments, the member organisations should be consulted in advance.
16. The Council noted the action on the other points listed in the agenda under item V.1. A point was made that the publications of the ICA should be supplied to all members of the ICA whether they be individual members or organisations associated together as a collective member. At present only the individual member and the collective members receive the publications of the ICA whilst the organisations constituting a collective member do not get these publications. It was agreed that the Regional Office should examine the question of what documents of the ICA could be distributed free. Confidential or closed documents should be excepted and open documents should be supplied to all these member organisations except priced publications.
17. The Council was informed that the Federal Government of Australia in collaboration with the Cooperative Federation of Australia was organising a Study Course to be held in February and March 1972.

Review of Educational Activities - May 1970 to December 1970

18. A review of the activities of the Education Centre from May to December 1970 was presented to the Council. Information was also provided on its programme from January to June 1971.

19. The Council noted the following activities:

Agricultural Cooperation

19.1 A Regional Seminar on "Marketing of Fruits and Vegetables through Cooperatives" held in Tokyo in May 1970 in collaboration with the Central Union of Agricultural Cooperatives and the IDACA.

19.2 A National Seminar on "Farm Guidance through Agricultural Cooperatives" held by the National Cooperative Union of India in New Delhi between 3rd and 4th August 1970.

19.3 A national seminar on "Amalgamation and Integration of Multi-purpose Cooperative Societies" which was to be held in Ceylon had to be postponed at the request of the Cooperative Federation of Ceylon. It was suggested that this subject should be discussed at a Regional Seminar in view of the importance of multi-purpose cooperatives.

19.4 The participation of the officers of the RO & EC at the FAO/UNESCO /ILO World Conference on "Agricultural Education and Training" held in Copenhagen, the National Food Congress held in India and the First Asian Conference on "Agricultural Credit and Cooperatives".

Consumer Cooperation

19.5 A Pre-Seminar held in New Delhi from 7th to 12th September 1970 for the participants of the 10th and 11th International Cooperative Seminars of the SCC held in Sweden.

19.6 A National Seminar on "Cooperative Supermarkets" held in Kuala Lumpur from 29th to 31st August 1970. The Seminar was organised by the Cooperative Union of Malaysia in collaboration with the ICA RO & EC. The Member for Malaysia appreciated the work done by the Specialist in Consumer Cooperation in this seminar and said that follow-up action was being taken by the Malaysian Movement. He requested the assistance of the ICA RO & EC in the follow-up work.

19.7 A National Seminar on "Personnel Management" held by the Vaikunth Mehta Institute of Cooperative Management from 18th to 23rd January 1971, in which the ICA RO & EC collaborated.



19.8 The Study of Personnel Management Practices in Selected Cooperative Super Bazars in India, already published.

19.9 The consultative services provided by the Specialist in Consumer Cooperation to the various movements in the region by way of lectures, feasibility studies, attendance at conferences etc.

#### Cooperative Education

19.10 Three teachers, one each from Thailand, Republic of Korea and India, selected under the Teachers' Exchange Programme would visit cooperative training colleges in Ceylon, Japan, and Malaysia respectively on study-cum-teaching assignments.

19.11 The training of three Fellowship-holders one each from Malaysia, Thailand and Nepal, under the Fellowship Programme at the ICA RO & EC, studying "Member Education".

19.12 Consultative services rendered in the field of cooperative education. The Council was informed that the Singapore Cooperative Union had requested the assistance of the RO & EC for holding a national seminar on "Cooperative Education" either in August or December 1971. The Member for Malaysia congratulated the Specialist in Educational Methods of the RO & EC on the good work done by him in Malaysia in connection with his assignment on Cooperative Education with the Cooperative Union of Malaysia.

19.13 The preparation of a hand book of "Teaching Techniques and Teaching Aids for Cooperative Educational Instructors" by the Assistant (Publications). This had been well received by the Movements. After certain modifications the hand book would be printed.

19.14 The Member for Malaysia said that the papers circulated at the ICA International Seminar on "Cooperative Management" were very useful and should be distributed by the RO & EC among the movements in the region.

#### Cooperative Housing

19.15 The Regional Seminar on "the Development of Cooperative Housing in South-East Asia". The Council appreciated very much the assistance given to the RO & EC by the ICA Auxiliary Committee on Cooperative Housing in the conduct of this seminar. The Auxiliary Committee made three Resource Persons available and also met a part of the costs of travel of the participants and of publishing the report. The Council was of the opinion that this Seminar and most of the papers presented at the seminar were very useful. The Member for Malaysia suggested that these papers should be printed and published.



19.16 The Council was informed of a proposed Regional Pilot Demonstration Programme of Cooperative Housing by the ICHDA. The Council appreciated the efforts made by the ICHDA in this regard and suggested that the Indian Cooperative Movement should take this project up seriously as had been the case of a similar project started in East Africa.

19.17 The Council noted the assistance given by the ICA to the Japanese Cooperative Movement in holding an Intra-Japan Cooperative Housing Conference on 5th and 6th November 1970. Two Resource Persons sent by the ICA Auxiliary Committee on Housing participated in the above Conference.

19.18 A National Seminar on Industrial Societies held in Lahore, West Pakistan, by the West Pakistan Cooperative Union in collaboration with the ICA RO & EC. The Joint Director (Technical Assistance and Trade) participated in the Seminar as a Resource Person.

Programme of Activities for the Financial Year July 1971-  
June 1972

20. The Council approved of the following educational activities for the year July 1971 - June 1972 and on a tentative basis the programmes for the years July 1972 - June 1973 and July 1973 - June 1974. At the next meeting of the Advisory Council the programme for the ensuing year would be adopted on a firm basis and the next following two years' programmes would be adopted on a tentative basis.

21. While presenting the three-year programme, the Director (Education) indicated that the programme of educational activities had become heavy in view of the inclusion of Pre-Seminars for SCC Seminars and which are to be held on a national basis. In view of this, while every effort will be made to carry out the entire programme, he said that there may be some difficulties in implementing the entire programme. The Council appreciated these difficulties and agreed that if necessary the Fellowship and Research programmes may be curtailed. The Council also suggested that the RO & EC should adjust the programmes as may be necessary for their implementation.

## 22. Regional Seminars

### 22.1 Regional Seminar on Personnel Management and Training

Venue India  
Duration 20 days in October 1971  
Participants : 30

The purpose of the Seminar will be to discuss the personnel management policies and practices of the cooperative movements in the Region. Special attention will be paid to the practices of recruitment, monetary and other compensation policies followed and training arrangements provided for personnel by the movements in the region as well as the manner in which improvements in personnel management practices can be brought about.

### 22.2 Regional Seminar on Organisation and Management of Multipurpose Cooperative Societies

Venue Tokyo, Japan  
Duration 20 days in May 1972  
Participants 30

In most countries of the Region it is realised that single purpose cooperative credit societies do not fully answer the needs of members, especially in rural areas. Hence, efforts are being made to convert the existing credit societies into multipurpose societies as well as to organise new ones. A similar need is also being felt by urban thrift and loan societies in Malaysia and Singapore.

The purpose of the Seminar will be to discuss questions concerning organisation and management of multipurpose cooperatives. These present more complicated problems, compared to small single-purpose credit cooperatives. The relevance of the idea of multipurpose cooperatives for urban areas will also be discussed at the seminar.

## 23. Pre-Seminars in the Region

23.1 Pre-Seminars on the subject of "Consumer Cooperation" for Malaysia, Singapore, Thailand, Indonesia and the Philippines.

23.2 Pre-Seminars on the subject of "Agricultural Cooperative Marketing" for Pakistan, Iran, India, Ceylon and the Republic of Korea.

#### 24. National Seminars

- 24.1 Ceylon : National Seminar on "Cooperative Housing" to be held in August 1971.
- 24.2 Korea : National Seminar on "Amalgamation of Primary Cooperative Societies" to be held in October 1971.
- 24.3 India : National Seminar on "Cooperative Democracy" to be held so as to synchronise with the holding of the Top Level Cooperative Leaders Conference in November 1971.
- 24.4 Malaysia : National Seminar on "How Urban Cooperative Societies can assist Rural Cooperatives" and "Organisation of Viable Cooperative Societies at Primary Level" to be held in December 1971.
- 24.5 Singapore : National Seminar on "Organisation and Techniques of Cooperative Education" to be held in December 1971.
- 24.6 Nepal : National Seminar on "Cooperative Marketing of Foodgrains" to be held in May 1972.

#### 25. Research

An attempt will be made to carry out studies on one or more of the following subjects:

- 25.1 Study of needs for cooperative training in one or two countries in the region.
- 25.2 Study of the Techniques of Amalgamation of Cooperative Societies in one or more countries of the region.
- 25.3 Study of Techniques of marketing of selected primary agricultural cooperative marketing societies dealing in one commodity viz. rice or fruits.

#### 26. Field Project in Cooperative Education

A Field Project in Cooperative Education which has been started in February 1971 in Indore district of Madhya Pradesh State in India will be continued.

#### 27. Fellowship

A Fellowship programme on "the Multipurpose Cooperative Approach" will be conducted for a period of three months during the year. Three Fellows will be selected from the region.

## 28. Teachers Study-cum-Teaching Programme

The above programme will be conducted for three teachers for a period of one month each. Under this programme, the selected teacher will be attached to a cooperative training centre in another country in the region. The objectives of the programme are as follows:

- i. to enable the teacher to learn about teaching methods, curricula etc. of the receiving training centre,
- ii. to contribute to the teaching programmes in the receiving centre on the basis of the teachers' knowledge of the movement in his own country, and
- iii. to enable the teacher to study the cooperative movement in the receiving country in the field of his specialisation.

## 29. Study Visits for Top Level Cooperative Personnel

A programme of study visits will be arranged for selected cooperators in response to specific needs. These cooperators will include Registrars or senior officials of cooperative departments and cooperative leaders from the voluntary side of the Movement.

## 30. Consultative and allied services

Consultative services will be provided to the member movements on training and management problems in the fields of agricultural, consumer and fishery cooperatives and cooperative education.

### Tentative Programme of Activities for July 1972 - June 1973

## 31. Regional Seminars

### 31.1 Regional Seminar on Cooperative Management

Venue

Duration 20 days in the second half of  
1972

Participants 30

Senior managerial personnel will be invited to this seminar. The objectives of the seminar will be to deal with management techniques and problems in the context of the principles of Cooperation and social and economic environment. In the seminar, emphasis will be laid on planning and control functions.

### 31.2 Regional Seminar on Cooperative Credit

Venue	Tokyo, Japan
Duration	20 days in May 1973
Participants	30

The purpose of the seminar will be to review the developments in the field of cooperative credit and discuss the similarities and differences in the structure of primary societies, government support, common problems like creation of owned capital and mobilisation of savings and questions involving regional cooperation. Emphasis in the seminar programme will be on cooperative credit oriented to production purposes and long-term credit arrangements for agriculture.

Participants in the seminar will be officers from the government cooperative departments, government-aided banking institutions supplying credit to cooperatives and managerial personnel of cooperative banking institutions at the national and regional levels.

### 32. Pre-Seminars in the Region

32.1 Pre-seminars on the subject of consumer cooperation for Pakistan, Iran, Ceylon, India, Republic of Korea and Japan.

32.2 Pre-seminars on the subject of Agricultural Cooperative Marketing for Malaysia, Thailand, Indonesia, the Philippines and Nepal.

### 33. National Seminars

Four national seminars will be organised at the request of member organisations on any of the following subjects:

33.1 Marketing of foodgrains and supply of agricultural requisites.

33.2 Amalgamation of primary societies.

33.3 Management of consumer cooperative societies.

33.4 Techniques of cooperative education, and

33.5 Cooperative Housing.

### 34. Research

Research on the following subjects will be carried out as part of the preparatory work for regional and national seminars:

34.1 The setting up of Central Warehouses by the consumer cooperative movement, and the functions and operations of such organisations.

34.2 Management of agricultural supply business in selected marketing cooperative societies in one country of the region.

35. Field Project in Cooperative Education

The project will be continued.

36. Fellowship Programme

A fellowship programme for three participants for three months duration will be carried out. The subject of this course will be "Multipurpose Cooperative Societies".

37. Teachers Study-cum-Teaching Programme : Follow-up Meeting

By June 1972, 13 teachers will have participated in the above programme. Instead of offering a programme to a fresh batch of cooperators, a follow-up meeting of the teachers who have participated in the earlier programmes will be convened to assess the usefulness of the programme, and to discuss modifications with a view to enhancing its usefulness.

38. Study Visits for Top-Level Cooperative Personnel

The programme will be continued.

39. Consultative and Allied Services

The Regional Office and Education Centre will provide, on request, consultative services to member movements on training and management problems in the fields of agricultural, consumer and fishery cooperatives and cooperative education.

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Tentative Programme of Activities  
for July 1973 - June 1974  
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40. Regional Seminars

Two seminars out of the following three will be organised:

40.1 Regional Seminar on "Viability of Cooperative Societies"

Venue	Tokyo, Japan
Duration	20 days in May 1974
Participants	30

It is felt that in several countries of the Region the size of the primary cooperative societies in rural areas





#### 41. Pre-Seminars in the Region

41.1 Pre-Seminars on the subject of "Cooperative Housing" for Iran, Pakistan, Ceylon, India, Malaysia and Singapore.

41.2 Pre-Seminars on the subject of "Cooperative Education" for Thailand, the Philippines, Indonesia, Japan, Korea, and Nepal.

#### 42. National Seminars

Three or four national seminars will be organised on request by member organisations.

#### 43. Fellowship Programme

A Fellowship Programme on the "Multipurpose Cooperative Approach" will be conducted for a period of three months during the year. Three fellows will be selected from the region.

#### 44. Teachers Study-cum-Teaching Programme

The above programme will be conducted for three teachers for a period of one month each.

#### 45. Field Project on Cooperative Education

The project will be continued.

#### 46. Follow-up Consultative Services and/or Research Work

Specialists in the field of cooperative credit, agricultural, fishery and consumer cooperatives and cooperative education will visit some movements for the above purposes.

#### Agenda Item No. VI : Technical Assistance & Trade

##### Review of Activities - May 1970 to December 1970

47. While reviewing the activities of the Technical Assistance and Trade Section during the above period the Council discussed several issues arising out of the action taken by the Regional Office on the minutes of the last meeting held in Seoul. The following is a brief summary of the discussion held on these issues:

#### Collection of Information

47.1 The Council was informed that the Regional Office had intensified its efforts to collect information on activities relating to technical assistance and trade with

special reference to the following:

- i. Trade and technical assistance agreements by governments in the region,
- ii. Production and processing facilities in advanced countries,
- iii. Technical know-how and expertise available within the cooperative movements in the region.

47.2 The Council was also informed that some of the organisations in the Region had already designated a member each of their staffs to send regularly information on the above subjects to the Regional Office. The Council hoped that the movements would continue to feed the Regional Office with upto-date information concerning developments in their respective movements so as to enable the RO to compile this information and circulate it among the movements in the region.

47.3 During the discussion on the above subject several suggestions were made by members of the Council for the further improvement of communication between the movements and the Regional Office. It was emphasized that all sources of collecting such information should be tapped in order to keep the ICA RO well informed of cooperative developments in the countries of the Region. Several changes were taking place in the region which may have far reaching effects on the character of the movements and future cooperative development. Hence, the collection of information on these developments was of paramount importance and should therefore receive special attention.

47.4 The Council agreed that the following should be treated as priority areas for collecting information in future.

- i. Economic Development plans or programmes and their relevance to cooperatives,
- ii. Economic opportunities for cooperatives and the action if any, taken by them to take advantage of these opportunities,
- iii. Legislation and other regulatory measures of governments affecting cooperative development,
- iv. Information from advanced countries which can help to open up trade and aid possibilities for movements in the region.

47.5 The Council suggested that the following sources be utilised for collecting information:

- i. Existing material on cooperative development in the region already available with the RO.
- ii. Each member of the AC, when coming to the ICA meeting, should be requested to bring a note on the latest important developments in his movement and matters affecting the movement.
- iii. The member movements should supply to the RO continuously, annual reports of business organisations, information on policy decisions of member movements, administrative reviews of cooperative departments and statistical statements issued from time to time.
- iv. ICA Officers when visiting various countries should make it a point to collect all possible information concerning cooperative development.

47.6 The following additional points were made during the discussion:

47.7 The Member for India suggested that the Regional Office should inform the movements of the specific areas pertaining to which information is required. The Member for Japan suggested that the movements in the Region should be assisted in collecting information concerning the requirements of the movements which import or plan to import large quantities of agricultural produce from the Region. The Regional Director suggested that the member organisations should consider the possibility of paying some remuneration, if necessary, to the persons nominated to send information to the Regional Office. Dr. Saxena, Director of the ICA, said that the ICA Head Office has already written to the member movements requesting them to send information concerning developments which may adversely affect cooperative development in their respective countries. He added that such information should be sent in the context of developments in each country and a set questionnaire sent by the ICA may not be of much use in collecting such information.

#### Technical Assistance

48. The Advisory Council reviewed the action taken on various technical assistance projects during the period under review.

49. Bhor Cooperative Dairy Project, India

49.1 Members of the Council were informed of the present position concerning the project and the difficulties faced during the period under review in its implementation. The members noted that the project is about to be completed and is expected to start operating during the current year. However, they voiced great concern about the lack of coordination among the various local agencies responsible for the project. It was also noted that the Maharashtra State Cooperative Milk Federation is likely to encounter serious difficulties in ensuring an adequate supply of milk to the dairy project after its commencement as there was already a milk pasteurising plant operated by the Government in the vicinity of Poona. The Members were informed of the efforts made by the ICA Regional Office during recent months in initiating discussion with cooperative agencies and government departments in Maharashtra State for early implementation of the project and for ensuring its success in future and of the special emphasis given in these discussions to the organisation of extension services and the education of the members of cooperative dairy societies with a view to increasing productivity and ensuring continuity in the supply of milk to the project.

49.2 Dr Mauritz Bonow, President of the ICA, voiced great concern at the delay in implementing the project and stressed the need of concerted action by all concerned to ensure success in its future operation. The Council recommended that the Regional Office should seek the good offices of the National Cooperative Union of India in sorting out some of the difficulties faced at present in implementing the project. If necessary, assistance should be sought from the agencies and authorities responsible for the Operation Flood Programme in India to ensure a steady supply of milk to the pasteurisation plant.

49.3 While discussing the difficulties faced by the Regional Office in implementing the project the members felt that most of these difficulties could have been avoided if a feasibility study had been made to determine the practicality as well as the viability of this project. Members noted that it was not possible for the Regional Office to have made a feasibility study of this project as technical assistance work had not been started in the Regional Office when the request for assistance to this project was made by the Government of India to the West German Consumers Cooperative Congress. The Regional Office was instrumental only in forwarding the request of the Government of India to the West German Consumers Cooperative Movement which had offered assistance for a few projects in India. The Council, however, emphasized that, in respect of all projects now under consideration and all that may be referred to the Regional Office in the future, feasibility studies should invariably be made before action is taken by the Regional Office for securing assistance.

50. Consolidated Fruit Processing Plant, Korea

50.1 The members noted with satisfaction the steps taken by the Regional Office to get a feasibility study made of the project to determine its viability. It was noted that in addition to the project report prepared by the NACF, the ICA had engaged the services of Mr Donald M Taylor, a Marketing Specialist, to examine the marketability of the products that are to be processed in the plant. The Joint Director, Technical Assistance and Trade, informed the members that the report of the expert was in favour of the establishment of the project by the NACF. The Council recommended that the ICA should use its good offices to secure the necessary external assistance.

51. Multi-Commodity Fruit and Vegetable Processing Unit, India

51.1 The present position of the NAFED Project was noted by the members. The Council appreciated the efforts made by NAFED in getting a techno-economic feasibility study of the project made. The feasibility report had made a positive recommendation for establishing the project and NAFED had now requested the ICA Regional Office to secure assistance for that part of the project which can be completed only with imported machinery and equipment. Mr V.N. Puri, Member of the ICA Executive Committee and President of NAFED, present at the meeting, expressed his appreciation of the efforts made by the ICA to secure assistance for the project and added that any assistance would be most welcome by NAFED. He added that although NAFED was going ahead with the project, the unavailability of foreign components would certainly restrict its scope as it may not be possible for NAFED to get permission from the Government of India to release the foreign exchange required for importing the required foreign components.

52. Pineapple Canning Project, Colombo, Ceylon

52.1 Members were informed that the ICA had already approved financial assistance for completing a feasibility study of the project. The matter is at present being discussed with the Cooperative Federation of Ceylon. The Member for Malaysia offered to secure the services of an expert, if required, for the Pineapple Canning Project in Ceylon.

53. Cooperative Fish Canning Project, Ceylon

53.1 The Council noted the re-formulation of the project as one for providing assistance to develop cooperative fisheries in Ceylon and expressed their appreciation of the assistance offered by the French Cooperative Movement.

54. While reviewing the present position in regard to all the above projects, members of the Council expressed great concern at the future prospects of obtaining assistance for cooperative projects now being dealt with by the Regional Office. The Chairman of the Council said that such projects are bound to multiply in future and it will be necessary to locate additional sources of assistance. Speaking on the subject, the Director of the Alliance, emphasised that feasibility studies of projects should be made by the national movements themselves before they are submitted to the ICA for assistance. In case, however, the member movements were not in a position to get these studies made the ICA would be willing to assist them as it had done in the past. The giving of assistance to make feasibility studies should not necessarily imply that assistance was available for the project itself from the ICA. Although ICA would try its utmost to secure assistance for such projects, it may not be possible for it to secure this assistance nor was it possible for the ICA to give such large assistance from its own resources. The movements should request their own governments to give priority to cooperative projects in the matter of applying for assistance from UN and other sources of aid. Assistance from the Cooperative Development Fund could be given only in respect of small needs such as gifts of books, audio-visual equipment etc.

#### Other Projects

55. While reviewing the progress of other projects now receiving the attention of the Regional Office, the Council stressed the need of getting feasibility studies conducted in respect of all the projects before initiating any action for securing assistance through the ICA. As regards the request by the East Pakistan Cooperative Union for the donation of a printing press, the Director, informed the Council of the decision taken by the Cooperative Development Committee of the ICA at its meeting held in September 1970. He stated that as the cost of equipment requested by the Union was around £82,000 it was not possible for the Cooperative Development Committee to meet this request for the reason that the amount involved was very large. He however hoped that the Union would be in a position to get its printing work done economically by commercial printers as is being done by the Unions of several other countries, such as Japan and Sweden. The Member for India thanked the Regional Office for patronising the NCUI Press in New Delhi.

### Australian Assistance to India

56. The Council was informed of the present position concerning the deputation of two technical trainees from India to Australia for on-the-job training. One of the two candidates already selected by the NCUI did not fulfil the qualifications laid down by the Australian host organisation and hence another candidate was being selected for the training programme. Members of the Advisory Council expressed their great appreciation of the offer made by the Australian Movement through the Cooperative Federation of Australia to train two Indian technicians. A suggestion was made that if possible a dairy technician may be sent to Australia under this Programme so that the services of this technician could be availed of for the Bhor Dairy Project after his training in Australia.

### Trade

57. The Council noted the various steps taken by the RO to further accelerate the development of inter-cooperative trade in the region. Special mention was made of the Commodity Conference on Fruits and Vegetables and Raw Materials for Feed-stuffs held in Tokyo in 1970, the Second Supplement to the Cooperative Trade Directory issued in 1970, and the Trade News Bulletin issued monthly by the Regional Office. The members stressed the need of maintaining continuity in communication between the trading organisations and the Regional Office to ensure the speedy exchange of trade information and documentation. It was also emphasized that the trading organisations should inform the RO of the follow-up action taken by them as a result of the trade contacts provided by the ICA. The members welcomed the constitution of a Working Group for Trade Promotion as decided by the Agriculture Sub-Committee at its 1970 meeting and suggested that detailed discussions on problems of cooperative trade be held in the meetings of this Group.

### Study of Agricultural Cooperative Marketing Projects in South-East Asia

58. The Council noted with satisfaction the completion of the first part of the Study of Agricultural Cooperative Marketing Projects in South-East Asia conducted in India and Indonesia. It also noted that the Study Team visited Australia as an Inter-Cooperative Trade Promotion Team. The members expressed their appreciation of the efforts made by the members of the Study Team and the financial and other support given for the Survey by the Central Union of Agricultural Cooperatives of Japan as well as by the ICA. The Council stressed the need of speedy follow-up action on the recommendations of the Study Team.



Work Programme : 1971-72 and 1972-73

59. The Council generally approved of the work programmes for the years 1971-72 and 1972-73 in respect of Technical Assistance and Trade. During the discussion on the programmes it was emphasized that the RO should make every endeavour to get the projects in hand implemented as early as possible by the organisations concerned. Assistance should be given by the ICA to get feasibility studies made of projects which had not been so studied if the member organisations were not in a position to do this on their own. Members of the Council were unanimous in their opinion that once a project had been taken up by the ICA in a country, the RO should ensure that the project gets started on a sound basis and continues to function thereafter as a viable unit. For this it would be necessary for the RO to keep in touch with the projects for which it had provided or obtained assistance.

Bhor Cooperative Dairy Project

60. On the basis of the suggestions made by the Members of the Council during the review of work in respect of this project, members suggested that the RO should make every endeavour to get the project started at an early date and to assist the organisation concerned to develop agricultural extension and member education programmes aimed at increasing milk production in the project area and improving the standard of performance by members. Additional assistance required for this purpose, if requested by the organisations responsible for the project should be provided, if possible.

Consolidated Fruit Processing Plant, Korea

61. On the basis of the recommendations made by the expert who examined the viability of the project from the marketing angle the Council was of the opinion that the RO should now take up the question of obtaining assistance for the project. The Head Office of the ICA may be requested to discuss the project with the advanced cooperative movements and agencies providing technical assistance. The possibility of securing assistance from the UN and its agencies should also be explored if the sponsoring organisation is in a position to get the government of the Republic of Korea to make a request for this assistance.

Multi-Commodity Fruits and Vegetable Processing Unit, India

62. As the feasibility report for the project had now been completed and as a request had now been received from NAFED for securing assistance from abroad in the form of machinery and equipment, efforts should now be made to secure this assistance from the advanced cooperative movements or aid-giving agencies.

Cooperative Fish Canning Project, Ceylon

63. The report of the expert likely to visit Ceylon to study the possibilities of providing assistance for fishery development should be treated as a basis for extending assistance to the deserving cooperative organisation in Ceylon.

Pineapple Canning Project, Ceylon

64. A feasibility study of the proposed Pine-apple Canning Project should be made if the Cooperative Federation of Ceylon is yet interested in the project.

Other Projects

65. As regards the projects on which not much progress could be made during the period under review it was suggested that they may be further discussed with the sponsoring member organisations to determine whether they are still interested in pursuing the projects and if so, follow-up action should be taken to implement the projects.

Trade

66. In addition to the normal work that is being done by the RO in providing market information and documentation to cooperative trading organisations, and in arranging meetings of business executives from time to time, follow-up action should now be initiated on the recommendations of the Study Team which is conducting the Survey of Agricultural Cooperative Marketing Projects in South-East Asia. A part of the recommendations of this Team would invariably relate to development of international trade in respect of certain agricultural commodities, and the Regional Office should assist the cooperatives to develop on the lines recommended.

Working Group on Trade Promotion

67. As a separate group of the Agriculture Sub-Committee had now been established known as the Working Group for Trade Promotion, it should now be possible for this group to give more attention to matters pertaining to the development of trade among cooperatives. The Trade Group should also be able to evolve guidelines for trading organisations in the Region with a view to streamlining their operations and improving their efficiency. It was also hoped that the members of the Working Group would extend their good offices to facilitate the development of trade between the cooperatives of their respective countries.

### Cooperative Trade Exchange

68. As had been recommended by the First meeting of the Working Group on Trade Promotion, the possibility of establishing a Cooperative Trade Exchange was to be further examined by collecting additional information in respect of organisations already engaged in similar activities. A revised proposal on the subject should be placed before the next meeting of the Council.

### Continuation of the Survey of Agricultural Cooperative Marketing Projects in South-East Asia

69. As recommended by the Fifth meeting of the Agriculture Sub-Committee for South-East Asia held earlier, the Council agreed with the proposal to conduct the second and third parts of the Survey during 1971 and 1972 respectively. The second part of the Survey, which is expected to be undertaken during September-October 1971 would be in respect of agricultural marketing projects in which the member movements in Ceylon, Iran and the Republic of Korea would be interested. The third part of the survey would be in respect of raw materials for animal feed-stuff. This would be conducted during the early part of 1972 in three countries, namely Malaysia, Pakistan and the Philippines.

### Proposal for the establishment of an Asian Cooperative Development Bank (ACDB)

70. The Members of the Council gave further consideration to the proposal discussed at the meeting of the Agriculture Sub-Committee for the establishment of an Asian Cooperative Development Bank in the Region. It was decided that as recommended by the Agriculture Sub-Committee studies should be conducted in their countries by the respective member movements to determine the feasibility of establishing such a Bank from the point of view of each of the countries of the region. Most of the members agreed that it would be possible for them to conduct the national studies if guidelines for such a study were sent by the Regional Office to the national member organisations. The Council appreciated the decision taken by the Central Union of Agricultural Cooperatives and the Central Bank for Agriculture and Forestry in Japan to conduct a feasibility study and make it available to the ICA by the beginning of September this year. The members hoped that this study would provide broad indications of the direction in which we could proceed in organising the Bank. The consensus in the meeting was that the council would be able to take a firm decision on the proposal only after examining the feasibility studies conducted by the movement in Japan as well as those in other countries.

71. The Council discussed the question of government collaboration in establishing the Bank. Several opinions were expressed concerning the relationship of this Bank with the governments in the respective countries. The consensus was that governmental approval and support would be necessary to ensure the success of the Bank. Government support would also facilitate the raising of adequate funds for the developmental activities of this Bank. The consensus in the meeting, however, was that the Bank should have a cooperative character and therefore should not have government participation in its share capital although it may function in close collaboration with the governments. The members, however, decided to postpone the consideration of this issue till the feasibility studies had been made.

Agenda Item No. VII : Publications and Public Relations

Action taken on the Last Minutes

72. The Council noted the action taken on the different points arising out of the minutes of the last meeting held in Seoul. The Deputy Director (Publications & Public Relations) informed the Council that the response with regard to feeding the Regional Office with information had been good. He said that efforts were being made to persuade the other organisations who are not sending news items regularly to do so.

73.1 The up-to-date position with regard to contributions by the Movements in the Region to the cost of the oil-painting of the late Prof. D.G. Karve, first Chairman of the Advisory Council, was read out at the meeting by the Regional Director. The Council appreciated the action of the member organisations in making these contributions. The position was as follows:

	Rs.
Cooperative Federation of Australia	208.25
National Cooperative Union of India (promised)	2500.00
Sepah Consumers Cooperative, Iran	296.80
Central Union of Agrl. Cooperatives, Japan	2080.00
National Agrl. Coop. Federation, Korea	750.00
Cooperative Union of Malaysia	500.00
Singapore Cooperative Union	500.00
Cooperative League of Thailand	450.00
Bombay Dock Workers Coop. Credit Society	25.00
	-----
Total	7310.05
The costs of the painting, frame etc.	4243.65
	-----
Balance	3066.40
	-----

73.2 The Council requested the Regional Director to donate copies of the Karve Commemoration Volume to deserving libraries to the value of the balance of the contributions.

#### Review of Activities

74.1 The following publications which were brought out during the period under review were presented to the Members of the Council.

1. "Prof. D.G. Karve Commemoration Volume"
2. "State and Cooperative Development"
3. "A Study of Personnel Management in Selected Cooperative Super Markets in India" - by Arvidsson
4. "The Role of Cooperatives in Agricultural Development"
5. "Farm Guidance Activities of Agricultural Cooperatives"
6. "Coop Education - Progress or Perish" by P. E. Weeraman
7. "Education for Agricultural Cooperatives in South-East Asia" by J. M. Rana
8. "A Model Cooperative Societies Law" by P. E. Weeraman

74.2 The Member for Malaysia drew the Council's particular attention to the Model Cooperative Societies Law and said that he would have it printed and distributed widely in his movement. The Regional Director said that the ICA had no objection to this being done.

75. The Council was informed that the publication entitled "Readings in Consumer Cooperation" was now in the press and would be out soon.

76. The Council noted with much appreciation the work done by the Section in the field of publications. The work done by the ICA Library was also noted with appreciation.

#### Work Programme for 1971-72

77. The following publications will be brought out during the year:

1. "Cooperative Housing"
2. "Agricultural Cooperative Marketing"
3. Cooperative Series - two publications
4. Success Stories - two publications
5. ICA Regional Bulletin - four issues.

78. The Council approved of the programme as suggested above. A point was raised whether the ICA publications could be reprinted for mass circulation in the countries of the Region by the member-organisations. The Council was informed that the ICA would have no objection to the reprinting of its publications by any member organisation provided that such publications were not listed as closed or confidential documents by the ICA and provided that they are not highly-priced publications such as the Karve Commemoration Volume. Low-priced publications like the Model Cooperative Law may be reprinted with the prior approval of the Regional Director.

79. The Member for India appreciated the help being given to the Indian Cooperative Movement by the Regional Office, especially in the field of publications.

Proposals for 1972 - 73

80. The Council tentatively approved the following work programme for the year 1972-73.

Publications

- 80.1 " Cooperative Credit"
- 80.2 " Integrated Approach to Agricultural Cooperative Development"
- 80.3 " A Handbook of Amalgamation of Cooperative Societies"
- 80.4 " A Handbook of Techniques of Teaching and Teaching Aids for Cooperative Educational Instructors"

Memorial Lectures

80.5. The Council agreed with the suggestion of the Regional Director that Memorial Lectures should be held at the time of an Advisory Council meeting in the country where the Advisory Council met in honour of an eminent cooperator of that particular country. The Council appreciated this proposal and said that such memorial lectures may be organised wherever possible.

Agenda Item No. VIII : Role of the RO & EC in the Programme of the Cooperative Development Decade

81. The Director of the Alliance informed the Council of the proposed programme of action to be undertaken by the Secretariat of the ICA in connection with the Cooperative Development Decade. He requested the movements of the region to assist the Regional Office in the implementation of the Decade Programme. The Member for Iran informed the Council

that as a result of a circular sent by the Regional Director, a Committee had been formed to plan the cooperative programmes of Iran for the Decade. The other Movements were requested to take similar action and to keep the Regional Office informed of the developments taking place in the cooperative field. The Member for India said that the Indian Movement had already reacted favourably to the circular letter sent by the ICA Head Office. He said that publicity had been given to the Cooperative Development Decade by the National Cooperative Union of India and he assured the Director that the support of the NCUI would always be forthcoming.

Agenda Item No. IX : Top Level Cooperative Leaders Conference

82. The Council was informed of the reasons for the postponement of the Top Level Cooperative Leaders Conference which was scheduled to be held from 24th to 27th February 1971. The Council was informed that the Conference should be held for a period of five days instead of the three days which was programmed for earlier. The Council agreed that the Conference should be held for five days. As to the timing of the Conference, the Members of the Council were unanimous that the Conference should be held at a time convenient to the Japanese delegation. The Regional Director was requested to fix the dates in consultation with Mr Yanagida.

Agenda Item No. X : ICA Agriculture Sub-Committee for South-East Asia

83. The Council was informed that the Fifth Meeting of the ICA Agriculture Sub-Committee for South-East Asia was held in New Delhi on the 15th and 16th February 1971. The Council was informed also of the meetings of the Fisheries Group and the Trade Promotion Group of the Sub-Committee which met on the 15th and 16th February afternoons respectively. The Council was informed of the main recommendations made by the Sub-Committee, the Fisheries Group and the Trade Promotion Group. The Council endorsed the recommendations of the Sub-Committee. The Council especially noted the recommendations of the Sub-Committee with regard to (i) the status of the Sub-Committee vis-a-vis the Auxiliary Committee for Agriculture of the ICA, (ii) the second and third parts of the Agricultural Marketing Projects Survey, (iii) the proposal for the Establishment of a Cooperative Trade Exchange, (iv) the proposal for the establishment of an Asian Cooperative Development Bank, and endorsed the recommendations made on these items. The Council agreed with the recommendation made by the Trade Promotion Group, which was endorsed by the Agriculture Sub-Committee,



that the Agriculture Sub-Committee should be renamed "the Sub-Committee for Cooperative Agriculture and Trade".

Agenda Item No. XI : Assistance to the East Pakistan Cooperative Movement

84. The Members of the Council were informed of the contributions made by the Japanese Consumer Cooperative Union and the Central Union of Agricultural Cooperatives to the East Pakistan Cooperative Union towards its programme of rehabilitation and development of cyclone-affected areas. The Member for Korea informed the Council that the National Agricultural Cooperative Federation of Korea had contributed US \$ 500 and this sum had been sent to the East Pakistan Cooperative Union through the Korean Red Cross Association at the end of 1970. The Council appreciated the contributions made by the Japanese and Korean Movements. The Regional Director requested the other movements to give whatever assistance was possible to the East Pakistan Movement in this regard.

Agenda Item No. XII : Contributions to the Cooperative Development Fund

85. The Secretary for Administration of the ICA Head Office explained the position of the Cooperative Development Fund. It was suggested that at least token contributions should be made by the Movements in this region towards the Cooperative Development Fund. The token contribution made by the Bombay Dock Workers Cooperative Society to the Fund was recalled with great appreciation. The Member for India informed the Council that the NCUI would make a contribution towards the Development Fund and a written communication would be sent to the Regional Office after the meeting of the Governing Council of the NCUI fixed for March.

Agenda Item No. XIII : Relations with Member Organisations and other Matters

86. The information given in the agenda notes were noted by the Council.

Agenda Item No. XIV : Relations with International Organisations

87. Information given in the agenda notes were noted by the Council.

Agenda Item No. XV : Venue and Date of the Next Advisory Council Meeting

88. The Member for Australia informed the meeting of the programme arranged for the next meeting of the Council and invited the Council to hold its next meeting in Australia. The Regional Director announced that the Australian Movement had offered to meet the extra travelling costs which the ICA would have to incur in respect of the members and that this would amount to A \$ 4250. The Council thanked the Australian Movement and accepted the invitation to hold its next meeting, 13th in the series, in Australia. The meeting will be held in Melbourne on November 8 and 9, 1971.

Agenda Item No. XVI : Any Other Matters

89. The Chairman expressed on behalf of the Council his high appreciation of the work done by the Regional Office & Education Centre in the preceding year and congratulated the Regional Director and his colleagues on the success of their various activities.

Agenda Item No. XVII : Vote of Thanks to the Chair

90. Mr N.A.Kularajah, Member for Malaysia, proposed a vote of thanks to the Chair. He thanked the Chairman for the guidance and help he had given to the Council during his term of three years. He congratulated the Chairman on the efficient work done during his tenure of office as Chairman.

91. On behalf of the ICA, the Regional Director thanked the Chairman for the great services rendered by him to the ICA in general and the Advisory Council in particular.

92. He also thanked the Members of the Council for their excellent cooperation with his colleagues and himself in all their activities.

93. The out-going Chairman, Mr B Venkatappiah, thanked the members of the Council and of the Regional Office for the cooperation extended to him.

94. The meeting closed with a round of applause in appreciation of these remarks.

NEW DELHI  
26th May 1971

P.E.Weeraman  
Secretary, ICA Advisory  
Council for South-East Asia

International Cooperative Alliance  
Regional Office & Education Centre  
for South-East Asia  
43, Friends Colony, New Delhi-14

23 January 1971

COMPOSITION OF THE ICA ADVISORY COUNCIL FOR  
SOUTH-EAST ASIA FOR THE THREE YEARS 1969-1972

<u>Sr.No.</u>	<u>Country</u>	<u>Name and Address</u>	<u>Status in the AC</u>
1		Hon'ble Mrs. Indira Gandhi 1, Safdarjang Road New Delhi-1	Hony. President
2		Mr. B. Venkatappiah Member, Agriculture Planning Commission Yojna Bhavan Parliament Street New Delhi-1	Chairman
3	Australia	Mr. W. Kidston Federal President Cooperative Federation of Australia 50-54, Ferry Street South Brisbane, Queensland	Member
4	Ceylon	Mr. K. W. Devanayagam Lady Manning Drive Batticaloa	Member
5	India	Mr. Brahm Perakash General Secretary National Cooperative Union of India, 72, Jorbagh New Delhi-3	Member
6	Iran	Mr. J. Sassani General Manager Sepah Consumers Coop. Society Avenue Sevvom Esfand Teheran	Member
7	Japan	Mr. H. Yanagida Managing Director Central Union of Agricultural Cooperatives 1-8-3 Ohtemachi, Chiyoda-ku Tokyo.	Member

(ii)

<u>Sl. No.</u>	<u>Country</u>	<u>Name and Address</u>	<u>Status in the AC</u>
8	Korea, Rep.of	Mr. Yong Chan Paik Vice President National Agricultural Cooperative Federation 75, 1-Ka Choongjong-Ro Sudaemcon-Ku Seoul	Member
9	Malaysia	Mr. N.A.Kularajah President Cooperative Union of Malaysia 29, Leboh Ampang Kuala Lumpur	Member
10	Pakistan	Mr. Lutfor Rahman Khan Chairman East Pakistan Cooperative Union 9/D, Motijheel Commercial Area Dacca-2 (East Pakistan)	Member
11	Philippines	Mr. B.P.Faustino General Manager Central Cooperative Exchange Rm 113-115, Arle Building Aurora Boulevard Extension San Juan, Rizal Manila	Member
12	Singapore	Mr. Mak Kam Heng 53-A, Jalan Buloh Perindu Singapore-15	Member
13	Thailand	Col. Surin Cholpraserd President Cooperative League of Thailand 4, Pichai Road, Dusit Bangkok	Member

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Regional Director    Mr. P.E.Weeraman    Secretary  
Director (Education)Mr. J.M.Rana

G / January 23, 1971

TWELFTH MEETING OF THE ICA ADVISORY COUNCIL FOR  
SOUTH-EAST ASIA, NEW DELHI, INDIA  
17th & 18th FEBRUARY 1971  
Programme and Agenda

Page No

17th February, 9.30 a.m.

- |      |    |  |    |
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| I.   | a. | Welcome by Mr Brahm Perakash, General Secretary, National Cooperative Union of India                           |    |
|      | b. | Welcome by Mr P.E. Weeraman, Regional Director, ICA RO & EC  |    |
| II.  |    | Introductory Remarks by Mr B Venkatappiah, Chairman, ICA Advisory Council                                      |    |
| III. |    | Confirmation of the Minutes of the 11th Meeting of the AC held in Seoul, Republic of Korea, on May 8 & 9, 1970 | 1  |
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|      | 4. | Consideration of Programme for 1972-73   | 24 |

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Appendices

1. Minutes of the 11th Meeting of the AC held in Seoul, Republic of Korea, on May 8, & 9, 1970
2. Statement of contributions from the member organisations in the region.

AGENDA ITEM No. III

CONFIRMATION OF THE MINUTES OF THE ELEVENTH MEETING  
OF THE ICA ADVISORY COUNCIL HELD IN SEOUL, REPUBLIC  
OF KOREA, ON MAY 8 and 9, 1970

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The Minutes of the last meeting were circulated to all the Members. No comments have been received. The minutes may please be confirmed. As suggested at the last meeting, a copy of the minutes of the last meeting is appended hereto for ready reference by the members.

AGENDA ITEM No. IV

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ADMINISTRATION

1. Action taken on the Minutes of the Last Meeting

Para No. of the Minutes	Decision taken by the AC	Action taken
12	It was the view of the Council that in the case of national seminars the member organisations should meet more than the local costs, for instance the costs of foreign personnel and the ICA staff should also be borne by the member organisations as far as possible. The Members were requested to get their organisations to adopt the principle of bearing all local costs of technical and other meetings held by the ICA in their respective countries, including the hotel costs of the participants and the Regional Director was requested to address the member organisations in this connection. The Member for the Philippines said that the principle of bearing local costs should be extended to all activities of the ICA.	A letter on these lines was addressed to all member organisations requesting them to adopt the principle of bearing local costs of all technical meetings. Australia and Japan have already replied ratifying the decision of the AC. The other movements have been reminded again and their replies are awaited.
13	In pursuance of this, the Council agreed that there is an impelling need for this region to be increasingly self-reliant and that a note should be presented to the next AC meeting analysing the position in the following two aspects: (i) the type of activity that had received greater support from member movements and (ii) the expenditure pattern of foreign contributions and local contributions. It was suggested that an analysis should be made of how the contributions from the SCC had been spent in the past in order to see what items could be transferred to member organisations.	The position will be reported to the Council at its forthcoming meeting in New Delhi.



## 2. Costs of the Regional Office & Education Centre

### A. Contribution from SCC and Head Office

For the financial year 1971-72, the SCC/KF have agreed to contribute Rs.1.7 million (1.2 million Swedish Krs.) The ICA Head Office has agreed to contribute Rs.375,000 for the calendar year 1971. The total funds available to the ICA RO & EC for the year 1971-72 will amountt to Rs.2,075,000 (contributions from the member organisations in the region excluded).

For the year 1971-72, the SIDA has agreed to assist the SCC for financing the following activities:

1. Regional Seminar on Cooperative Credit
2. Regional Seminar on Personnel Management and Training
3. National Seminars (four)
4. Advisory Council Meeting
5. Survey of needs for cooperative training
6. Field Project in Cooperative Education
7. Teachers' Exchange Programme
8. Advisory activities on Cooperative Education

### B. Contributions from the Member Organisations in the Region

Annexed hereto is a statement showing the costs of ICA RO & EC for the years 1965-70. The member movements in the Region in the year 1969 contributed Rs.124,000 or 8.3% of the ICA RO & EC's total expenses and for the first six months January-June 1970, the member movements in the region contributed Rs.88,500 or 10.5% of the costs of the ICA RO & EC's activities.

During the year 1970, the Japanese Cooperative Movement has as usual met the local costs of two technical meetings of the ICA. These meetings were held at the IDACA.

One was a Seminar on the Marketing of Fruits and Vegetables and the other a Commodity Conference on Fruits and Vegetables and Raw materials for feeding-stuff in South-East Asia.

The Advisory Council has adopted a recommendation that all local costs of any ICA activity in a country should be borne by the member organisations concerned. The member organisations have been requested to ratify this decision. Member organisations in Australia and Japan have replied ratifying this decision. The replies of the others are awaited.

The Japanese Movement has continued to give £1,000 per year towards the ICA Domus Building, upto a total of £ 10,000. So far £ 3000 has been contributed.

#### C. Contribution to ICA Agricultural Sub-Committee

Four of the members of the ICA Agricultural Sub-Committee (India, Japan, Iran and Australia) have contributed an amount of £ 50/ each as agreed upon at the last Sub-Committee meeting. Of them the contribution from India has been for 1971 whilst the other three contributions have been made for 1970.

#### D. Present and Future Income and Expenditure

The income and expenditure of the ICA Regional Office and Education Centre have been analysed for the period 1965 - June 1970. Also the future requirements of **finance** have been estimated (vide annexed statement of income and expenditure).

### 3. Concessions by the Government of India

The concessions extended to the ICA RO & EC by the Government of India i.e. income-tax concessions and other concessions for foreign officers have been limited in time to March 1973, with prospects of extension of these privileges.

#### 4. Cost of the Cooperative Agricultural Marketing Survey

The ICA has agreed to contribute US \$ 12,500 in two years from its Development Fund towards the Survey of Cooperative Agricultural Marketing Projects in the region for which the Japanese Agricultural Cooperative Movement has contributed a similar amount. \$ 6,250 has been contributed for 1970 and the balance will be contributed in 1971.

#### 5. Personnel Matters

5.1 Mr Shiro Futagami has returned to Japan after completing his assignment and the Japanese Agricultural Cooperative Central Union has promised to nominate a successor to Mr Futagami.

5.2 An additional post of Deputy Director provided for in the estimates since 1969 is still vacant. How it should be filled is under re-examination.

5.3 During the period Dr Dharm Vir, Joint Director (Education) participated in the 11th International Cooperative Seminar on Cooperative Education held by the Swedish Cooperative Centre during the period 14th September to 24th October 1970.

#### 6. Designation of the Office

It will be recalled that the designation suggested by the Advisory Council was "ICA Regional Office & Education Centre for Asia and the Far East". As this term has been considered too wide by the Executive Committee, it is suggested that the description may be "South and East Asia". This will include eleven of the thirteen countries served by the RO. It will exclude Iran and Australia. The term "South-East Asia" covers only five of the countries we work for namely, Thailand, Malaysia, Singapore, Indonesia and the Philippines. A more comprehensive term than the present one is very desirable especially as the present term does not include the country in which the Regional Office is located.

AGENDA ITEM NO. VEDUCATION CENTRESECTION - IAction taken on the decisions of the last meeting

Para No. of the minutes	Decisions of the Council	Action taken
18	It was noted that information was being collected on the needs of the movements in respect of the training of teachers abroad. It was decided that this information should be kept up-to-date.	A brief questionnaire formulated for collecting this information was sent to the national cooperative training centres in the region for the purpose.
19	It was decided that a note should be prepared giving the basic information on each country movement and that this should be brought up-to-date biennially.	Member-organisations have been requested to send a brief note about the cooperative movements in their respective countries. In addition, the officers of the RO & EC have also carried out studies on Consumer Cooperative Movements in India and the Philippines, and Cooperative Credit situation in Thailand and Malaysia. The reports on Consumer Cooperative Movements in India and the Philippines have been prepared. Other reports are under preparation.
20	The Council requested the Regional Director to ask Prof. Hsieh for the report. It also decided to consider the matter finally at the next meeting.	Prof. Hsieh has handed over his draft report to the Singapore Cooperative Union which has agreed to get it typed. The report is under typing.
23	The Member for Singapore requested that the services of Dr. Vir should be made available to Singapore also when he visits Malaysia next.	Dr. Vir visited Singapore in December and discussed with the officers of the Singapore Coop. Union the Education Programme they desire to introduce and the possibility of organising a national seminar on Coop. Education in 1971.

Para No. of the minutes	Decisions of the Council	Action taken
29	The Council suggested that the subject of "Viability of Cooperative Societies at the Primary Level" should be discussed at either an Experts' Conference or a Regional Seminar some time in the future. The subject might also be included in the programme of national seminars.	The RO & EC has proposed a Regional Seminar on this subject for the year 1972-73. (Please see Sec.IV of Agenda Item No.V). Member organisations were also asked if they would like to organize national seminars on this subject during 1971-72. The member organisations from Ceylon, Iran, Malaysia and Pakistan have indicated their interest in holding seminars on this subject.
39	Collaboration with the SCC: "the proposal was generally discussed as it was put up by the Agenda Notes. There were different views but it was generally felt that clarifications are necessary. If the SCC wants to pursue the proposal the AC would welcome such clarifications for further action on the proposal.	SCC is interested in conducting national seminars in collaboration with the ICA RO&EC in this region and has proposed to hold national seminars in Indonesia, Malaysia, Singapore and the Philippines, with a view to selecting participants for SCC seminars to be held in Sweden. The SCC and the RO & EC have agreed to organize national seminars on "Shop Planning and Shop Management" for these countries during 1971-72. Necessary contacts will be taken with member organisations in the above countries for the purpose.
41	The member for Malaysia suggested that the RO&EC should initiate discussions with the Australian Movement to organize a Seminar in Australia on "Organization and Methods." This seminar could be organized jointly by the ICA RO&EC and the Australian Movement. Member organisations wishing to send participants should meet the full costs of their participants.	The RO&EC had sent a communication to the Cooperative Federation of Australia with a view to finding out the possibility of organizing a Regional Seminar on the subject during 1971-72. In view of heavy commitments of the CFA during this period, they are not in a position to co-sponsor the seminar during 1971-72. However, they have suggested that this question may be discussed again with them in the early part of 1972.

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Para No. of the minutes	Decisions of the Council	Action taken
42	The Council....Cooperative Societies. The Council recommended that the subject of "Organisation of Viable Coop. Societies at the Primary Level" also be included for national seminars.	As mentioned against para 29 of the Minutes.
44	The Council suggested that the Fellowship Programme should be conducted on the subject of "Multipurpose Cooperative Approach" from this year onwards till all the countries of the Region are covered by the programme.	Fellowship Programme on "Multipurpose Cooperative Approach" will be introduced during the year July 1971-June 1972.

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SECTION - IIReview of Educational Activities  
(May 1970 - December 1970)

The following is a report on the educational programmes of the RO & EC for the period May 1970 to December 1970.

A. AGRICULTURAL COOPERATION1. Regional Seminar on "Marketing of Fruits and Vegetables through Cooperatives"

A Regional Seminar on Marketing of Fruits and Vegetables through Cooperatives was held at the Institute for the Development of Agricultural Cooperation in Asia (IDACA) Tokyo from 17th to 27th May 1970, under the joint auspices of the ICA RO & EC, the Central Union of Agricultural Cooperatives of Japan and the IDACA. The seminar was attended by 17 participants, 7 observers and 10 resource persons. The countries represented at the seminar were: Ceylon, India, Iran, Japan, the Republic of Korea, Malaysia, Pakistan, the Philippines and Thailand. Observers from the FAO, ILO, Asian Productivity Organisation and the Western Wheat Associates, USA, also participated in the Seminar. Lecturers and resource persons were drawn from the cooperative movements of Australia, Ceylon, the Philippines, Japan and from the Asian Development Bank.

The seminar stressed the need for a planned production base in order to ensure effective marketing of fruits and vegetables. It was suggested that in addition to the organisation of transport and storage facilities, the cooperatives should plan distribution centres for these commodities and formulate a proper pricing structure to meet competition. The seminar further recommended the development of effective collaboration between producers' and consumers' cooperative organisations for the effective marketing of fruits and vegetables.

## 2. National Seminars

### 2.1 Workshop on Farm Guidance Activities organised by the NCUI

As a follow-up of the Regional Seminar on Farm Guidance held in Korea in 1969, a short seminar on Farm Guidance through Agricultural Cooperatives was held at the All-India Cooperative Education Instructors' Training Centre, New Delhi, by the National Cooperative Union of India with the assistance of the RO & EC on the 3rd and 4th August 1970. The seminar was the fourth of its type in India and about 30 cooperative instructors and observers attended this seminar.

Subsequently, in the month of September 1970, the Training Centre held a refresher-cum-orientation course on farm guidance for the cooperative training instructors. About 29 instructors and several resource persons participated in the course.

### 2.2 National Seminar on Amalgamation and Integration of Multipurpose Cooperative Societies in Ceylon

The above seminar scheduled to be held during December 1970 was postponed at the request of the member organisation in Ceylon.

### 2.3 National Seminar on the Management of Medium-Size Agricultural Cooperative Societies in Pakistan

The national seminar scheduled to be held in Lahore in December 1970 was postponed at the request of the member organisation in West Pakistan.

## 3. Study of Some Operational Aspects of the Bhor Dairy Project

The Specialist in Agricultural Cooperation and the Joint Director (TA & T) visited Poona and the surrounding areas to study the working of dairy cooperatives and to suggest what educational programme could be developed for supporting the Bhor Dairy Project, vide paragraph 1.6 p.35 of these notes under Technical Assistance and Trade.



An important problem revealed by the study was the difficulty of milk procurement for the Bhor Dairy Project and the competition that was likely to arise between the Bhor Dairy Project and the Government's Milk Pasteurisation Plant located at Poona. The Specialist recommended that an Education Programme for the Bhor Dairy Project should be an integral part of the work plan of the Bhor Dairy Project. The main suggestions contained in the report prepared by the Specialist were communicated to the Maharashtra Cooperative Milk Federation and the Maharashtra State Cooperative Union.

#### 4. Consultative Services in the field of Agricultural Cooperation

##### 4.1 FAO/UNESCO/ILO World Conference on Agricultural Education and Training

A World Conference on Agricultural Education and Training was held in Copenhagen, Denmark, under the joint auspices of three United Nations Agencies, viz. the FAO, UNESCO and ILO from 28th July to 8th August 1970. The year 1970 was declared by the UNESCO as the Education Year. The Conference was attended by over 350 participants and observers. The Director (Education) attended this Conference as an observer on behalf of the ICA.

The ICA circulated substantial background documentation to this Conference which included the following six papers:

- i) "Cooperative Education for Agricultural Cooperatives in South-East Asia" by Mr J M Rana, Director (Education) ICA RO & EC
- ii) "Coordinated Approach towards Farm Guidance" by Mr Hyo Chul Ahn, Manager, Research Department, NACF, Korea.
- iii) "Farm Guidance Activities of Agricultural Cooperatives in Japan" by Mr Yoshiharu Fujishiro, Japan.
- iv) "Activities of Ogawa-cho Agricultural Cooperative Society with special reference to Farm Guidance" by Mr Makoto Hasegawa, Japan.
- v) "Personnel Requirements and Training for Agricultural Extension Work in Intensive Agricultural District Programme in India" by Mr M A Quraishi, Additional Secretary, Ministry of Food, Agriculture, Community Development and Cooperation, Government of India.

- vi) "Committee-Men and Member Education in Agricultural Cooperatives - Some Examples from Tanzania" by Mr Arne Holmberg, Chief, International Department, KF, Stockholm.

The Conference was divided into three Commissions:

- i) Higher Education and Training,
- ii) Intermediate education and Training, and
- iii) Vocational Training.

At a plenary session, the Director (Education) initiated the discussion following the paper presented by Mr R Savary, Secretary General of the International Federation of Agricultural Producers on "Education for What? A View Point of the Agricultural Producers of the World". It may be stated that following the contributions made by several participants, some of whom were cooperators, the Conference recognised the vital role being played by the agricultural cooperative movements and the cooperative training centres in various countries of the world in providing education and training to farmers and personnel working in farmers' cooperative organisations.

#### 4.2 National Food Congress, India

The Specialist in Cooperative Credit attended the National Food Congress held in New Delhi from 11th to 14th May 1970 by the Ministry of Food, Agriculture, Community Development and Cooperation Government of India, in collaboration with the Indian Freedom From Hunger Campaign Society.

#### 4.3 First Asian Conference on Agricultural Credit and Cooperatives, Philippines

The Specialist in Cooperative Credit also attended the above conference held in the Philippines from 1st to 10th December 1970.

4.4 A paper on the "Review of Agricultural Cooperative Marketing in the Region" was prepared by the Specialist in Agricultural Cooperation.

## B. CONSUMER COOPERATION

### 5. Regional Seminars

#### 5.1 Pre-Seminar for the participants of 10th and 11th International Cooperative Seminars of SCC in Sweden

A pre-seminar was held by the ICA RO & EC in New Delhi from 7th to 12th September 1970 for the participants of the 10th and 11th International Cooperative Seminars on "Consumer Cooperation" and "Cooperative Education" held by the SCC in Sweden. Fourteen participants in all from Ceylon, India, the Republic of Korea, Malaysia and the Philippines attended the pre-seminar in New Delhi (including two ILO Fellows from India).

The pre-seminar was held to help the participants to orientate themselves with regard to the Swedish Cooperative Movement as well as to afford them an opportunity of exchanging ideas for determining the questions that should be studied by them in Sweden. The participants had been asked to prepare papers on specific subjects. These papers served as useful background documentation for the seminars that were held in Sweden.

The Specialist in Consumer Cooperation directed the pre-seminar in New Delhi. The Joint Director (Education) participated in the pre-seminar in New Delhi and the SCC Seminar on "Cooperative Education" in Sweden.

### 6. National Seminars

#### 6.1 Seminar on Cooperative Supermarkets

A Seminar on Cooperative Supermarkets was held by the ICA RO & EC in collaboration with the Cooperative Union of Malaysia at Kuala Lumpur from 29th to 31st August 1970. About 59 cooperators took part in the seminar.

The Specialist in Consumer Cooperation delivered the following three lectures at the seminar: (i) Consumer Cooperatives with special reference to Cooperative Supermarkets, (ii) Feasibility Study of Cooperative Supermarkets in Malaysia, and (iii) Planning and establishment of cooperative supermarkets in Malaysia.

The seminar was preceded by the preparation of a report on the feasibility of organising a cooperative super market in Kuala Lumpur. At the seminar the participants discussed the need for organising a cooperative super market in Kuala Lumpur. The findings of the feasibility study were also presented at the seminar.

## 6.2 Seminar on Personnel Management

The Specialist in Consumer Cooperation was a Resource Person at the national seminar on Personnel Management held by the V.L.Mehta National Institute of Cooperative Management from 18th to 23rd January 1971. This seminar is a follow up of the study of personnel management in super bazars made by the Specialist referred to at paragraph 7.1

## 7. Research

### 7.1 Study of Personnel Management Practices in Selected Cooperative Super Bazars in India

The draft report of the study was discussed with the officers of the Department of Cooperation in the Government of India and the National Cooperative Consumers Federation of India and with other cooperators. The Report was finalized on the basis of the suggestions made by these persons. It has been published.

7.2 A book entitled "Readings in Consumer Cooperation" based on three seminars held by the ICA RO & EC is now under print.

## 8. Consultative and Allied Services in the field of Consumer Cooperation

8.1 The Specialist in Consumer Cooperation continued to contribute pamphlets on various aspects of management of consumer retail cooperatives, to the National Cooperative Consumers Federation of India. Twenty five pamphlets have been published so far.

A set of these pamphlets has been sent to all member organisations and cooperative colleges in the region.

8.2 The Specialist continued to have regular meetings with the General Managers of the NCCF and the Super Bazar in Delhi.

8.3 On request from the V.L.Mehta National Institute of Cooperative Management, Poona, the Specialist gave a talk on "Overall Planning and Feasibility Study of Consumer Cooperatives" to the participants of the 19th General Managers' Course held by the Institute in May 1970.

8.4 At the request of the NCUI Training Centre, the Specialist spoke on "Personnel Management with particular reference to Training" to the trainees at the Instructors' Course conducted by the Centre in May 1970.

8.5 Reports were prepared by the Specialist on the Consumer Cooperative Movements in India and the Philippines on the basis of studies made on the spot by the Specialist. These reports will be published in the near future.

8.6 The Specialist also visited Singapore and Japan. In Japan, he had discussions with cooperative leaders regarding the present operations and future plans of consumer cooperatives in Japan. In Singapore, he discussed with the Singapore Cooperative Union, the feasibility of setting up a cooperative supermarket.

8.7 The Specialist in Consumer Cooperation made a study of the feasibility of setting up cooperative super markets in Malaysia. This report is receiving the attention of the Cooperative Union of Malaysia.

8.8 The Specialist in Consumer Cooperation participated as a Resource Person in the Regional Workshop held by the World University Service in the Philippines.

#### C. COOPERATIVE EDUCATION

##### 9. Teachers' Exchange Programme

Mr Robert Waite, Training Organiser of the Cooperative Federation of Western Australia, took part in the above programme from 8th November to 19th December 1970. During this period, Mr Waite studied the education and training programmes and the credit activities of the Indian cooperative movement. Credit cooperatives are his field of specialisation. Mr Waite also attended two national seminars held by the Cooperative Union of Malaysia as a Resource Person along with our Specialist in Education Methods.

Three other teachers have been selected to take part in our Teachers' Exchange Programme this year. They will be assigned to the cooperative training centres mentioned against their names:

- |  |   |
|--|---|
| 1. Mr Hwan Kyou Lee, Senior Lecturer,<br>Agrl. Cooperative College and Training<br>Institute, National Agrl. Coop,<br>Federation, Korea. | Either the Coop College<br>of the Central Union of<br>Agrl Coops of Japan or<br>the Cooperative College<br>of Malaysia. |
| 2. Mr S A Safdar, Principal,<br>East Pakistan Coop College, Comilla  | School of Cooperation,<br>Ceylon  |

3. Dr V U Quintana, Director, Agricultural Credit and Coops Institute, Manila. Cooperative College of Malaysia or School of Cooperation, Ceylon

10. Fellowship Programme

The following cooperators are participating in the 1970-71 Fellowship Programme:

- Mr John G Stephens, Malaysia  
Mr Sa-Ang Sentong, Thailand  
Mr R R Frasad, Nepal.

The subject of their study continues to be "member education" With this batch, this subject would have been studied by selected persons of all the movements served by the RO & EC. The subject for the next year's programme will be "Multi-Purpose Cooperatives".

11. Consultative and Allied Services in the field of Cooperative Education

11.1 International Conference of Cooperative Education Leaders

The Director (Education) attended the above Conference held under the joint auspices of ICA and UNESCO in Switzerland and Austria. The Conference discussed the training needs of cooperative movements in the developing countries, the facilities being afforded by the international training centres and various questions connected therewith such as the selection of participants, orientation of teachers, exchange of literature and member education in the developing countries.

The Director (Education) presented the educational activities of the RO & EC for South-East Asia and chaired one group session dealing with member education in the developing countries.

The Conference recommended that the Alliance should coordinate the activities of the various international cooperative training centres by establishing a Working Party whose meetings could preferably be held at the time of the ICA Congress. The ICA was also requested to compile a Register of Research on Cooperatives.

## 11. 2 Assignment in Malaysia

The Specialist in Education Methods visited Malaysia for two weeks in December 1970 to complete his assignment on Cooperative Education with the Cooperative Union of Malaysia. During this period, he assisted the Union in conducting a national seminar for Committee members at the Cooperative College in Malaysia which was attended by 75 participants. Assistance was also given in conducting a national seminar for Internal Auditors, 35 participants attended this seminar. The Specialist in Consumer Cooperation also lectured at this course.

## 11.3 Cooperative Education Programme in Singapore

At the request of the Singapore Cooperative Union, the Specialist in Education Methods visited Singapore for three days and discussed with the officials of the Singapore Cooperative Union the cooperative education programmes the Union wishes to introduce, for selected cooperative societies, and the organisation of a national seminar on cooperative education towards the end of 1971.

11.4 The Director (Education) gave a talk on the "Aims and Principles of Cooperatives and their application in different Asian Countries" at the ILO/UN/UNDP/TA Seminar on "Trade Unions and Cooperatives" held in Singapore from 19th to 31st October 1970.

11.5 The Deputy Director (Education) participated in the 24th All India Adult Education Conference held in Bhubaneswar (Orissa) from 15th to 19th October 1970.

11.6 The Specialist in Cooperative Credit gave a talk on "Recent Trends in the Cooperative Movement of South and East Asia" on 5th May 1970 at the Intermediate Cooperative College, Poona.

11.7 The Specialist in Cooperative Credit also attended the ECAFE Regional Seminar on the "Role of Youth in National Development" held in Bangkok, Thailand from 24th September to 3rd October 1970.

11.8 The Specialist in Education Methods attended the training course in Industrial and Engineering Cooperatives organised by the Vishwa Yuvak Kendra (International Youth Centre) at Bangalore, India, from 21st to 30th June 1970.

11.9 A Hand Book of Teaching Techniques and Teaching Aids for Cooperative Educational Instructors has been prepared by the Assistant (Publications). The handbook has been used by the Assistant for teaching at the various courses on the subject held at the NCUI Training Centre, New Delhi. The handbook has been supplied to a number of cooperative instructors in India as well as to some cooperators in other countries of the Region.

11.10 The Director (Education) continues to serve as a member on the Cooperative Education Committee of the NCUI.

11.11 Several officers of the RO & EC lectured at the various courses held by the NCUI Training Centre in Delhi.

12. Field Projects in Cooperative Education in India

An outline of the objective and the manner in which the project is to be carried out was prepared by the RO and discussed with the representatives of the National Cooperative Union of India and the Director of Cooperative Training, Department of Cooperation in the Ministry of Food, Agriculture, Community Development and Cooperation of the Government of India.\* On the basis of these discussions, it has been decided to start the project in Indore district of the State of Madhya Pradesh in India. An Officer of the NCUI has been selected for appointment as the Project Officer and he is expected to start work in February 1971.

The Regional Director and other officers of the ICA RO & EC visited Poona and held discussions with the Maharashtra State Cooperative Union's Education Programme Implementation Committee to find out in what way the ICA should be of assistance to the Union to develop and implement its cooperative education programme for the Bhor Dairy Project.



D. COOPERATIVE HOUSING

13. Regional Seminar on the Development of Housing Cooperatives in South-East Asia

A Regional Seminar on the "Development of Housing Cooperatives in South-East Asia" was held in Malaysia by the ICA Regional Office & Education Centre in collaboration with the Cooperative Union of Malaysia from 19th October to 2nd November 1970. Thirty five delegates from Ceylon, India, Indonesia, Iran, Japan, Malaysia, Pakistan, the Philippines, Singapore and Thailand attended the seminar. There were observers from the United Nations ECAFE, United Nations Development Programme and the ICFTU. The ICA's Auxiliary Committee on Housing was of great assistance to the RO & EC in regard to the seminar, by providing three Resource Persons from the German, U.S.A., and Swedish Cooperative Housing Movements respectively and also by meeting a part of the costs of travel and of publishing the report. The seminar was held in two parts: the first part was in Kuala Lumpur and the second in Penang. Study visits were paid to housing cooperatives in Kuala Lumpur and Ipoh.

The seminar reviewed the cooperative housing situation in the region and discussed the problems faced by the housing movements. The seminar also discussed the role of government in the development of housing cooperatives and the various steps that should be taken in planning and implementing a cooperative housing scheme successfully. The seminar suggested that a positive government policy was essential for the development of housing cooperatives; it further suggested that cooperative housing be developed on a continuing basis and for that purpose it was necessary to establish strong apex cooperative organisations at national level to promote, among other things, members' savings.

The seminar also discussed the possibility of developing a Regional Pilot Demonstration Programme in one of the countries

of the Region.

At the time the seminar was being held in Malaysia, a Memorandum of Understanding between the UN and the International Cooperative Housing Development Association (ICHDA) was signed in New York. This agreement is a recognition by United Nations of the position of ICHDA as an agency which could be employed by the UN to provide expertise in the establishment and administration of housing enterprises, conduct or participate in pre-feasibility studies and promote housing in an integrated economic plan.

The seminar recommended that a Pilot Demonstration Programme be carried out in the following fields :

- i) formation of Home Savings and Loan Associations to attract savings for housing purposes;
- ii) formation and/or strengthening of national federations of housing cooperative societies to provide financial, technical and managerial assistance to primary societies;
- iii) dissemination of knowledge and experience by way of technical know-how within the Region; and
- iv) bringing about world-wide cooperation within cooperative housing movements.

It was recommended that the Pilot Programme should be conducted by the ICA Regional Office for South-East Asia with the assistance of the UN, ICHDA and other international organisations, governments and national cooperative organisations of the region.

The seminar further recommended that governments in the Region be urged to assist cooperative housing movements by

- i) giving high priority to the provision of housing through cooperatives, inclusive of making land and building materials available;
- ii) providing direct finance for promotion of cooperative housing societies and guaranteeing debentures issued by the societies or loans given to these societies by financing institutions; and
- iii) obtaining international assistance for promoting Cooperative Housing where required.

#### 14. Regional Pilot Demonstration Programme on Cooperative Housing

An exploratory meeting in this regard was held at the instance of ICHDA at the ICA RO & EC in New Delhi on 16th October, 1970. This meeting was convened by the Representative in India of the Cooperative League of the U.S.A. The meeting was attended by Messrs Ake Johnsson and Ervan M. Bueneman of ICHDA, representatives of the Ministries of Housing and Cooperation in the Government of India, and representatives of the organisations mentioned in the paragraph following.

Following the seminar mentioned in paragraph 13, a meeting was held at the ICA RO & EC on 9th November 1970 to take advantage of the presence in New Delhi of Mr. Bueneman of ICHDA to discuss the possibility of developing a Regional Pilot Demonstration Programme in India. The meeting was attended, among others, by the representatives of the United Nations Development Programme, the Cooperative League of the U.S.A., the Ministry of Health, Family Planning, Works, Housing & Urban Development, Government of India, the National Cooperative Housing Federation of India, the Cooperative House Building Societies' Federation Limited, Delhi, and the ICA Regional Office & Education Centre for S.E. Asia.

The meeting welcomed the assistance proffered by ICHDA to develop a Pilot Programme and it was evident that the Indian Movement would collaborate with the ICA in such project, if it was located in India.

#### 15. Intra-Japan Cooperative Housing Conference

A conference of housing cooperatives within Japan organised by the Consumers Cooperative Union of Japan in collaboration with other interested organisations was held in Tokyo on the 5th and 6th November, 1970.

At the request of the Regional Office, the ICA Auxiliary Committee on Housing provided two Resource Persons to this Conference.

SECTION -IIIProgramme of Activities for the Financial Year July 1971.  
June 1972

As already approved of by the Advisory Council meeting held in Seoul, Korea in May 1970, the following programmes will be carried out during the year :

16. Regional Seminars16.1 Regional Seminar on Personnel Management and Training

Venue : India  
Duration : 20 days in the latter half of 1971  
Participants : 30

16.2 Regional Seminar on Co-operative Credit

Venue : Tokyo, Japan  
Duration : 20 days in the first half of 1972  
Participants : 30

17. National Seminars

Member movements have requested the ICA RO & EC to assist them in holding the following national seminars :

17.1 Ceylon: A national seminar on "the Adaptability of the Report of the Royal Commission on the Cooperative Movement in Ceylon" and "Amalgamation of Primary Cooperative Societies" to be held in August 1971.

17.2 Nepal: A national seminar on "Cooperative Marketing of Foodgrains" to be held in September 1971.

17.3 Malaysia : National seminars on "How Urban Cooperative Societies can assist Rural Cooperators" and "Organisation of Viable Cooperative Societies at Primary Level" to be held in December 1971.

17.4 Singapore : A national seminar on "Organisation and Techniques of Cooperative Education" to be held in December 1971.

17.5 Singapore : A national seminar on "the organising of a Cooperative Department Store and its Feasibility" to be held in April 1972.

17.6 Iran : A national seminar on "Cooperative Credit and Amalgamation of Primary Cooperative Societies" to be held in May 1972.

17.7 National Seminars on Shop Planning and Shop Management

It is proposed to organise in collaboration with the Swedish Cooperative Centre, national seminars on "Shop Planning and Shop Management" in Indonesia, Malaysia, the Philippines and Singapore. These seminars will be held during September 1971 to March 1972, as a follow-up of the Regional Seminar on this subject which is to be held in Tokyo in May 1971.

The seminars are also intended to enable the Swedish Cooperative Centre to select participants for its seminars on the same subject proposed to be held in Sweden. This proposal is at present being discussed with the Swedish Cooperative Centre and when the proposal is finalized, it will be discussed with the member movements in the countries mentioned above.

18. Research

The following studies will be made during the year :

18.1 Study of Techniques of Marketing of Selected Primary Agricultural Marketing Cooperatives (dealing in one commodity e.g. rice or fruits).

18.2 Study of the Techniques of Amalgamation of Cooperative Societies in one or more countries of the Region.

19. Field Project in Cooperative Education

The field project mentioned at paragraph 12 above is due to be started at Indore, Madhya Pradesh State, India on 1st February 1971. This will be continued in the coming year.

20. Fellowship Programme

A fellowship programme on "the Multipurpose Cooperative Approach" will be conducted for a period of three months during the year. Three Fellows will be selected from the region.

21. Teachers Exchange Programme

The above programme will be conducted for three teachers for a period of one month each.

22. Study Programme for Top-Level Cooperative Personnel

The study programme offered for this financial year (July 1970 - June 1971) has not met with encouraging response from the movements in the Region. Only two out of the six invited to participate in it have accepted the invitation. Perhaps even the five weeks we have proposed for this course is too long a period for the top-level persons concerned.

23. Consultative and Allied Services

Consultative service will continue to be provided to the member movements on training and management problems in the fields of Agricultural and Consumer Cooperation.

SECTION - IVTentative Programme of activities for the Financial Year July 1972 to June 197324. Regional Activities

Any two of the following activities may be organised during the year :-

24.1 Regional Seminar on "Democracy and the Cooperative Movements in the Region"

Venue :

Duration : 20 days in the second half of 1972,

Participants : 30

The subject of contemporary democracy was discussed at the last ICA Congress held in Hamburg in September 1969. A Resolution was adopted on Contemporary Cooperative Democracy. This could be followed up at a Regional Seminar designed to discuss questions relating to democracy within cooperatives in the context of conditions prevailing in the Region.

The scope of the seminar may include questions concerning democracy in the context of recent changes in cooperative legislation, prevailing cooperative set-up and the structural changes taking place, education and training arrangements and the administrative systems obtaining in the cooperatives in the Region.

24.2 Experts' Conference on "the Contribution of Cooperative Techniques to Economic and Social Development"

Venue :

Duration : 20 days in the second half of 1972

Participants : 30

The United Nations ECAFE was requested by its Annual Session in 1968 to convene an Experts' Group on the "Contribution of Cooperative Techniques to Economic and Social Development" in cooperation with the FAO and other specialized agencies concerned, the International Co-operative Alliance and the Social Development Division. Later on, however, the ECAFE informed us that they have not been able to convene the Experts' Group in view of budgetary limitations. They have now requested us to consider the programming of such a meeting during 1972. The ECAFE has indicated that they would contribute selected documentation and would also participate in the meeting.

The Experts Conference may discuss the contribution being made by cooperative techniques to some of the main segments of the economy viz., agriculture; cottage, small-scale and processing industry; retail distribution; the obstacles being

encountered by the cooperative movements in this connection and the techniques by which such contribution could be enhanced in the future.

It may be mentioned that the theme of the Cooperative Ministers Conference held in Tokyo in 1964 was the "Role of Cooperatives in Social and Economic Development." A publication on the subject was also brought out after the Conference.

It is now time that the position is reviewed, especially in view of the UN General Assembly Resolution 2459 of 1968 and the ECOSOC Resolution (1413) of 1969 on the role of the Cooperative Movement in economic and social development and the UNESCO Resolution of 1970 on utilizing the advantages of the Cooperative Movement for making UNESCO's programme more effective while simultaneously making UNESCO's help available to cooperative organisations for their educational work.

#### 24.3 Regional Seminar on the "Development of Dairy Cooperatives"

Venue :	India
Duration :	20 days in the second half of 1972
Participants :	30

The importance of animal husbandry and dairy development hardly needs to be emphasized in the context of the modernization of agriculture which is rapidly taking place in several countries of the Region. The development of dairying is important to the farmer from the point of view of supplementing his income through a subsidiary occupation closely allied to agriculture. For the consumer also milk and milk products are important elements for improving nutritional standards.

The above seminar may discuss the importance of developing dairy cooperatives, the techniques of organizing dairy cooperatives and some management and operational questions of dairy cooperatives.



24.4 Regional Seminar on "the Organisation of Viable Cooperative Societies at the Primary Level"

Venue : Tokyo, Japan  
 Duration: 20 days in the first half of 1973  
 Participants : 30

It is felt in several countries of the Region that the size of the primary cooperative societies in rural areas is too small and that it is necessary to amalgamate them into larger and viable units. Efforts in this connection have already been initiated in some countries both with regard to rural cooperatives as well as consumer cooperatives in urban areas.

The purpose of the seminar would be to discuss the criteria on the basis of which the viability of a cooperative organisation could be judged, the techniques of amalgamating societies and management questions of relevance to large-size societies.

24.5 Regional Seminar on "the Organisation and Management of Multipurpose Cooperatives"

Venue : Tokyo, Japan  
 Duration : 20 days in the first half of 1973  
 Participants : 30

In most countries of the Region it is realized that single purpose cooperative credit societies do not fully answer the needs of members, especially in rural areas. Hence efforts are being made to convert the existing credit societies into multipurpose societies as well as to organize new ones. A similar need is also being felt by urban thrift and loan societies in Malaysia and Singapore.

The purpose of the seminar would be to discuss questions concerning organisation and management of multipurpose cooperatives. These present more complicated problems, compared to small single-purpose credit cooperatives. The relevance of the idea of multipurpose cooperatives for urban areas may also be discussed at the seminar.

#### 24.6 Workshop on "Cooperative Press and Publicity"

Venue :

Duration : 10 days in the first half of 1973

Participants : About 20

The above Workshop will be held to review the present situation regarding cooperative publicity and cooperative press in the Region and the contributions being made by them to cooperative development. The Workshop will also discuss technical questions such as the design and layout of the journals, use of pictorial material etc., with a view to improving the existing standards of cooperative publicity and cooperative journals.

#### 25. National Seminars

It is suggested that the Regional Office may assist the member movements in organizing national seminars on the following subjects. The RO & EC would be able to assist at about four national seminars.

- i) Marketing of Foodgrains and Supply of Agricultural Requisites.
- ii) Amalgamation of Primary Societies.
- iii) Management of Consumer Cooperative Societies.
- iv) Techniques of Cooperative Education, and
- v) Co-operative Housing.

#### 26. Other Seminars to which the ICA RO & EC may be required to contribute

##### Regional Course on the Management of Fishery Cooperatives

The FAO is planning to organize the above Course some time in the latter half of 1971 or in 1972. The Course will be for managers of fishery cooperatives in the Region.

#### 27. Research

Research on two out of the following subjects may be made as part of the preparatory work for regional and national seminars.

- i) The setting up of a Central Warehouse by the Consumer Cooperative Movement, and the functions and operations of such organisation.

- ii) Inventory Management in Selected Consumer Cooperatives in one country of the Region.
- iii) Management of Agricultural Supply Business in Selected Marketing Cooperative Societies in one country of the Region.

28. Fellowship Programme

A Fellowship Programme for three participants for three months duration will be carried out. The subject of this Course will be "Multipurpose Cooperative Societies."

29. Teachers Exchange Programme

By June 1972, 13 teachers would have participated in the above programme. Instead of offering a programme to fresh cooperators, a follow-up meeting of the teachers who have participated in the earlier programme may be convened to assess the usefulness of the programme and to discuss modifications with a view to enhancing its usefulness.

30. Consultative and Allied Services

The RO & EC will provide, on request, consultative services to member movements on training and management problems in the fields of Agricultural and Consumer Cooperation.

31. Field Project in Cooperative Education

The project will be continued during the year.

AGENDA ITEM NO. VI

TECHNICAL ASSISTANCE AND TRADE

Part - I

Action taken on the Minutes of the last Meeting

Para No. of the Minutes	Decision of the Council	Action taken
53, 54, 55	Member organisations in the Region should be requested to nominate a person for supplying information concerning all developments in their respective countries to the ICA Regional Office regularly.	The member organisations in the Region have already been requested to nominate a person for supplying information concerning all developments in respect of its Movement to the Regional Office. The information should specially relate to technical assistance agreements by governments in the Region, the cooperative development programmes, production and processing facilities and the availability of technical know-how and expertise in the Region.
56	The Council suggested that the Regional Office should circulate information collected so far for the benefit of the Movements in the Region.	Information collected under the following three headings has since been compiled and circulated among the Movements in the Region.  i) Trade & Technical Assistance agreements by governments in the Region.  ii) Production and processing facilities in advanced countries.  iii) Technical know-how and expertise in the Region.
58	The Council emphasized the necessity for early completion of the feasibility studies in respect of the projects in India, Korea and Ceylon.	The feasibility study for the multi-commodity fruits and processing unit of NAFED has already been completed by that organisation through the services of consultants.  Through a grant approved by the Cooperative Development Committee the feasibility study in Korea

Para No. of the Minutes	Decision of the Council	Action taken
58 (Contd.)		was undertaken by the ICA by employing an expert recruited for the purpose.  Owing to certain unavoidable circumstances the feasibility study for the Pineapple Canning Project in Ceylon could not be undertaken by the ICA.
60	The Council suggested that the Trade Information Bulletin should now be issued regularly.	The Trade Information Bulletin is being issued monthly since June, 1970.
62.3 62.4 62.5	The Council suggested that the proposal for the establishment of an Asian Cooperative Development Bank be examined by a group of experts and the Regional Office should collect additional factual information on this subject and make it available to the experts for the purpose of examining this proposal.	With a view to obtain the services of an expert to assist the Regional Office in formulating a concrete proposal for the proposed bank, the ICA Head Office was approached to secure an expert through the International Coop. Bank in Basle (Switzerland). The possibility of getting such an expert was discussed with the Bank, but the same could not materialise owing to recent changes in the personnel of this Bank. Efforts are now being made to secure the services of an expert from within the Region. Additional information is being collected on the subject.
63.4	The Council asked the Regional Office to write to the member-movements in the Region requesting them to ratify the decision of the agricultural Sub-Committee to constitute itself as a Working Group for Trade Promotion.	Member-organisations have already been requested by the Regional Office to ratify these decisions.
64.1	The Council decided that the question of establishing a Coop. Trade Exchange either in Hong Kong or in Singapore be further examined by the Working Group for Trade Promotion.	The proposal will now be put forward before the first meeting of the Working Group on Trade Promotion for its consideration.

PART - II  
REVIEW OF ACTIVITIES - MAY 1970 TO DECEMBER 1970

1. The activities of the TAT Section during this period related mainly to the follow-up action on the decisions of the Advisory Council and the Agricultural Sub-Committee at their meetings held in Seoul during May, 1970. The most important activities related to the first part of the Survey of Agricultural Cooperative Marketing in South-East Asia, collection of additional information on matters pertaining to trade and technical assistance in the Region and intensification of efforts to complete the Bhor Cooperative Dairy Project.

2. Additional Information on Trade & Technical Assistance Activity

Efforts were made to collect information on the following subjects:

i. Trade and Technical Assistance Agreements by Governments in the Region.

Information was received on the subject from the member movement in the Philippines. It was reported that the Government of the Philippines has entered into Bi-lateral trade agreements with Australia, Indonesia, India, West Germany, Republic of Korea, New Zealand, Pakistan and the U.S.A. Malaysia informed us that there were no bilateral trade agreements between them and other countries. No information was received from the other countries.

ii. Cooperative Development Programmes in the Region.

In spite of our best efforts no information was received on this subject.

iii. Production and Processing Facilities available with the advanced cooperative movements in the West.

Information received from U.K. (Scotland), Italy, Sweden, Finland and Belgium was compiled and circulated among the member movements in the Region.

iv. Availability of experts with the Cooperative Movements in South-East Asia.

Information received from Iran, Japan, Malaysia and Singapore was tabulated and circulated among the member movements in the Region.

- a) According to the above information expertise in the field of training, credit, accounting and legal procedures is available in Iran. However, owing to the increasing demands made on this personnel within the country, it would not be possible for the Iranian Cooperative Movement to lend the services of the experts in the above fields to other movements in the Region.
- b) Fishery cooperative experts (English speaking) have already been sent from Japan under Colombo Plan and FAO Programmes to several other countries. The National Federation of Fishery Cooperatives is willing to make the services of experts available to cooperatives in the Region on the condition that transport and local costs are taken care of by the host movements.
- c) The Malaysian Cooperative Movement is willing to make the services of experts available in the fields of insurance, credit and housing if transport and subsistence costs are paid by the host movement or by the international organisations. To start with, it is possible to get the services of an expert in cooperative insurance at an early date.
- d) Singapore has regretted that none of their experts services could be made available to other movements in the Region.

3. Collection of Information in future

The subject of collecting information on cooperative developments in the Region has been discussed by the Advisory Council almost in all its meetings held in the past. However, it has not been possible for the Regional Office to collect substantial information on a regular basis on matters related to planning and development in the Region. It is high time some other procedure is evolved for solving this difficult problem.

4. The U.N. organisations have a continuous activity of publishing statistical and other information sent to them by the national governments. In most of these cases the national governments have special departments of persons appointed for submitting, on a regular basis, information to the United Nations. The member movements in the Region will have to take similar action in order to ensure a continuous flow of information from the movements to the Regional Office of the ICA. A suggestion has already been made, through a circular sent by the Regional Office to the member movements, that a person be nominated to look after the work of sending information on development programmes to the ICA. It is hoped that such nominations will be made soon in the respective movements.

#### TECHNICAL ASSISTANCE

The following is a brief review of the progress made on the various projects in hand at the Regional Office.

##### Bhor Dairy Project

Despite innumerable odds faced by the Regional Office in implementing this Project, it is now certain that the Dairy Plant will go into operation within a few months. The present position of the Project is as follows :

- 1.1 All the machinery and equipment gifted by the West German Cooperative Consumer Congress reached the project site by November 1970. Almost all the machinery has been erected. Finishing touches are being given to the installations.
- 1.2 In view of unavoidable delay in implementing the Project the West German Consumers' Cooperative Congress has very kindly agreed to extend the contract of Mr. M.N. Patel who is working as Technician at the dairy project, beyond 30th June 1970, and till the machinery is installed. Afterwards, Mr Patel will work as Technical Manager of the Dairy on behalf of the Germans for a maximum period of six months. Thereafter, the Dairy Federation will have to enter into contract with Mr. Patel for continuing his services if it so desires.



- 1.3 The machinery purchased from India is also on the site of the Plant and most of it has been installed. However, the Technical Manager has asked for certain additional equipment which is absolutely necessary for the efficient functioning of the Dairy. This equipment and other additional facilities required will cost about US \$100,000.
- 1.4 The Maharashtra State Cooperative Milk Federation, which is the organisation responsible for implementing the Project, has recently decided to make the necessary funds available for purchase of additional machinery and erecting the required facilities.
- 1.5 The Federation has also decided to appoint a Manager for the Dairy Project. The need for such an appointment has been stressed by the Regional Office for the last two years. However, owing to shortage of funds it could not be done. At present most of the technical and non-technical work is being looked after by the Technical Manager provided by the Germans.
- 1.6 On the recommendations of a study conducted by two officers of the Regional Office during August 1970, the Regional Office is now evolving a plan for initiating member education and extension services for members of dairy cooperatives in the Bhor Project area. The Maharashtra State Cooperative Union, the dairy cooperatives in the area and the dairy development and the extension departments of the Govt. of Maharashtra have promised their full cooperation in implementing the education field project.
- 1.7 The West German Consumers Cooperative Congress has recently informed the Regional Office that it is willing to consider giving some additional assistance to meet the costs of extra machinery or of the education project.

2. Consolidated Fruit Processing Plant, NACF, Seoul, Republic of Korea.

On the recommendations of the Regional Office, the London office made funds available for completing the feasibility study of the project with a view to determine, among other things, the marketability of items to be produced by the proposed processing unit.

The Regional Office then engaged the services of Mr. Donald M. Taylor of the Western Wheat Associates in the USA. Mr. Taylor has to his credit several years of experience as a Marketing Specialist in the Republic of Korea and other eastern countries. He has also worked for the International Marketing Institute, and has worked as a Resource Person in one of our recent conferences.

The Regional Office is awaiting the completed feasibility study report of Mr. Taylor.

Mr. Taylor has recently informed us that he has already completed the study and would shortly be submitting his report to the ICA.

3. Multi-Commodity Fruit & Vegetable Processing Unit, NAFED, New Delhi, India.

A copy of the Techno-Economic Feasibility Study prepared by the industrial consultants for the project has already been received from NAFED. The Regional Office had earlier requested NAFED to complete the feasibility study of the Project with a view to determine its viability. NAFED had engaged the services of a firm of consultants for this study.

The feasibility report is positive and has recommended several practical steps to be taken for implementing the project. The project report is under examination in the Regional Office.

4. Cooperative Fish Canning Project, Colombo, Ceylon.

On the basis of the recommendations of the French experts who had prepared a feasibility report on this project, the ICA had proposed a plan of action to implement the project. However, recent discussions held by the Regional Office with the Presidents of the Cooperative Federation of Ceylon, Consumers' Union, the Fish Sales Union, the Commissioner of Cooperative Development and also with the Minister of Fisheries, the Permanent Secretary and the Director of Fisheries has revealed that :

- a) The Consumers' Union is not interested in a Fish Canning Project.
- b) The Fish Sales Union will be very glad to have our assistance to improve fishing methods and to instal facilities for refrigeration.

- c) The Minister of Fisheries is planning to promote the development of fishermen's cooperatives and to organise regional unions of these cooperatives for the promotion of better fishing methods, supply of fishing requirements and the sale of fish. He will be very happy if the ICA would assist these regional unions when they are formed with technical assistance and with the supply of refrigeration units and vans.
- d) As the Fish Canning Factory of the Fisheries Corporation of Ceylon has run at a heavy loss due to the lack of a sufficient supply of fish for canning, the Minister of Fisheries sees no point in setting up another project for the canning of fish.

Mr. Hubert de Canson, one of the fishery experts, who was assigned to complete the preliminary study on the project, prepared a report entitled "Fisheries Assistance Project in Ceylon" and sent it to the Ceylon Ambassador in Paris, with the suggestion that Mr. de Canson again visits Ceylon some time in February 1971. The Fisheries Cooperative Movement in France had earlier offered to send an expert to stay one month in Ceylon for the purpose of studying the present position of the cooperative fisheries societies and to determine what technical assistance is required for the improvement of the fishing industry within the cooperative sector. This offer was discussed at the recent meetings of the Fisheries Sub-Committee and the Cooperative Development Committee of the ICA and it was decided to accept the offer made by the Fisheries Cooperative Movement of France.

Mr. de Canson would travel at the cost of his organisation, the Confederation des Organismes Du Credit Maritime Mutuel, Paris, whilst his local costs would be met by the Cooperative Federation of Ceylon through its member, the Cooperative Fish Sales Union.

5. Pineapple Canning Project, Cooperative Federation of Ceylon, Colombo, Ceylon.

Earlier the Cooperative Federation of Ceylon had been requested by the Regional Office to get the feasibility study completed with the assistance of experts or a market consultant

agency in Ceylon. The Federation has replied to say that they do not find any competent market consultant agency in Ceylon that could undertake this task, and has suggested to the Regional Office to engage the services of a foreign agency to conduct the market analysis. The ICA has already sanctioned funds for this study. This matter is receiving our attention.

PROJECTS ON WHICH NOT MUCH PROGRESS COULD BE MADE

1. Cattle Feed Project, India

The Regional Office has not succeeded in obtaining further information from the society inspite of its best efforts.

2. Project for the manufacture of Potable liquors and Wines, India.

Earlier the Shetkari Sahakari (Cooperative) Sugar Mills, Sangli, had been requested by the Regional Office to prepare a concrete project. In spite of the efforts of the Regional Office, it has not been possible to get a completed project from the society.

3. Polyester Filament Yarn Manufacturing Unit, India

The Deccan Cooperative Spinning Mills, Ltd., Ichalkaranji, District Kolhapur (Maharashtra State), India, which had earlier applied to the Govt. of India for the issuance of a Letter of Intent, has informed the Regional Office that the Letter of Intent is awaited from the Government of India.

4. Two Dairy Experts for East Pakistan

No further information is available from the Swedish Cooperative Centre, Stockholm, Sweden.

5. Printing Press for the West Pakistan Cooperative Union, Lahore, West Pakistan.

The West Pakistan Cooperative Union has supplied additional information concerning the printing press, and the Regional Office has received the specifications and estimates for the various equipment required for the printing press. The Union has also sent

to the Regional Office a note on the Scheme for Setting-up a Printing Press. The press is to be located in the new building planned by the Union in Lahore.

According to the estimates prepared by the Union, about Pakistani Rs.241,300/- worth of machinery has to be imported and the Union desires assistance from the ICA for this amount. The rest of the equipment to be purchased locally and the costs of furniture and fixtures would be the responsibility of the Union.

This project was discussed with West Pakistan Cooperative Union by the Joint Director, TAT during his recent visit to Pakistan.

6. Machinery and Equipment for the West Pakistan Cooperative Consumers Society Ltd., Lahore (West Pakistan)

The Joint Director, TAT visited Pakistan during August 1970 and had discussions with officials of the Society in Lahore. The Society has recommended that the ICA expert on consumer cooperation be sent to Lahore to discuss the project.

NEW PROJECTS RECEIVED DURING 1970

1. Printing Press for the East Pakistan Cooperative Union, Dacca, East Pakistan.

The East Pakistan Cooperative Union approached the Regional Office during July 1970 for the donation of a printing press for the printing of periodicals, pamphlets including posters, etc.

This matter was considered by the Cooperative Development Committee (CDC) of the ICA at its meeting in September 1970. The broad estimates revealed that the total cost of the equipment requested by the Union would come to approx. £.82,000. The Committee discussed the matter in detail and decided that it was not possible to meet this request for the reason that the amount involved was very large.

TRADE

The Regional Office continued to function as a clearing house of trade information. The following were some of the important activities undertaken to promote inter-cooperative trade in the Region.

1. Commodity Conference on Fruits and Vegetables and Raw Material for Feedingstuffs in S-E Asia

The Commodity Conference which was held in Tokyo during May 1970 was attended by 23 participants from Ceylon, India, Iran, Japan, Republic of Korea, Pakistan, the USA and the USSR. Observers from the FAO, ILO, ECAFE and Malaysia also participated. This was a joint activity organised by the Regional Office in collaboration with the Central Union of Agricultural Cooperatives of Japan and was located at the IDACA in Tokyo. The organisation of this conference has taken us a step further in strengthening the relations between buyers and sellers of the above commodities from different parts of the world.

2. Supplement to the Cooperative Trade Directory

A Second Supplement was published to the Cooperative Trade Directory originally issued in January 1967. The first supplement was issued in 1968. The second supplement provides additional information and trade contacts which were not covered in the earlier editions.

3. Trade Information Bulletin

As suggested by the Advisory Council at its meeting held in Seoul during May 1970, the Trade Information Bulletin is now issued monthly from the Regional Office. This Bulletin gives information not only on trade news and trade contacts but also on allied matters such as Shipping, Transport, Trade Policies, etc.

### Inter-Cooperative Trade Promotion

On the basis of discussions held between the ICA Regional Office and the Central Union of Agricultural Cooperatives of Japan, the Study Team of the Cooperative Marketing Projects Survey visited Australia in November 1970 as an Inter-Cooperative Trade Promotion Team. This was done in order to explore the possibilities of developing bi-lateral trade between Australia and other countries, especially Japan.

#### 5. Trade Development

Several cooperative trading organisations requested the Regional Office to provide contacts for starting trade relations with other countries and the Regional Office made every effort to satisfy their requirements. However, in most of these cases follow-up action has not been reported by these organisations to the Regional Office with the result that it is not possible to report to the Council as to which of the organisations succeeded in establishing trade contacts as a result of the information supplied by us. The only information received so far is on the contract entered into between the UNICOOPJAPAN and the National Agricultural Cooperative Marketing Federation (NAFED) in India for importing certain raw materials for animal feedingstuffs into Japan from India. The above two organisations have established a close trade relationship with each other.

### Study of Agricultural Cooperative Marketing Projects in South-East Asia

On the basis of the recommendations of the Agricultural Sub-Committee and the Advisory Council of the ICA Regional Office to undertake a survey to identify areas for development of agricultural cooperative marketing in the Region, the ICA Regional Office appointed a Study Team for the purpose with the following persons as its members :

Leader :	Mr M.V. Madane Joint Director, TAT ICA Regional Office, New Delhi
Member :	Mr Kiyoshi Fujimoto Manager, International Department <u>Central Union of Agricultural Cooperatives, Japan.</u>

Mr. Susumu Hibino  
Staff, International Department  
National Purchasing Federation of Agricultural  
Cooperatives of Japan.

Member : Mr Masaji Kakuta  
Section Chief, Planning and Control Office  
UNICOOPJAPAN, Tokyo, Japan

Secretary : Mr Hiroshi Nishido  
Staff, International Department  
Central Union of Agricultural Cooperatives of  
Japan

The Study Team visited INDIA AND INDONESIA for conducting this survey. It also visited AUSTRALIA as an Inter-Cooperative Trade Promotion Team, as mentioned at para 4. on page 41.

In India, the team visited, between November 24 and December 7, 1970, cooperatives in Punjab, Rajasthan, Maharashtra, Mysore and Gujarat States. In INDONESIA the visits were organised mainly in EAST JAVA area where intensive development activity has been undertaken for increasing productivity in respect of Maize and a few other cereals. The period of visiting INDONESIA was between 10th and 19th December, 1970. In AUSTRALIA cooperatives in Queensland, New South Wales, South Australia and Western Australia were visited by the Team.

In all the above countries the members of the team received excellent collaboration from the National Cooperative Federations and their affiliates.

#### Costs of the Survey

The cost of the Survey is being borne on a fifty-fifty basis by the ICA and the Central Union of Agricultural Cooperatives of Japan. The ICA has voted a sum of US \$12,500 to be paid to the fund in two annual instalments. The first was paid in 1970 and the second instalment is due in 1971.

#### Consultative Services

Consultative services and assistance were provided by several members of the Regional Office staff to the Movements in the Region. Special mention should be made of the following :

- a) The Specialist in Consumer Cooperation conducted a feasibility study for setting up Super Market. in Malaysia. The report of the feasibility study has already been



- b) The Specialist continued to assist the National Cooperative Consumers' Federation (NCCF) in its development and educational programmes.

### Miscellaneous

1. Efforts were continued during the period for developing a closer relationship with United Nations and other organisations. Special mention should be made of the Study on International Financing of Cooperative Enterprise, information for which has been supplied by the Regional Office from time to time. The Study has been sponsored by COPAC (the Committee for the Promotion of Agricultural Cooperation).

2. Second Asian Conference on Industrialization, Japan

The ICA was represented at this Conference held in Tokyo during September 1970 by the Joint Director, TAT. This Conference was organised by the ECAFE in cooperation with the UNIDO. The statement submitted to the Conference by the ICA emphasised the role of cooperatives in industrialization with special reference to the development of industries related to agriculture.

## SECTION III

### WORK PROGRAMME FOR 1971-72 and 1972-73

#### Introductory remarks

During the year 1970-71, the Technical Assistance and Trade Section in the Regional Office has initiated a number of measures aimed at strengthening regional integration through the development of inter-cooperative relations. Special mention could be made of the proposal for the establishment of an Asian Cooperative Development Bank, decisions to form a Working Group for Trade Promotion and the proposal to establish a Cooperative Trade Exchange in one of the free ports in the Region. Mention must also be made of the Survey already undertaken to identify areas for development of Agricultural Cooperative Marketing in South-East Asia. Broad indications of the action proposed to be undertaken in respect of these programmes are given in the following pages :

TECHNICAL ASSISTANCEBhor Cooperative Project

The experience gathered in implementing the Bhor Cooperative Dairy Project has been of considerable use and importance to us in dealing with other cooperative development projects initiated by member movements in the Region. One of the most important factors in this connection is the determination of viability of the project in every respect. It is not enough to complete the feasibility study from a technical angle alone. The organisational aspects as well as inter-cooperative and inter-governmental relationships have an important bearing on the nature of the project as well as the methodology which can be adopted for implementing any undertaking. A close examination therefore of all the above factors has to be made before a final decision on a project is taken.

As regards the present position concerning the Bhor Cooperative Dairy Project, which has been reported in the Review part of these notes, it is now evident that the technical part of the Project is nearing completion and as far as the technical operations are concerned we should be able to ensure commencement of the Dairy as soon as all the installation work is completed. On the other hand, the unsteady position concerning the organisational structure and the very weak financial position of the organisation responsible for implementing the project are matters of vital importance in determining the final shape of the project as a whole. If the organisation responsible for the project fails to get the support of its affiliates for obtaining adequate supply of milk for the dairy, it may not be in a position to run economically nor can it ensure adequate returns to the member-producers of dairy cooperatives. The relationship with government dairy departments, which are deeply involved in distributing the milk pasteurised through their plants, is also a matter of vital importance to the dairy cooperatives in the project region.

As mentioned earlier the ICA Regional Office has taken up the question of dairy education and extension programme with the concerned agencies in Maharashtra and it is hoped that these efforts

will help us to solve some of the intricate problems inherent in the organisational set-up of dairy cooperatives in that State. We have recently been assured by the organisation responsible for implementing the project as well as by the other organisations that the necessary additional finance would be made available for successful completion of the project and that all measures will be taken for ensuring an effective member education and dairy extension programme.

During 1971-72, the year in which Bhor Dairy Cooperative is expected to commence its operations, serious efforts will be made by the Regional Office in ensuring successful functioning of the dairy and for implementing the proposed member education and dairy extension programme.

As this was the first major project taken up through the Regional Office, it will be appropriate if an evaluation is undertaken of the whole implementing process so as to provide more effective guidelines for the future.

Consolidated Fruit Processing Plant, NACF  
Seoul, Republic of Korea.

The feasibility study to be finalised by Mr. Donald M. Taylor would be available to the Regional Office in the near future. As the study is yet to be examined, it is difficult to visualise at this stage what would be the definite recommendations of the expert concerning the Project.

The Korean Project is the second most important project undertaken by the Regional Office and during 1971-72 more concentrated efforts will be required to get the project started. During the recent discussion held with the NACF, it was evident that the Korean member organisation as well as its affiliates connected with the Project, are keen to get the work on the project started in the near future.

Multi-Commodity Fruit & Vegetable Processing  
Unit, NAFED, New Delhi, India.

The Project initiated by the NAFED is being discussed by the Regional Office with that organisation for a number of years. However, no decision concerning its final shape could be taken as the feasibility report was not available. Since such a report has now been made available by NAFED to the Regional Office, a decision concerning the relationship of the ICA Regional Office with the project will have to be taken during 1971-72. Discussions with NAFED on the subject will be held very soon.

1

PROJECTS ON WHICH NOT MUCH PROGRESS HAS BEEN MADE SO FAR

Efforts will be made to obtain additional information and final feasibility reports in respect of these projects. In case the member movements do not show sufficient interest in following up their original projects, it is suggested that the Regional Office drops their projects from the list of projects to be handled by the ICA in future.

Continuation of the Survey for Agricultural Cooperative  
Marketing Projects in South-East Asia.

The first part of the Survey for two countries namely INDIA and INDONESIA has been completed and it is expected that follow-up action on the recommendations by the Survey Team will be initiated during 1971-72 and will be continued during 1972-73.

The second part of the Survey is expected to be undertaken during September/October, 1971. The countries proposed for this part of the Survey are Ceylon, Iran and the Republic of Korea. As recommended by the last Agricultural Sub-Committee and the Advisory Council Meetings this Survey will relate to all agricultural commodities in respect of which the member movements in these countries will have programmes for intensive marketing development. Detailed discussions concerning this Survey are being held with the Central Union of Agricultural Cooperatives in Japan which has contributed 50% of the total cost of the Survey. As soon as a final decision is taken on the methodology of the next part of the Survey and the composition of the team, member movements in these three countries will be requested to formulate projects which they would like to be examined in detail by the Study Team appointed for the purpose.

The third part of the Survey relating to marketing projects in respect of raw materials for animal feedingstuffs is due to be undertaken during 1972-73. This Survey will be conducted in Malaysia, Pakistan and the Philippines.

### TRADE

The Regional Office will continue to function as a clearing house of market information and will also continue its work of publishing documentation aimed at disseminating information leading to trade relations from time to time. The Trade Directory will be revised and enlarged with additional information.

#### Trade News

During the past six months the Trade News has undergone several changes and it is now being issued monthly giving all the available information which is of direct interest to member movements. Efforts will be continued to improve the usefulness of the bulletin during 1971-72 and 1972-73.

#### Follow-up on Inter-Cooperative Trade Promotion Team Recommendations

As has been reported earlier the Study Team appointed to conduct the survey on marketing in India and Indonesia has also visited Australia as an Inter-Cooperative Trade Promotion Team. During their visits to cooperatives in the four States of Australia namely Queensland, New South Wales, South Australia and Western Australia, the members of the team had an opportunity of discussing trade possibilities in respect of several commodities which are required as raw material for animal feedingstuffs. Special mention could be made of milo (Grain sorgum), alfalfa, meat meal and brans. Follow-up action on the recommendations of the study team for developing future trade relations between Australia and Japan and other countries will be initiated during this period. In most of the cases the role of the Regional Office in follow-up action will be of a marginal nature as trade communications between Japan and Australia will, in most cases, be, on a bilateral basis. However, as the study team was sponsored by the ICA it will be in the interest

of the Regional Office to keep track of developments in future and to take an active interest in assisting the smooth functioning of trade between the two countries.

#### Working Group on Trade Promotion

At its last meeting held in Seoul the Advisory Council endorsed the decision of the Agricultural Sub-Committee to constitute itself into a Working Group for Trade Promotion. Members of the Agricultural Sub-Committee who had expressed interest in joining the Group at the last meeting as well as the member from Australia, who could not attend the last meeting have been informed of the formation of the Group. The group will now be meeting just before the meeting of the Agricultural Sub-Committee until it is in a position to meet independently as may be necessary according to the nature of work and the requirements of the trading organisations.

It is expected that during the coming years the Group will be able to take up for consideration important problems faced by cooperative trading organisations in the Region. It is also hoped that members of the Group, through their good offices in their respective countries, would be in a position to gradually bring about an accelerated rate of growth in respect of trade by cooperatives across national boundaries.

#### Cooperative Trade Exchange

Discussions with member movements in Japan and Australia could not be held on the proposal for the establishment of Cooperative Trade Exchange owing to the absence of the Member for Australia at the last meeting of the Sub-Committee. However, there is continued interest shown by several member-organisations in the proposal and it is expected that further discussions would be continued during this period.

An important aspect of the proposal for the establishment of a Cooperative Trade Exchange is the support which we might be able to enlist from major cooperative trading organisations in and outside the Region. It has come to our notice that several big trading organisations in the West purchase large quantities of goods from the Region. A recent newspaper report has revealed the fact that one single cooperative organisation in the West is buying \$20 million worth of goods from the Region. However, neither the Regional Office nor the cooperatives in the Region have any indication of this organisation's requirement. Efforts have been made in the past by the Regional Office as well as the London office to persuade the cooperative trading organisations in the West to intimate their requirements to the Regional Office and also seek its assistance in planning the itinerary of the buying missions from the West. Not much success was possible in this direction. However, efforts will be continued in future. It is also proposed to discuss with Western Cooperative movements the possibility of securing space for displaying goods of cooperative trading organisations from our Region and also securing space for publicising regional goods in the newspapers published by the Western cooperative movements.

Proposal for establishing an Asian Cooperative  
Development Bank (ACDB)

The efforts made so far by the Regional Office in securing the services of an expert to assist in formulating, in a more concrete way, the scheme for the proposed bank have not been so far successful. The Director of the International Cooperative Alliance (ICA), who discussed the possibility of securing an expert through the International Cooperative Bank in Basle, Switzerland, has suggested that efforts should now be made to secure an expert from within the Region. This is being done. The member movements in the Region continued to show keen interest in the proposal.

AGENDA ITEM No. VIIPUBLICATIONS AND PUBLIC RELATIONSPart I : Action taken on the Minutes of the last meeting

Para no. of the minutes	Decision of the AC	Action taken
26	While noting the work of the Publications Section of the RO & EC with appreciation, the Council suggested that the movements should feed the RO & EC with sufficient information on the important developments that are taking place in their respective countries.	We are receiving news regarding coop. development work from member organisations monthly. Japan, Korea and Philippines are not sending them in spite of repeated reminders. Some other countries are also not regular in sending them. These news coverage are published in the "Regional News Round up" of the Bulletin. We also send them to London.
68	The Council noted that photographic exhibition would be held and a pictorial booklet on the activities of the ICA RO & EC would be published in connection with the Tenth Anniversary celebrations.	Due to financial limitations it has been decided not to hold the photographic exhibition. Instead a "Ten-Years Story in Pictures" will be included in the Bulletin. A booklet "ICA in South-East Asia-Ten Years" will also be produced.
74	The Members of the Council agreed with the Regional Director's suggestion that an oil painting of late Prof. D.G. Karve, former chairman of the AC be placed in the office of the RO & EC and that token contributions be collected for this purpose from the member movements of the ICA. The Council asked the Regional Director to address letters to the member organisations in this regard.	The oil painting of the late Prof. Karve is completed and is ready for unveiling. Contributions have already been received from Japan, Korea, Ceylon, India, Iran and Thailand. Contributions from the other countries are awaited.



Part II - Review of activities

Publications

1. "Professor D.G. Karve Commemoration Volume" - The Commemoration Volume is to be brought out on the occasion of the celebration of the Tenth Anniversary of the ICA Regional Office & Education Centre for South-East Asia. The Volume consists of writings of Prof. D.G. Karve on Cooperation and allied subjects. It also includes a short biography of Prof. Karve written by Dr. N.K. Kulkarni, Principal of the B.M. College of Commerce, Poona.
2. "State and Cooperative Development" - This volume consists of papers read at the Experts' Conference on "The Role of Government in Cooperative Development" held in Bangkok, Thailand, in January 1966, and some papers specially written for this publication. The publication also includes the Report of the Conference.

The subjects of the papers are : State and the Cooperative Movement; Government and the Cooperative Movement; Forms of State Assistance to Cooperatives; The Concept of Autonomy as applied to the Cooperative Movement in Developing Countries; Patterns of Future Relationship between the State and the Cooperative Movement; Law and the Cooperative Movement; Taxation of Cooperatives; Cooperative Administration, Audit and Supervision; Place of Cooperation in an Integrated Approach to Economic Development : A Case Study of the Comilla Project; Cooperative Personnel and Training; and, The Role of Government in Cooperative Education and Training; The Philippine Experience.

3. "A Study of Personnel Management in Selected Cooperative Super Markets in India"

The Regional Office and Education Centre conducted a study in the field of personnel management in some selected Super Bazars (Cooperative Department Stores) in India.

The publication consists of Report of the Study.

4. "The Role of Cooperatives in Agricultural Development"

The ICA Regional Office & Education Centre in collaboration with IARRO and His Majesty's Government of Nepal, held an Experts' Conference on "The Role of Cooperatives in Agricultural Development" in Kathmandu, Nepal, in November 1969.

The present publication contains the Report of the Conference. It discusses the role of cooperatives in modernising agriculture, the role of cooperatives in land reform, management problems of agricultural cooperatives and type of cooperative society suitable for agricultural development. It also presents background information on agricultural development in the countries that were represented at the Conference.

5. "Readings in Consumer Cooperation" - This publication consists of a collection of papers written on various aspects of consumer cooperation. Areas covered in the publication include : Problems of personnel management in consumer cooperative societies; Techniques of effective salesmanship; Capital accumulation in consumer cooperatives; Cooperative production; Structure of primary consumer cooperatives; and, Cooperative integration in Europe.

6. "Farm Guidance Activities of Agricultural Cooperatives"

This publication is an outcome of the Regional Seminar on "Farm Guidance Activities of Agricultural Cooperatives" held in Seoul, Republic of Korea, in September-October 1969. The publication is divided into two parts. Part I is the Report of the Seminar and Part II consists of three selected background papers submitted to the Seminar by the participants from Japan, Republic of Korea and India.

7. "Cooperative Education - Progress or Perish"  
by Mr. P.E. Weeraman8. "Education for Agricultural Cooperatives in South-East Asia" by Mr. J.M. Rana9. "A Model Cooperative Societies Law", drafted by Mr. P.E. Weeraman, Regional Director, based on (i) "A Manual of Cooperative Law and Practice" by B.J. Surridge and Margaret Digby (1967), (ii) "Cooperative Societies Ordinance of Ceylon" 1956 Revision, and, (iii) "Model Cooperative Societies Bill" recommended by the Committee for Cooperative Law appointed by the Government of India (1957). This is now under print.Mimeographed Material1. Directory of Cooperative Press in South-East Asia  
(Revised 2nd Edition)2. Super Market on Cooperative Lines in Malaysia - A Feasibility Study.

Report of the Study made in Malaysia by the Specialist in Consumer Cooperation of the Regional Office & Education Centre.

3. Report of the Commodity Conference on Fruits & Vegetables and Raw Materials for Feeding-Stuffs in South-East Asia

4. Report of the Regional Seminar on "Marketing of Fruits and Vegetables Through Cooperatives"
5. A Handbook of Techniques of Teaching and Teaching Aids for Cooperative Educational Instructors by Mr. Daman Prakash, Assistant (Publications)

### Publicity

1.1 The ICA Information Bulletin was issued quarterly. A special issue will be brought out on the occasion of the 10th Anniversary celebrations of the Regional Office & Education Centre. From this issue onwards, the name of the Bulletin will be "ICA REGIONAL BULLETIN".

1.2 The Bulletin has now been expanded both in size and scope. In addition to the information regarding the RO & EC's activities, it now contains articles on topical cooperative matters, condensed reports of the seminars and important cooperative news from the Region.

### 2. ICA in South-East Asia - 10 Years

2.1 The manuscript for the publication entitled "ICA in South-East Asia - 10 Years" giving information regarding the activities of the RO & EC for South-East Asia during the last 10 years has been prepared. This is expected to go to the printers shortly.

### 3. Collection of cooperative news

3.1 The collection of cooperative news from the Region was continued during the period under review. The news was used in the Information Bulletin as well as supplied to the Head Office for use in their publications. Some countries, however, did not comply with our request to supply us with cooperative news.

#### 4. Press Releases

4.1 The practice of issuing press releases to the cooperative press in the Region after the conclusion of seminars, conferences and other important events, was continued in 1970.

#### 5. Library

5.1 As in the past, the library continued to issue Documentation Bulletins. The Documentation Bulletin is now named "Documentation Bulletin for South-East Asia".

5.2 The library continued to issue every six months a supplement to the Annotated Bibliography of literature produced in English and in the national languages on the Cooperative Movements of the South-East Asian Region. The Bibliography is subscribed to by 80 organisations in and outside the Region. 150 copies are distributed on a complimentary basis.

5.3 On specific requests from interested movements in the Region, the library continued to compile and supply select bibliographies on specific subjects.

5.4 The library also supplies on request, free of charge, mimeographed copies of important papers presented at conferences and seminars held by the Regional Office and Education Centre. The library maintains close relations with the libraries of national and international organisations and exchanges documentation and literature with them. It also provides technical guidance to the cooperative libraries of the Region. The library maintains catalogues of books, reports and articles. It also collects and preserves press cuttings on Cooperation and cooperative events.

5.5 The library now has 8,200 volumes, 200 bound periodicals and 300 booklets. It also receives 175 journals per annum.

## 6. Our Visitors

6.1 During the period under review, the following persons visited the RO & EC and had discussions with the officers on matters of mutual interest :

Mr. S. Sankar Narayanan of the ILO Area Office, New Delhi, Dr. Allie C. Felder, Jr., of the Cooperative League of the USA, Mr. Ervan Bueneman, Vice President of the Federation for Cooperative Housing, U.S.A., Mr. P. Yeo, Cooperative College, Loughborough, U.K., Mr. John Anagnostelis, UNIDO, Mr. A. Das, Joint Secretary to the Government of India, Ministry of Food, Agriculture, Community Development & Cooperation, Mr. Edgar Tilly of ILO Regional Office, Bangkok.

## 7. Sales of Publications

7.1 During the year 1970, the RO & EC sold publications worth approximately Rs. 9,000.

### ----- Part III -----

## WORK PROGRAMME FOR 1971-72

The following publications will be brought out during 1971-72.

- (i) "Cooperative Housing"
- (ii) "Agricultural Cooperative Marketing"

Selected papers submitted to Regional Seminars held by the Regional Office & Education Centre on the above two subject-areas will be included in these publications.

(iii) Cooperative Series (two or three publications)

Papers written on topical cooperative subjects will be selected and published under this Series.

(iv) Success Stories

A series of books on successful cooperatives will be brought out. Two or three such books will be published during the year 1971-72.

(v) ICA Regional Bulletin (formerly ICA Information Bulletin)

A new feature will be introduced in the Bulletin entitled "Spotlight". Summaries of the success stories mentioned above and information regarding smaller cooperative organisations which have achieved outstanding success will be published under this feature.

A section in each issue of the Bulletin will be devoted to articles on particular aspects of Cooperation.

Part IVProposals for 1972-73

- i) Cooperative Credit
- ii) Integrated Approach to Agricultural Cooperative Development (linking of credit with marketing and supply)
- iii) A Handbook on Amalgamation of Cooperative Societies
- iv) A Handbook of Techniques of Teaching and Teaching Aids for Cooperative Educational Instructors.

Memorial Lectures

It is suggested that at the time of a meeting of the Advisory Council a public lecture should be delivered on a cooperative subject. A highly knowledgeable person should be invited to deliver this lecture. If such a person is not available in the country where the Advisory Council meeting is held a suitable person should be invited from abroad for this purpose and his travel cost should be borne by the ICA. A public event of this nature being held in the country in which the Advisory Council meets will be of very high

educative and publicity value. These lectures could be considered to form a series in the name of an eminent cooperator of the past and be termed memorial lectures. We could have more than one series of memorial lectures. This will enable us to have a series of lectures in memory of an eminent past cooperator of a particular country when the Advisory Council meets in that country, and so on in regard to all countries. For example we could have a series of memorial lectures termed "Hasumi Memorial Lectures" to be delivered in Japan as and when the Advisory Council meets in that country. Another series could be "Karve Memorial Lectures" to be delivered in India. There may be in this way a series of memorial lecturers to commemorate eminent cooperators in each of the several countries we serve.

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AGENDA ITEM NO. VIIIROLE OF THE REGIONAL OFFICE & EDUCATION CENTRE  
IN THE PROGRAMME OF THE COOPERATIVE DEVELOPMENT  
DECADE

Dr S.K.Saxena, Director of the Alliance, will speak on this matter. Plans for implementing a programme of development during the Cooperative Development Decade will have to be drawn out by each national cooperative movement. As much publicity as possible should be given to the idea of a Cooperative Development Decade by each member movement. Reference is requested to para 66 of the Minutes of the last Advisory Council meeting and to my letter of February 16, 1970. The Conference of Top Level Cooperative Leaders is highly indicated in regard to this matter.

AGENDA ITEM No. IXTOP LEVEL COOPERATIVE LEADERS CONFERENCE

The Top Level Cooperative Leaders Conference organised for February 24 - 27, 1971, had to be postponed in view of the impending mid-term General Election in India at the request of the host organisation, the National Cooperative Union of India, which had kindly offered hospitality to the participants during their stay in New Delhi for the Conference. It is suggested that this Conference be held in the last week of November 1971, beginning November 24, Wednesday and ending on November 29th, Monday. The intervening Saturday and Sunday, the 27th and 28th November, could be devoted to study visits. Although we had arranged for a Conference of only 3½ days in February, it is felt that five days would be necessary to do justice to the six subjects listed for discussion. Furthermore, no provision was made for study visits. Study visits will not only make a trip to India have a greater meaning to the participants but also afford a welcome break in the discussions.

Last week of November is suggested for two reasons:

(i) the meetings of the Advisory Council, the Agricultural Sub-Committee and the IDACA Board of Advisers will be over only on the 14th November 1971 in Australia. (ii) In view of Elections to State Assemblies in India being due in February 1972 it is considered necessary to hold this Conference well ahead of these Elections.

The response we had received from the countries of our region for this Top Level Conference was most encouraging. There were to be 118 participants in all of whom 68 were from countries other than India. This number included ten members of the Advisory Council. It is hoped that the travel costs of these ten members would be borne by their member organisations as they would be coming to India as Top Level Cooperative Leaders.

AGENDA ITEM No., XICA AGRICULTURAL SUB-COMMITTEE FOR SOUTH-EAST ASIA

The Agricultural Sub-Committee is due to meet on 15th and 16th February 1971 in New Delhi and a resume of their decisions will be given to the Advisory Council.

AGENDA ITEM No. XIASSISTANCE TO THE COOPERATIVE MOVEMENT OF EAST PAKISTAN

The Regional Office has received a letter from the East Pakistan Cooperative Union outlining their rehabilitation and reconstruction scheme for the cyclone hit areas of East Pakistan. They have appealed also for financial and other assistance from sister cooperative movements. It may be mentioned here that the Japanese Cooperative Agricultural Movement has already contributed Yen 1 million for the purpose. Any assistance from the Movements of this Region to the East Pakistan Cooperative Union for the rehabilitation of the East Pakistan Movement would be very highly appreciated.

The ICA Head Office has also issued an appeal to all member organisations calling upon them to assist the East Pakistan Cooperative Movement in their hour of need.

AGENDA ITEM No. XII  
-----CONTRIBUTIONS TO THE COOPERATIVE DEVELOPMENT FUND  
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The position of the Cooperative Development Fund will be explained at the meeting by Dr S.K.Saxena, Director of the Alliance. It is hoped that every member organisation in the region will make at least a token contribution to the Cooperative Development Fund, to express the solidarity of the world cooperative movement.

It is of great significance that the Bombay Dock Workers Cooperative Society has contributed recently a sum of Rs.501 to the Cooperative Development Fund.

AGENDA ITEM No. XIIIRELATIONS WITH MEMBER ORGANISATIONS AND OTHER MATTERS

1. As in the past, Regional Office & Education Centre was in constant touch with the member organisations within the Region through correspondence, personal visits etc.

1.1 After the last meeting of the Advisory Council held in May 1970, the Regional Director and the Director (Education) visited the Cooperative Movement of Indonesia. The national organisation of Indonesia, the Dewan Koperasi Indonesia, has since applied for membership of the Alliance.

1.2 The Regional Director also visited Thailand to expedite the application for membership of the Alliance by the Cooperative League of Thailand. This application has since been made.

1.3 The Regional Director visited Malaysia, Singapore, Indonesia and Thailand during October-November 1970 to invite the Ministers and officials in charge of cooperative development in these countries to attend the Top Level Conference which has now been postponed for 1972 due to the Indian General Election.

1.4 The Director (Education) attended the International Conference of Cooperative Education Leaders held under the joint auspices of ICA and UNESCO in Switzerland from 28th November to 12th December 1970.

2. The 48th International Cooperative Day was observed with a ceremonial meeting and reception on Saturday, the 4th July 1970, at the premises of the ICA Regional Office. Dr D R Gadgil, Deputy Chairman of the Indian Planning Commission and the doyen of the Cooperative Movement in India, was the Chief Guest and Mr B Venkatappiah, Chairman of the ICA Advisory Council presided over the meeting. The Declaration of the ICA was read out along with messages of good wishes received from member organisations of the ICA on the occasion. Dr Gadgil addressed the meeting on "Cooperation and National Development".

3. The Indian Cooperative Movement continues to receive the advice of the Specialists in Educational Methods and Consumer Cooperation. The two Specialists visited Malaysia during the period under review for special assignments in that country.

4. The Member Organisations in the Region made very good response to the request made by the Regional Office for contributions towards the cost of the portrait of the late Prof. D.G. Karve, former Chairman of this Council. The following contributions have been received from them as at 15th January 1971.

Central Union of Agricultural Cooperatives, Japan (Yen 100,000)	Rs. 2080
Cooperative League of Thailand (US \$ 60)	Rs. 450
Sepah Consumers Cooperative, Iran (US \$ 40)	Rs. 300
National Agrl Cooperative Federation of Korea (US \$ 100)	Rs. 750
Cooperative Federation of Ceylon (Ceylon Rs. 100)	Rs. 125
Bombay Dock Workers Cooperative Credit Society Ltd, Bombay.	Rs. 25
Total	<u>3730</u>

AGENDA ITEM No. XIVRELATIONS WITH INTERNATIONAL ORGANISATIONS

Cordial and fruitful relations continued to exist between the ICA Regional Office on the one hand and the United Nations Specialised Agencies and the non-governmental International Organisations on the other hand as in the past. More specifically, the following may be mentioned:

1. ECAFE

1.1 The Joint Director (TA&T) attended the Second Asian Conference on Industrialisation convened by the ECAFE in Tokyo from 5th to 28th September 1970.

1.2 The Deputy Director (Publications and Public Relations) attended the ECAFE Regional Seminar on "the Role of Youth in National Development" held in Bangkok from 15th September to 5th October 1970.

1.3 Col. Surin Cholpraserd, Chairman of the Cooperative League of Thailand, who is also the Member for Thailand in the Advisory Council, will attend the ECAFE Committee on Industry and Natural Resources to be held from 29th January to 6th February 1971, as an Observer on behalf of the ICA.

1.4 On behalf of the ICA, Mr Vichien Inthachat, Chief of Cooperative Techniques and Promotion Division, Ministry of National Development, Thailand, has been requested to observe the meeting of the ECAFE Committee on Trade which will be held in Bangkok from 16th to 24th February 1971.

2. ILO

2.1 The Director (Education) lectured at the ILO/UN Seminar on Trade Unions and Cooperatives held at Singapore from 19th to 31st October 1970 on "Aims and Principles of Cooperatives and their Application in Different Asian Countries".

3. Others

3.1 The Regional Director attended the Second International Conference on Cooperative Thrift and Credit held in Paris, France, from 20th to 26th September 1970. He also attended

the ICA Central Committee, Executive Committee and Cooperative Development Committee meetings held in London from September 28 to October 3. He also attended the dinner held at Guildhall, London, to celebrate the ICA's 75th Anniversary on October 2nd.

3.2 The Joint Director (Education) attended the 11th International Cooperative Seminar on "Member Education" held by the Swedish Cooperative Centre from 14th September to 24th October 1970. He also visited some of the Western Cooperative Movements on his way back to New Delhi. He attended the UNESCO Sessions when the Resolution on Cooperative Education was adopted.

3.3 The Deputy Director (Publications and Public Relations) who is also our Specialist in Cooperative Credit, attended the First Asian Conference on Agricultural Credit and Cooperatives held in Manila from 29th November to 11th December 1970.

3.4 The Director (Education) attended the World Conference on Agricultural Education and Training held in Copenhagen, Denmark, from 28th July to 8th August 1970 as an Observer representing the ICA. The Conference was jointly sponsored by the FAO, UNESCO and the ILO.

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AGENDA ITEM No. XVVENUE AND DATE OF THE NEXT ADVISORY COUNCIL MEETING

The Cooperative Federation of Australia has invited the Advisory Council to hold its next meeting, 13th in the series in Melbourne, Australia. The Members of the Council have individually expressed their acceptance of the invitation from the Cooperative Federation of Australia to hold this meeting in Australia. The programme suggested by the Cooperative Federation of Australia is as follows:

November 1 & 2	Agricultural Sub-Committee Meeting in Perth
November 3 & 4	Study visits in Western Australia
November 5	Free in Perth
November 6	By air to Melbourne
November 7	Free in Melbourne
November 8 & 9	Advisory Council Meeting
November 10	Departure for Canberra and Sight-seeing in Canberra
November 11	IDACA Board of Advisers Meeting
November 12 & 13	Study Visits

AGENDA ITEM No. XVI

ANY OTHER MATTERS

AGENDA ITEM No. XVII

VOTE OF THANKS TO THE CHAIR

INTERNATIONAL COOPERATIVE ALLIANCE  
43 Friends Colony  
New Delhi.14. India.

G / 24th June 1970

MINUTES OF THE ELEVENTH ADVISORY COUNCIL MEETING OF THE  
I.C.A. REGIONAL OFFICE AND EDUCATION CENTRE FOR SOUTH-EAST  
ASIA HELD AT SEOUL, REPUBLIC OF KOREA, ON 8TH and 9TH MAY 1970

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Introductory

1. The Eleventh Meeting of the Advisory Council of the ICA Regional Office and Education Centre for South-East Asia was held at Seoul, Republic of Korea, on May 8 and 9, 1970. The meeting was presided over by Mr B Venkatappiah, Chairman of the Advisory Council. On the 9th May morning Mr N.A.Kularajah, Member for Malaysia, presided, in the absence of the Chairman, as pro-tem Chairman at the discussions on items 6, 7 and 8.

2. The following were present:

Members

Mr B Venkatappiah, Chairman  
Mr P.S.Bhat, substitute for Mr Brahm Perakash,  
Member for India  
Mr R Sharbabaki, substitute for Mr J Sassani,  
Member for Iran  
Mr H Yanagida, Member for Japan  
Mr Yong Chan Paik, Member for Republic of Korea  
Mr N.A.Kularajah, Member for Malaysia  
Mr B.P.Faustino, Member for the Philippines  
Mr Mak Kam Heng, Member for Singapore  
Mr Surin Cholpraserd, Member for Thailand

Special Invitees

Mr V.N.Puri, Member, ICA Executive Committee  
Mr H Togawa, Managing Director, IDACA, Japan  
Mr R Nonaka, National Federation of Fishery  
Coop Associations, Japan.

ICA

Mr P.E.Weeraman, Regional Director, ICA RO & EC -  
Secretary of the Council  
Mr J.M.Rana, Director (Education Centre) ICA RO  
& EC  
Mr M.V.Madane, Joint Director (Technical Assis-  
tance and Trade) ICA RO & EC  
Mr Shiro Futagami, Deputy Director, ICA RO & EC

Absent

Mr W Kidston, Member for Australia  
Mr K.W.Devanayagam, Member for Ceylon  
Mr Lutfor Rahman Khan, Member for Pakistan

In attendance

Mr A.H.Ganesan, Personal Secretary to the  
Regional Director, ICA RO & EC



necessary for each country to evolve an organisational set up that was suited to that particular country as had been done in Korea. He added that we could not be dogmatic about one pattern or blue-print for all the countries.

Agenda Item No. III

Confirmation of the Minutes of the Tenth Meeting held at Teheran, Iran, on March 1 and 2, 1969.

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8. The minutes of the Tenth Meeting of the ICA Advisory Council held in Teheran, Iran, on March 1 and 2, 1969, which had been earlier circulated, were confirmed.

Agenda Item No. IV

Administration, Finance and Personnel

9. The change of the financial year of the RO & EC from the calendar year to the year July-June, to fall into line with the financial year of the Swedish Cooperative Centre and the Swedish International Development Authority, was noted. This, it was noted, would be more suitable than the calendar year in respect of working relations with IDACA also, as the financial year of the IDACA is from June to May. It was also mentioned that the estimates for any financial year should be submitted to the SCC, fifteen months ahead of the commencement of that year. This would mean that the AC should be consulted before February of the year in which estimates have to be sent. This would enable the AC to review the programme for the ensuing financial year as well as to consider a tentative programme of activities for the following financial year.

10. It was noted that the financial contribution of the SCC for the year 1970-71 had been fixed at 1.2 million Swedish Kronors which is equal approximately to 1.7 million Indian rupees.

11. The financial contributions of the member-movements to the work of the RO & EC were examined in the light of appendix II of the agenda notes. This revealed that the contribution to the expenses of the RO & EC from the SCC/KF was 73.3 per cent, from the Head Office of the ICA 17.5 per cent and from member organisations 9.2 per cent. The Regional Director pointed out that these figures did not include the local costs incurred by the member organisations in connection with the meetings of the Agricultural Sub-Committee and the Advisory Council and the receptions held in their honour.

12. It was the view of the Council that in the case of national seminars the member organisations should meet more than the local costs, for instance the costs of foreign personnel and the ICA staff should also be borne by the member organisations as far as possible. The Members were requested to get their organisations to adopt the principle of bearing all local costs of technical and other meetings held by the ICA in their respective countries, including the hotel costs of the participants and the Regional Director was requested to address the member organisations in this connection. The Member for the Philippines said that the principle of bearing local costs should be extended to all activities of the ICA.

The Member for Malaysia pointed out that in most cases the member organisations were non-business bodies which would not therefore have sufficient funds at their command. Therefore, it was suggested that such a Union should obtain the support of the business federations which would be concerned with the subject of a particular technical meeting or other event.

13. It was suggested that in the future, in regard to each item in the budget, there should be an estimate of total costs involved in holding that activity, showing separately the ICA's contribution and the contribution of member organisations. A suggestion was also made that member organisations should make a regular contribution to the activities of the RO & EC and that this money could be deposited to the credit of the ICA in the respective countries of the member organisations themselves in view of foreign exchange difficulties. In pursuance of this, the Council agreed that there is an impelling need for this region to be increasingly self-reliant and that a note should be presented to the next Advisory Council meeting analysing the position in the following two aspects: (i) the type of activity that had received greater support from member movements, and (ii) the expenditure pattern of foreign contributions and local contributions. It was suggested that an analysis should be made of how the contributions from the SCC had been spent in the past in order to see what items could be transferred to member organisations.

14. The contribution of 4.5 million Yen made by the Central Union of Agricultural Cooperatives of Japan for a Survey of Agricultural Cooperative Marketing Projects in the Region was noted with much appreciation by the Council.

15. The Council noted that the Cooperative Federation of Australia had not been successful in recruiting a suitable successor from Australia to succeed Mr Shiro Futagami. The RO & EC would make efforts to fill the post.

16. The Council was informed of the proposed appointment of Mr R.D. Bedi, to fill a post of Deputy Director of the Education Centre, an additional post which had been provided for in the budget since 1969.

Agenda Item No. IV.2

Action Taken on the Minutes of the Last Meeting

17. The action taken on the minutes of the last meeting was reviewed by the Council.

18. It was noted that information was being collected on the needs of the movements in respect of the training of teachers abroad. It was decided that this information should be kept up to date.

Regional Directory

19. It was decided that a note should be prepared giving the basic information on each country movement and that this should be brought up to date biennially.

Study of Multipurpose Cooperatives in Ceylon

20. The Council noted with regret that the report on the Study of Multipurpose Cooperatives in Ceylon made by Prof. Hsieh had not been submitted by him. The Regional Director informed the Council that he had met Prof. Hsieh last November and had been informed by Prof. Hsieh that he had prepared the first draft of his report. The Council requested the Regional Director to ask Prof Hsieh for the report. It also decided to consider the matter finally at the next meeting.

Agenda Item No. V                      Education Centre

Section - I : Review of Activities and On-Going Programme

21. A review of the activities of the Education Centre from March 1969 to March 1970 was presented to the Council. Information was also provided on the programmes for the second quarter (April to June) of 1970.

22. The Council noted the following activities:

Cooperative Management:

22.1 A Regional Seminar on Cooperative Leadership and Management held in Bangkok in June 1969 in collaboration with the Swedish Cooperative Centre as a continuation of the Seventh International Cooperative Conference held by the SCC in Stockholm in March-May 1969.

22.2 A National Seminar on Cooperative Management for medium-sized Cooperatives held in Dacca, East Pakistan, from 19th January to 1st February 1970.

22.3 A National Seminar on Cooperative Management for Thrift and Loan Societies held in Singapore from 13th to 18th April 1970. The Member for Singapore expressed his gratitude to the ICA RO & EC for assisting in the conducting of the national seminar. He mentioned the need for diversifying the activities of these societies in view of the large volume of funds collected by them.

22.4 The manuscript of the publication on the "Role of Government in Cooperative Development" was ready for printing.

22.5 Consultant services provided by the Officers of the RO & EC at the All India Conference of Urban Credit Cooperatives held by the NCUI and at the International Cooperative Study Course held in Australia.

Agricultural Cooperation:

22.6 A Regional Seminar on Farm Guidance through Agricultural Cooperatives held in Seoul, Republic of Korea, from 29th September to 17th October 1969, with study visits in Japan. Special mention was made of the three case studies which were presented at the seminar. It was felt that agricultural cooperatives should systematically undertake farm guidance activities in order to improve farm management practices and agricultural productivity.

22.7 An Experts' Conference on the Role of Cooperatives in Agricultural Development held in Kathmandu, Nepal, jointly by the RO & EC and the Afro-Asian Rural Reconstruction Organisation from 16th to 21st November 1969. Two experts from Tanzania and Kenya which are within the area of the AARRO, also participated in the Conference along with the experts drawn from the Region of the RO & EC.

22.8 A Regional Seminar on Agricultural Marketing of Foodgrains held in the Philippines from the 1st to 16th December 1969. The Member for the Philippines mentioned that the seminar was a timely one and was useful especially from the point of view of the Philippines and several other countries in the region where a significant increase in agricultural production had taken place. He indicated that a number of innovations in the fields of storage, paddy drying and modernisation of rice-milling were necessary to meet the new situation. The Council recommended that this seminar be followed up by national seminars in each country.

22.9 A compilation of information on agriculture and agricultural cooperatives in the region, prepared by the RO & EC, was tabled. It was pointed out that the document had been sent to all the member organisations for confirmation of the statistics contained in it, with a view to printing it thereafter.

22.10 Assistance provided by the RO & EC to an FAO Expert for making a Study of "Cooperative Processing of Agricultural Produce" especially in the planning of the study and the selection of commodities to be studied. Mr Shiro Futagami, Deputy Director of the Education Centre (Agricultural Marketing Specialist) accompanied the expert to Japan to assist him in the compilation of necessary data in Japan. In this connection, appreciation was expressed of the Japanese Cooperative Movement which had borne the travel and other costs of the Deputy Director.

22.11 Mr J.M.Rana, Director (Education Centre) gave two lectures at the FAO Seminar on Farmers Organisations held at Kuala Lumpur, Malaysia, from 12th October to 3rd November 1969.

#### Consumer Cooperation

22.12 A National Seminar on Consumer Cooperation held in Iran from May 18 to 29, 1969.

22.13 A Study of Personnel Management (Policies and Practices) in certain selected super bazars of India by Mr Arvidsson. The Council that the draft of the report was ready and that it would be finalised soon. The Council noted with appreciation the services rendered to the Indian Movement by Mr Ragnar Arvidsson, Specialist in Consumer Cooperation in the RO & EC.

22.14 The preparation of a book entitled "Readings in Consumer Cooperation" based on the three seminars held by the RO & EC.



### Cooperative Education

22.15 Three Fellows from Ceylon, Korea and India, participated in the 1969 Fellowship Programme. It was suggested that as the duration of the Fellowship Programme had been shortened to three months, the persons selected should be asked to prepare their country papers before coming to Delhi.

22.16 Two teachers, one each from Malaysia and India, participated in the Teachers' Exchange Programme.

22.17 Dr Dharm Vir spent two months in Malaysia, in January and in April 1970, and made a number of recommendations to the Cooperative Union of Malaysia. The RO & EC also provided some equipment and books as part of the programme of technical assistance to Malaysia. The Member for Malaysia thanked the RO & EC for sparing the services of Dr Vir and he placed on record the appreciation of the Malaysian Cooperative Congress of the services rendered to the Cooperative Union of Malaysia by the RO & EC. The Council noted with appreciation the services rendered by Dr Dharm Vir.

23. The Member for Singapore requested that the services of Dr Vir should be made available to Singapore also when he visits Malaysia next.

24. The preparation of study material for study circle leaders and other groups such as women cooperators was noted.

25. The Council noted with appreciation the services rendered to different movements by the officers of the RO & EC by their participation in the different seminars and courses conducted in the field of cooperative education.

### Publications

26. While noting the work of the Publications Section of the RO & EC with appreciation, the Council suggested that the movements should feed the RO & EC with sufficient information on the important developments that are taking place in their respective countries.

### Library Services

27. The services rendered by the ICA Library by way of issuing documentation bulletins and annotated as well as select bibliographies from time to time was noted with appreciation.

### Section - II ; Programme of Activities for the Financial Year 1970-71

28. The Council approved of the following activities scheduled for the financial year 1970-71.

### Regional Seminars

28.1 A Regional Seminar on the Development of Housing Cooperatives to be held in Kuala Lumpur, Malaysia, in October-November 1970. About 30 participants will attend the seminar. The assistance of the ICA Auxiliary Committee on Cooperative Housing will be available for the seminar.

28.2 A Regional Seminar on Shop Planning and Shop Management to be held in Japan for two weeks in April 1971 with about 30 participants. Efforts will be made to get the assistance of the ICA Auxiliary Committee on Retail Distribution for this seminar. It was felt that in several countries of the Region multipurpose cooperative societies are running shops for selling consumer articles for their farmer-members. The Council suggested that in view of this, the scope of the seminar should cover such multipurpose cooperative societies. It was further suggested that in view of the fact that the multipurpose cooperative societies in Japan are actively engaged in consumer cooperative work, the seminar should be sponsored by the Japanese Consumers Cooperative Union and the Central Union of Agricultural Cooperatives. The Director of the Education Centre indicated that he would hold discussions with the Japanese Consumers Cooperative Union in this regard.

### National Seminars

28.3 The following national seminars scheduled for the year 1970-71:

- a) A National Seminar on Amalgamation and Integration of multipurpose cooperative societies in Ceylon.
- b) A National Seminar on Personnel Management of Cooperative Super Bazaars in India.
- c) A National Seminar on the Management of Medium-size Agricultural Cooperative Societies in Pakistan. The West Pakistan Cooperative Union had requested the RO & EC to assist them in organising a national seminar on this subject as only a few participants from West Pakistan had been able to attend the seminar held in East Pakistan on the same subject in January 1970.
- d) An Inter-Japan Cooperative Housing Conference organised by the Japanese Consumers Cooperative Union in collaboration with other interested organisations and assisted by the ICA Auxiliary Committee on Housing and the RO & EC for South-East Asia.

28.4 In addition the Council was informed that it would be possible for the RO & EC to assist at one or two national seminars in some countries of the Region on the basis of requests made to the RO & EC in advance.

28.5 The Member for India said that a national seminar on cooperative housing would be organised in India during the current year and wished to have the assistance of a Resource Person from the RO & EC.

29. The Council suggested that the subject of the Viability of Cooperative Societies at the Primary Level should be discussed at either an Experts' Conference or a Regional Seminar some time in the future. The subject might also be included in the programme of national seminars.

#### Consultant Services

30. The Council was informed of the following consultant services of the RO & EC.

30.1 Dr Dharm Vir's services will be made available to the Malaysian Cooperative Movement for three or four weeks during the latter half of 1970.

30.2 Mr Ragnar Arvidsson will continue to assist the movements in the field of consumer cooperatives as and when requests are received.

30.3 The Council was informed that consultant services in the fields of cooperative credit and agricultural cooperative marketing will also be provided.

#### A Field Project in Cooperative Education

31. The Council was informed that a field project in cooperative education would be undertaken in one of the States of India in collaboration with the member-organisation in India (NCUI) in view of the need to devote more attention to the training of members and office-holders at the primary level, with the object of contributing to the development of primary cooperative societies in a selected area and ultimately improving the social and economic conditions of the members through such training process. The specific aims of the project would be as follows:

- i. to carry out education programmes for the employees, board members and ordinary members of selected primary societies as a part of the current and projected development programmes.
- ii. to carry out educational activities for the supervisory and extension personnel of secondary cooperative organisations and employees of cooperative departments who come in direct contact with the primary societies.
- iii. to experiment with and demonstrate successful educational approaches and techniques and to produce educational material such as manuals and audio-visual aids for use in the project. Experience gained from the project in this regard could then be multiplied elsewhere.

It was mentioned that a pre-project survey would be made of the social and economic conditions of the area selected, the present operations of cooperative societies, the possibility of the area for cooperative development and the educational needs of the area. Periodic evaluation would form an integral part of the project.

### Fellowship Programme

32. The Council recommended that "Cooperative Education" be continued as the subject of the Fellowship Programme for the year 1970-71 also. The selected Fellows will be given practical assignments to carry out certain tasks in the field project in cooperative education in addition to the usual preparation of papers and field visits.

### Teachers' Exchange Programme

33. The Council was informed that the Teachers' Exchange Programme would be conducted this year and that three teachers would be invited to participate in the programme for a period of two months each.

### Study Programme for Top Level Personnel

34. The Council was informed that an individual study programme of four to eight weeks duration would be offered to six top-level persons such as Registrars of Cooperative Societies and General Managers of important cooperative societies. The objective would be to provide an opportunity of studying cooperation to persons who have been recruited to the Cooperative Movement without their having had any previous experience or knowledge of cooperative work and to persons who have been assigned special project work in the field of cooperation.

### Assistance to the FAO

35. The Council was informed of the following collaboration offered to the FAO:

35.1 The assistance of the RO & EC would be provided to the FAO organising a seminar on Fishery Cooperatives for this region.

35.2 Mr J.M.Rana, Director, Education Centre, would read a paper on "Cooperative Education for Agricultural Cooperatives in South-East Asia" at the forthcoming World Conference on Agricultural Education and Training convened by the FAO.

### Research

36. The Council was informed that a Study of Sales Management in Consumer Cooperative Societies would be made by the RO & EC in collaboration with the national member organisation of India as a continuation of the study of personnel management made in 1969. It is proposed to make a detailed study of the existing policies and practices in the field of sales management in selected cooperative super bazars in India with a view to suggesting improved sales policies and practices. The scope of the study would include the following:

- i. existing organisational structure of the super bazar with regard to sales management,
- ii. existing policies and practices with regard to price, assortment, quality and other services, such as home delivery etc.

- iii. the duties, powers and responsibilities of the manager, and the board as far as sales management is concerned,
- iv. present policies and practices with regard to location and size of the store,
- v. the performance of the salesmen (productivity, behaviour etc),
- vi. present policies and practices with regard to layout, furniture, fixtures, lighting, merchandize display, price-marking and pre-packing,
- vii. present policies and practices with regard to sales planning, sales budgeting, sales analysis and sales promotion activities including member relations,

The Council was informed that the report of the study would form the basis of seminars on this subject.

#### Survey of Agricultural Cooperative Marketing Projects

37. The Council approved of the proposed Survey of Agricultural Cooperative Marketing Projects in the Region as recommended by the Agricultural Sub-Committee at its meeting held on 4th and 5th May 1970. The Council noted with appreciation the contribution of 4.5 million yen made by the Japanese Agricultural Cooperative Movement for the conduct of the survey.

#### Publications

38. The Council was informed that the following three publications would be brought out during this year.

- 38.1 Manual of simplified presentation of Cooperative Business Information.
- 38.2 Marketing of Foodgrains by Agricultural Cooperatives
- 38.3 Farm Guidance Activities by Agricultural Cooperatives

#### Collaboration with the Swedish Cooperative Centre

39. The Regional Director reported that the Director of the Swedish Cooperative Centre had suggested to him that they would like to conduct some national seminars on a particular subject within the Region and that the main objective of conducting such national seminars was to enable the SCC itself to select promising participants for its seminars in Sweden out of those who attended the national seminars. There was a lengthy discussion on this matter. The Member for Malaysia welcomed the proposal and said that it would increase the number of national seminars that would be available to the movements in the Region. The Chairman ascertained the views of the members individually. Whilst the Members for India and Iran

thought that we should await a written communication from the SCC, the Members for Japan, Korea, Malaysia, Singapore, the Philippines and Thailand said there was no need to await a written communication as the oral discussion was good enough for pursuing the matter and requested the Regional Director to do so. The Chairman wanted the Regional Director to address the SCC as follows : "the proposal was generally discussed as it was put up by the agenda notes. There were different views but it was generally felt that clarifications are necessary. If the SCC wants to pursue the proposal the AC would welcome such clarifications for further action on the proposal".

Section III : Tentative Programme of Activities for the Financial Year 1971-72

40. The Advisory Council approved of the following two Regional Seminars out of the four suggested for the year 1971-72.

40.1 Regional Seminar on Personnel Management and Training

This seminar will be held in India for a period of 20 days in the latter half of 1971 with 30 participants. The purpose of the seminar would be to discuss the personnel management policies and practices of the cooperative movement in the Region. Special attention would be paid to the practices of recruitment, monetary and other compensation policies followed and training arrangements provided for personnel by the movements in the region as well as the manner in which improvements in personnel management practices can be brought about.

40.2 Regional Seminar on Cooperative Production Credit

This seminar will be held in Tokyo for a period of 20 days in the first half of 1972 with 30 participants. The purpose of the seminar would be to review the developments in the field of cooperative credit and discuss similarities and differences in the structure of the movements, size and structure of primary societies, government support, common problems like creation of owned capital and mobilisation of savings and questions involving regional cooperation. Participants may be officers from the government cooperation departments, banking institutions supplying credit to cooperatives and managerial personnel of cooperative banking institutions at the national and regional levels.

41. Seminar on Organisation and Methods

The Member for Malaysia suggested that the RO & EC should initiate discussions with the Australian Movement to organise a Seminar in Australia on Organisation and Methods. This seminar could be organised jointly by the ICA RO & EC and the Australian Movement. Member organisations wishing to send participants should meet the full costs of their participation.

### National Seminars

42. The Council was informed that four national seminars would be organised on any of the subjects listed below.

- i. Cooperative Credit
- ii. Cooperative Marketing of foodgrains
- iii. Establishment and management of fruit processing plants
- iv. Amalgamation of primary cooperative societies
- v. Personnel management in consumer cooperative societies.
- vi. Sales management in consumer cooperative societies
- vii. Organisation and techniques of cooperative education
- viii. Farm guidance through agricultural cooperatives
- ix. Technical assistance
- x. Adaptability of the Laidlaw Report Recommendations to other movements in the Region.

The member for Korea informed the Council that the National Agricultural Cooperative Federation of Korea would like to organise a national seminar on Amalgamation of Primary Cooperative Societies. The Council recommended that the subject of "Organisation of Viable Cooperative Societies at the Primary level" also be included for national seminars.

### Research

43. The Council approved of research being conducted on the following two topics during the year, from out of the four subject areas suggested.

- i. Study of Techniques of Marketing of Selected Primary Agricultural Marketing Cooperatives (dealing mainly in one commodity e.g. rice or fruits)
- ii. Study of the techniques of amalgamation of cooperative societies in one or more countries of the Region.

### Fellowship Programme

44. The Council suggested that the Fellowship Programme should be conducted on the subject of "Multipurpose Cooperative Approach" from this year onwards till all the countries of the Region are covered by the programme.

### Teachers' Exchange Programme

45. The Council was informed that the Teachers' Exchange Programme would be continued and more teachers would be invited to participate in the programme for a period of two months each.

### Study Programme for Top Level Personnel

46. The Council was informed that facilities would be offered to six persons for a period of four to eight weeks during the year for the study of cooperation, vide para 34 of section II.

Consultant Services

47. The Council was informed that the RO & EC would provide consultant services to member movements on training and management problems in the fields of agricultural and consumer cooperation; also allied services applied for by member movements.

Publications

48. The Council was informed that publications on two of the following subjects would be brought out during the year 1971-72.

- i. Personnel management in cooperative super bazars in India
- ii. Agricultural Cooperative marketing
- iii. Cooperative Credit
- iv. Survey of Agricultural Cooperative Marketing in South-East Asia

49. The Information Bulletin will be continued to be published as a quarterly.

Section IV : Future Direction of the Work of the Education CentreIntegrated Approach to Education

50.1 The Council considered the suggestions made in the agenda notes on the future direction of activities of the ICA Education Centre. The Council thought that the activities of the Education Centre should have the following basic elements and an integrated approach comprising these elements should be made in future.

- i. Research
- ii. Education-cum-training seminars
- iii. Follow-up action including provision of consultant services
- iv. Preparation of educational material and publications.

50.2 The Council agreed that the number of international seminars may be reduced to two per year and that more direct support may be provided to the member/movements by assisting them in holding a larger number of national seminars and by providing increased consultant services. The Council noted that the present position of specialisation in the Education Centre was as follows:

- i. Specialist in Consumer Cooperation - 1 (Mr Ragnar Arvidsson)
- ii. Specialist in Cooperative Member Education - 1 (Dr Dharm Vir)
- iii. Specialist in Agricultural Marketing - 1 (Mr Shiro Futagami)
- iv. Specialist in Cooperative Credit - 1 (Mr L Gunawardana)
- v. The post of Specialist in Coop Management was to be filled up in the near future.



Long-term Programme

51.1 In presenting the long-term programme, the Director, EC, explained that the long-term programme outlined in the agenda notes was not **definite** but was only indicative of the aspirations of the Centre for the cooperative development of the Region. In this connection the Council suggested that the subject of cooperative management should be added as a priority area.

51.2 The long-term programme of the Education Centre to add to its personnel resources as mentioned below, depending upon the availability of increased financial resources, was generally approved of by the Council.

## a) Cooperative Management:

- i. One person possessing overall knowledge of cooperative management (Principles and techniques of management)
- ii. A specialist in financial management
- iii. A specialist in personnel management

## b) Agricultural Cooperatives:

- i. A specialist in cooperative credit
- ii. A specialist in agricultural cooperative marketing
- iii. A specialist in processing and production.

## c) Consumer Cooperatives:

- i. A person possessing knowledge of organisation and planning of consumer cooperatives.
- ii. A specialist in sales management
- iii. A specialist in Inventory Management.

## d) Cooperative Education:

- i. Two specialists in Education Methods -
  - one in the use of mass media such as films, TV, radio and the press
  - one in the use of small group approach.
- ii. One specialist in audio-visual aids
- iii. One specialist in research methods and statistics.

The Council noted that by following the approach suggested above, the Centre would be in a position to build up a panel of specialists in each of the priority areas and would be able to play a more dynamic and positive role in the Cooperative Development of the region. The Council, however, stressed that such development would depend upon the availability of increased financial support from the member-organisations.

Agenda Item No. VITechnical Assistance and TradeReview of Activities - March 1969 to March 1970

52. The Council reviewed the activities of the Technical Assistance and Trade Section during the period under discussion and noted the follow-up action taken on the recommendations made at the last meeting of the Council.

Information

53. The Council noted that information concerning the following matters was being collected as suggested at the last meeting.

- i. Trade and technical assistance agreements by governments in the region.
- ii. Cooperative development programmes in the region.
- iii. Production and processing facilities in advanced countries.
- iv. Technical know-how and expertise in the Region.

54. The Council noted the progress made so far in collecting the above information and discussed the difficulties faced by the Regional Office in obtaining such information from cooperative organisations in the Region. As the response from the member organisations so far was far from satisfactory, the Council emphasized the need for intensifying the efforts of the Regional Office to obtain adequate information on the above developments. In this connection, a suggestion was made that the member organisations in the Region should nominate a person for supplying information concerning all developments in their respective countries to the ICA RO & EC regularly. The ICA might request the movements to nominate such persons. The Council felt that such nominees should be persons at a fairly high level and should be able to collect the information and send it to the ICA.

55. As regards information on trade and technical assistance agreements, the Council was informed that information on these agreements could be obtained from the Ministries of the Governments as well as from organisations such as Chambers of Commerce and Industry. The Council also emphasized the necessity for the formulation of development programmes by cooperatives in the Region. Such programmes should be sent to the ICA for its information. The Council noted with satisfaction that information on the processing and production facilities available in advanced countries is now being collected by the Regional Office and that the ICA Director (in London) had extended his cooperation in this matter.

56. The Council suggested that the Regional Office should circulate the information collected so far for the benefit of the movements in the region.

57. The Council discussed at great length the present availability of technical know-how and expertise in the region and emphasized the need to gradually obtain such expertise from within the region. A point was made that the expertise obtained from the region would be more relevant to the situation in our countries and therefore more useful.

#### Technical Assistance

58. The Council reviewed the progress made so far in implementing the various projects initiated through the Regional Office. While noting with satisfaction that the Bhore Dairy Project was nearing completion, the Council emphasized the need to obtain technical assistance for other projects. In this connection, the decision of the ICA Technical Assistance Sub-Committee sanctioning a grant of Rs. 25,000 from the Development Fund for completing feasibility studies was mentioned. The Council emphasized the necessity for early completion of the feasibility studies in respect of the following projects.

- i. Multi-commodity fruit and vegetable processing unit of Nafed, India.
- ii. Consolidated fruit processing plant, Seoul, Korea.
- iii. Pineapple canning project, Cooperative Federation of Ceylon

59. As regards the fish canning project in Ceylon, The Council noted the position as regards the implementation of the recommendations made by the team of French Experts which visited Ceylon last year.

#### Trade

60. While reviewing the efforts of the Regional Office to develop inter-cooperative trade, the Council noted that several trade contacts had been established as a result of the initiative taken by the Regional Office. The need to strengthen further the clearing house functions of the office was stressed and it was suggested that the trade information bulletin should now be issued regularly. The Council also noted the participation of the ICA in the Second Asian Trade Fair held at Teheran during October 1969 on behalf of 14 cooperative organisations from the region as well as from Europe.

#### Working Programme for 1970-71 and 1971-72

61. The work programme of the Technical Assistance and Trade Section for the year 1970-71 and also a tentative programme for 1971-72 were discussed by the Council in the context of the work done so far in relation to the various projects in the Region. The Council discussed the various difficulties faced so far by the office in obtaining technical assistance from various sources and noted that the gradual reduction in the volume of technical assistance from advanced countries to the developing ones will also affect the projects undertaken by the

cooperatives in the Region. It was therefore felt that whilst efforts should be continued to obtain assistance from bilateral and multi-lateral sources, attention should now be given to the development of alternative channels of obtaining finance and technical assistance. This was necessary in view of the growing demands for assistance made by cooperatives in the Region for undertaking development projects on a bigger scale than in the past.

Possibility of Evolving an Alternative Channel - Asian Cooperative Development Bank

62.1 The Council endorsed the following recommendation made by the Agricultural Sub-Committee for South-East Asia at its meeting held in Seoul on 4th and 5th May 1970 on the question of establishing an Asian Cooperative Development Bank.

62.2 "The suggestion to set up an Asian Cooperative Development Bank detailed in the agenda note on this item was examined and discussed at great length. All the members present were of the view that such a bank was a great need in the region for the developmental and trade activities of the movements, and that the proposal was a timely one.

62.3 The consensus in the meeting was that the ratio of assistance from advanced countries as well as multi-lateral sources to developing countries is decreasing from year to year. The cooperative's in the region are finding it difficult to obtain foreign assistance for their projects. It was therefore felt that if such an agency were established the movements in the region would be able to participate in its equity capital as such participation will be an investment for the long-term development of the movements themselves.

62.4 The Sub-Committee was of the opinion that the feasibility of establishing such a bank should be examined by a group of experts. In examining this proposal assistance should be sought from the ICA Banking Committee and the International Cooperative Bank. It was decided to request the Advisory Council to appoint such a Group".

62.5 In endorsing the above recommendation of the Agricultural Sub-Committee, the Council suggested that the experts appointed to examine the question of feasibility of establishing the bank should pay special attention to the question of its size, equity capital and other resources and the sources from which such resources could be raised by it for undertaking developmental activities. The Experts should also examine the question of participation of cooperative movements from outside the region in the equity capital. If this bank is to be an investment proposal the question of sources for borrowing funds and the identification of areas in which project finance could be extended should be examined in detail. It was further suggested that the Regional Office should collect additional factual information on this subject and make it available to the experts appointed for the purpose of examining this proposal.

Working Group for Trade Promotion

63.1 The Council discussed the recommendation made by the Conference on International Cooperative Trade held in Tokyo in 1968 that a Sub-Committee be established to discuss problems of trade promotion in the region. It also noted the suggestion made at the last meeting of the Advisory Council for further examination of this proposal. The Council endorsed the following recommendation of the Agricultural Sub-Committee for South-East Asia at its meeting held on 4th and 5th May 1970.

63.2 " The proposal to establish a Working Group for Trade Promotion within the Sub-Committee as explained in the agenda note was discussed at length and it was resolved that for the present members of the Sub-Committee should constitute a Working Group for Trade Promotion. Any member interested in joining the Group would be free to do so. The Members for India, Malaysia, Japan, Pakistan, the Philippines and Korea indicated their wish to join the Group. It was also the general wish of the members that the member for Australia would join the Group. This group could normally meet before the meeting of the ICA Agricultural Sub-Committee and the Members could be assisted by persons who are directly handling such trade. The group would deal with trade in agricultural commodities.

63.3 The purpose of the members of the Agricultural Sub-Committee meeting in the capacity of a Working Group for Trade Promotion is to ensure that cooperative trade in agricultural commodities is given a special place in our deliberations in the same way as it has been proposed in respect of cooperative fisheries".

63.4 It was decided that the Regional Office should now write to all member movements in the region requesting them to ratify the decision of the Agricultural Sub-Committee to constitute itself as a Working Group for Trade Promotion. It was felt that business executives actually dealing with trade matters may be permitted to attend this meeting along with the members. The Regional Office should keep the members of the Working Group informed of developments in the field of trade from time to time and seek their assistance in solving some of the difficult problems as and when they arise.

Cooperative Trade Exchange

64. The Council endorsed the following recommendation of the Agricultural Sub-Committee meeting held on 4th & 5th May 1970.

64.1 "The Committee noted the suggestion that had been made by the Australian Movement to the Regional Director on his visit to Australia in 1969 that a trade exchange be established either in Hong Kong or in Singapore with a view to helping cooperative producer and consumer organisations to make business contacts and to explore trade possibilities. It was decided that this matter should be examined further by the Working Group for Trade Promotion referred to in the preceding paragraphs".

Agenda Item No. VIIRole of the Regional Office and Education Centre  
in the Programme of the Cooperative Development  
Decade (1971 - 80)

65. The Regional Director informed the Council of the proposed plan of the ICA to launch a ten-year programme of enhanced activity in developing countries within the Decade 1971-80. Known as the Cooperative Development Decade, it will coincide with the United Nations Second Development Decade. He informed the Council that this proposal had been approved in principle by the ICA Executive Committee and that the detailed plan would be considered by the Executive Committee at its June meeting.

66. The Council appreciated the idea and noted that this subject would be discussed in detail at the forthcoming Top Level Conference proposed to be organised in connection with the tenth anniversary celebrations of the RO & EC. The Council recommended that Committees comprised of persons representing cooperatives and of experts should be appointed by the member movements in the region for the planning of cooperative development in their respective countries. It further recommended that these Committees should examine how the cooperative movement could contribute to national development rather than wait for the governments concerned to take the initiative as in the past. It was emphasized that the movements should assist governments in implementation of schemes of national development.

Agenda Item No. VIIITenth Anniversary Celebrations of the ICA  
Regional Office & Education Centre for South-  
East Asia

67. The Council approved the holding of a Top Level Leaders Conference in New Delhi in January 1971 in connection with the celebration of the tenth anniversary of the ICA RO & EC. The Conference will be on the "Strategy of Cooperative Development in the 1970s". Members of the Advisory Council, Agricultural Sub-Committee and the ICA Executive Committee will be invited to attend the Conference. In addition, it was decided to invite the Ministers in charge of Cooperation in the different countries in the Region.

68. The Council also noted that photographic exhibition would be held and a pictorial booklet on the activities of the ICA RO & EC would be published in connection with the Tenth Anniversary Celebrations.

Agenda Item No. IXICA Agricultural Sub-Committee for South-East Asia

69. The Council was informed that the fourth meeting of the ICA Agricultural Sub-Committee for South-East Asia was held at Seoul, Republic of Korea, on the 4th and 5th May 1970. The minutes of the meeting were distributed to the Council Members. The Council endorsed the recommendations made by the Sub-Committee. While reviewing the minutes of the

Sub-Committee meeting the Council paid special attention to the recommendations concerning the proposed Survey of Cooperative Agricultural Marketing Projects in South and East Asia and endorsed the following recommendation of the Sub-Committee in this regard.

"Purpose

69.1 It is proposed that a Survey should be conducted in the field of agricultural cooperative marketing with the ultimate object of further developing agricultural cooperative marketing in the countries of South-East Asia. This survey will be conducted by three study teams as explained in 69.2 below. It is expected that this survey will help the movements concerned to obtain assistance for the development of the projects recommended by the study teams from the developed cooperative movements, the governments of developed countries and the institutions and authorities set up for international development.

Methodology

69.2 The ICA's member organisations in the Region of South-East Asia served by the RO & EC will be called upon to propose cooperative projects which may be examined by the ICA to ascertain their potentiality for development into full scale cooperative production and marketing concerns. These projects will be of two categories, viz. (a) projects for the marketing of raw material for animal feeding stuffs with a view to exporting it, and (b) projects for the marketing of other agricultural commodities within or outside the countries concerned. In the case of both groups the member organisations concerned will be requested to select both the commodities and the projects which they would like the ICA to examine. The number of projects to be so examined in each country will be determined by the Regional Director having regard to the time at the disposal of the team concerned.

69.3 The ICA will appoint three study teams for the purpose of surveying the projects so proposed. Two of these study teams will survey the projects proposed for the marketing of raw material for animal feeding stuffs whilst the third team will survey the projects proposed for the marketing of other agricultural commodities.

69.4 The survey in respect of animal feeding stuffs raw material will be conducted in five countries viz. India, Pakistan, the Philippines, Malaysia and Indonesia. The Member for India said that in the case of India, the National Agricultural Cooperative Marketing Federation would conduct its own survey and bear the full costs of such a survey. In regard to the other four countries the ICA will appoint two teams, each team to cover two of these countries. In each team, there will be two Japanese experts provided by the Central Union of Agricultural Cooperatives of Japan. Each study team will have an Officer of the RO & EC to function as a member as well as the Secretary of the team. In addition to these three members of each study team, one additional member will be co-opted to each study team, on the recommendation of the member organisation of the country visited by such study team, for the purpose of making the survey in that particular country. If necessary, interpreters will be employed for the convenience of the Japanese experts.

69.5 The Survey in respect of other agricultural commodities will be conducted in three countries viz. the Republic of Korea, Iran and Ceylon. In consultation with the member organisations concerned, the ICA will appoint two experts having regard to the commodities which are involved in the projects proposed by the member organisations. This study team also will have an officer of the ICA as a member as well as Secretary of the team, and a member coopted, on the recommendation of the member organisation of the country visited by the study team, for the purpose of making the survey in that particular country.

#### Costs

69.6 The Central Union of Agricultural Cooperatives of Japan has placed at the disposal of the ICA a sum of 4.5 million yen (US \$ 12,500) to be utilised in this connection. It is expected that an equal contribution will be made from the ICA's Development Fund. It is the view of the Agricultural Sub-Committee that except in the case of Indonesia, where the ICA has no member organisation as yet, all the local costs of this survey should be borne by the member organisations concerned. This will include costs of board, lodging and travelling of all members and other personnel of the study teams as well as any other local expenditure connected with the survey. The hotel accommodation provided for the members of the study teams should be of the type that is normally provided by international organisations for their experts. The average expenditure on the board and lodging of each expert per day would be US \$ 20.

69.7 The ICA will meet the international travel costs and similar expenditure for which foreign exchange is needed, in connection with the survey in the countries mentioned above except Indonesia. In the case of Indonesia even local costs may be met by the ICA if it becomes necessary to do so. It is estimated that each study team will be able to spend only about ten days in each country. The number of projects to be surveyed in each country will be limited by this consideration. The ICA's expenditure will be met out of the funds mentioned in para 69.6.

#### Period of the Survey

69.8 It is expected that the member organisations concerned will be able to select projects for the attention of the study teams within two months of their being informed of this scheme. The recruitment of experts will have to await the requests of the member organisations so that experts may be selected having regard to their specialised knowledge of the commodities that are involved in the projects submitted for the survey. It is expected that the ICA Director's approval could be obtained and thereafter the scheme of the survey could be notified to member-organisations by July 31st, 1970. The proposals of the member organisations could be expected by September 30th. The selection of experts for the survey of projects in the field of animal feeding stuffs raw material could be made by the CUAC of Japan within about two months of this date whilst the selection of experts in other agricultural commodities referred to at para 69.5 will require four months. The appointment of this



study team could be done by about January 1971. In the case of the two teams which will examine projects for raw material for animal feeding stuffs it is expected that it will be possible for the CJAC to release experts for one team in November 1970 and for the other team in January 1971. The report of each study team should normally be available within three months of the completion of their survey."

Agenda Item No. X                      Proposal to Set Up a Regional Group for Fisheries

70.                      The Advisory Council noted the decision made in this connection by the Agricultural Sub-Committee at its meeting on 4th and 5th May 1970, viz. to form a Regional Group for Fisheries within the Sub-Committee comprising of Members for Japan, Ceylon and Malaysia, with power to accept and endorsed that decision.

Agenda Item No. XI                      Relations with Member Organisations in the Region

71.                      Information given in the agenda notes was noted by the Council.

Agenda Item No. XII                      Relations with International Organisations

72.                      The Council noted the collaboration of the ICA RO & EC with United Nations Agencies such as the ILO, FAO, ECATE, Asian Development Bank and UNESCO, and other international organisations such as the ICFTU, IFAP and IRRRO. The member for Japan expressed the desire of the Japanese Cooperative Movement for growing collaboration and closer contacts between the ICA and the IFAP, especially in view of the fact that most of the members of the ICA in the region are not members of the IFAP. Attention was drawn to the close collaboration that exists between the ICA and the IFAP and also to the Committee for the Promotion of Agricultural Cooperation in Developing Countries (COPAC) formed by the FAO/ILO/IFAP/IFPALW and the ICA for the development of a Joint Programme of assistance.

Agenda Item No. XIII                      Venue and Dates of the Next Advisory Council Meeting

73.                      The Council accepted the suggestion that the next meeting of the Advisory Council should be held immediately after the Conference of Top Level Leaders and the Tenth anniversary celebrations of the RO & EC scheduled to be held in New Delhi in January 1971.

Agenda Item No. XIV

Other Matters

74. The Members of the Council agreed with the Regional Director's suggestion that an oil painting of late Professor D.G.Karve, former Chairman of the ICA Advisory Council for South-East Asia, be placed in the office of the RO & EC and that token contributions be collected for this purpose from the member movements of the ICA. The Council asked the Regional Director to address letters to the member organisations in this regard.

75. The Chairman, on behalf of himself and the Members of the Council, congratulated the Regional Director and his colleagues on "another year of hard and useful work" and wished that this appreciation be recorded in the minutes. The Regional Director expressed his thanks to the Chairman.

76. Mr N.A.Kularajah, Member for Malaysia, proposed a vote of thanks to the Chair which was carried unanimously.

NEW DELHI.  
25th June 1970

P.E. WEERAMAN  
Secretary  
ICA Advisory Council for South-  
East Asia

STATEMENT SHOWING THE COSTS OF THE ICA REGIONAL OFFICE AND EDUCATION CENTRE FOR THE YEAR 1965 to JUNE 1970 AND THE FINANCIAL CONTRIBUTION FROM MEMBER ORGANISATIONS AND OTHERS TOWARDS THESE ACTIVITIES.

	1965		1966		1967		1968		1969		Jany-June 1970	
	Rs.	%	Rs.	%	Rs.	%	Rs.	%	Rs.	%	Rs.	%
Total costs ICA RO&EC activities	890,892	100	999,447	100	1,405,620	100	1,419,065	100	1,501,225	100	839,563	100
Contribution from SCC/KF .....	581,784	65.4	712,397	71.4	961,318	68.5	1,033,476	72.7	1,125,961	75.01	589,855	70.23
Contribution from Head Office ....	176,233	19.8	179,105	17.9	234,671	16.7	263,938	18.8	228,056	15.19	161,297	19.23
Contribution from Member Organizations	132,875	14.8	107,945	10.7	209,631	14.8	121,651	8.7	147,208	9.80	88,411	10.54
Australia	-		-		-		-		3,355	0.22	-	
Ceylon	7,274	0.8	17,526	1.77	12,772	0.9	5,880	0.40	6,725	0.45	-	
India	21,810	2.4	30,591	3.10	17,400	1.2	17,003	1.20	14,707	0.98	10,315	1.23
Iran	-		-		6,481	0.45	-		6,337	0.42	4,160	0.50
Japan	45,644	5.1	22,203	2.20	98,821	7.10	46,541	3.2	30,247	2.02	59,731	7.12
Korea	16,292	1.80	10,126	1.05	7,743	0.55	5,772	0.45	41,952	2.80	968	0.11
Malaysia	8,590	0.95	4,574	0.45	6,483	0.45	5,420	0.45	1,821	0.12	5,878	0.70
Nepal	1,777	0.20	-		-		-		-		-	
Pakistan	11,135	1.20	4,672	0.45	30,292	2.10	2,666	0.2	-		2,806	0.33
Philippines	15,082	1.70	5,156	0.5	5,277	0.40	4,765	0.40	13,946	0.92	1,188	0.14
Singapore	1,867	0.25	6,938	0.70	16,382	1.10	-		-		-	
Thailand	3,404	0.40	6,159	0.6	7,980	0.55	4,072	0.3	5,098	0.34	1,617	0.20
UNESCO	-		-		-		27,476	1.95	-		-	
AARRO	-		-		-		-		23,020	1.53	-	
INDONESIA	-		-		-		2,056	0.15	-		1,748	0.21

- Note: 1. Local costs for participants and delegates when paid for by the host movement are calculated at Rs.100/- per day & per participant.  
2. The Central Union of Agricultural Cooperatives Japan has committed to contribute £1000 per year for 10 years towards ICA RO&EC's new building. So far £3000 have been contributed.  
3. In addition to the above contribution, the member movements have extended their hospitality to ICA's personnel & ICA's sponsored visitors. (4) Member contributions to the ICA Head Office have not been included.  
5. Where travel cost has been paid by member movements for their participation in ICA's activity the same has been included.  
6. The Govt. of India has granted some concessions to ICA RO&EC New Delhi and its foreign staff members which have not been shown.  
7. In addition to above, SCC/KF also meets the salary cost of Swedish employees. (9) The figures of the Yr.1969 have been revised.

ADVISORY COUNCIL

ADDITIONAL ITEM

ASSISTANCE FROM WESTERN AUSTRALIA FOR THE TECHNICAL  
TRAINING OF TWO INDIAN AGRICULTURAL GRADUATES IN  
WESTERN AUSTRALIA

During December 1970, the National Cooperative Union of India (NCUI) communicated to the Regional Office the names of two agricultural graduates for training in Western Australia for a period of 12 months. The full particulars of the selected candidates were forwarded to the Cooperative Federation of Western Australia (CFWA) for their approval.

The CFWA revised its original offer of 12 months' training to 9 months in view of their hot summer months between December and February <sup>etc</sup> inclusive. They suggested a programme commencing March 1, 1971 and ending on 30th November 1971. Since the programme included attachment of a trainee to the Sunny West Coop. Dairies, it was felt that one of the candidates already selected (who is working with a Cooperative Sugar Mill in Mysore State), may be replaced by another person working in the field of marketing and processing.

The name and full particulars of the selected candidate is awaited from the NCUI on receipt of which the same would be communicated to the CFWA.

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Staff Costs §	265,748	30%	342,438	28.3%	463,181	35%	519,602	36.8%	275,623	35.4%
Other Fixed costs (rent, stationery, housing costs etc.)	230,180	26%	274,297	22.7%	287,427	21.7%	269,437	19.1%	153,813	20.1%
Travel, board and lodging costs of ICA staff (travel in connection with seminars excluded).	86,521	9.6%	120,122	10.1%	133,917	10.1%	127,930	9.1%	75,959	9.6%
Travel costs of ICA staff in connection with seminars.	72,154	8.1%	157,826	12.3%	148,857	11.3%	177,313	12.5%	107,102	13.5%
Travel, board and lodging costs of Lecturers.	24,747	2.8%	29,107	2.4%	7,981	0.6%	25,923	1.8%	25,340	3.2%
Travel, board and lodging costs of participants.	130,522	14.7%	188,487	15.7%	165,000	12.5%	180,489	12.8%	69,728	8.8%
ICA Fellowship	30,622	3.4%	42,444	3.6%	36,171	2.7%	21,345	1.5%	17,624	2.2%
Publication & Public Relations etc.	29,873	3.3%	16,687	1.4%	48,854	3.7%	64,236	4.5%	48,504	6.2%
Library	12,675	1.4%	13,962	1.2%	19,998	1.6%	20,074	1.4%	7,565	0.9%
Miscellaneous	8,460	0.7%	10,619	1.3%	7,962	0.6%	8,382	0.5%	2,133	0.3%
Total	891,502	100%	1,195,989	100%	1,319,833	100%	1,414,731	100%	783,179	100%

§ Swedish employee's salary excluded.

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Library	12,675	1.4%	13,962	1.2%	19,998	1.6%	20,074	1.4%	7,565	0.9%
Miscellaneous	8,460	0.7%	10,619	1.3%	7,962	0.6%	8,382	0.5%	2,133	0.3%
Total	891,502	100%	1,195,989	100%	1,319,833	100%	1,414,731	100%	783,179	100%

§ Swedish employee's salary excluded.

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Description	1966	%	1967	%	1968	%	1969	%	1970 Jany-June	%
Staff Costs §	265,748	30%	342,438	28.3%	463,181	35%	519,602	36.8%	275,623	35.4%
Other Fixed costs (rent, stationery, housing costs etc.)	230,180	26%	274,297	22.7%	287,427	21.7%	269,437	19.1%	153,813	20.1%
Travel, board and lodging costs of ICA staff (travel in connection with seminars excluded).	86,521	9.6%	120,122	10.1%	133,917	10.1%	127,930	9.1%	75,959	9.6%
Travel costs of ICA staff in connection with seminars.	72,154	8.1%	157,826	12.3%	148,857	11.3%	177,313	12.5%	107,102	13.5%
Travel, board and lodging costs of Lecturers.	24,747	2.8%	29,107	2.4%	7,981	0.6%	25,923	1.8%	25,340	3.2%
Travel, board and lodging costs of participants.	130,522	14.7%	188,487	15.7%	165,000	12.5%	180,489	12.8%	69,728	8.8%
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Travel, board and lodging costs of Lecturers.	24,747	2.8%	29,107	2.4%	7,981	0.6%	25,923	1.8%	25,340	3.2%
Travel, board and lodging costs of participants.	130,522	14.7%	188,487	15.7%	165,000	12.5%	180,489	12.8%	69,728	8.8%
ICA Fellowship.	30,622	3.4%	42,444	3.6%	36,171	2.7%	21,345	1.5%	17,624	2.2%
Publication & Public Relations etc.	29,873	3.3%	16,687	1.4%	48,854	3.7%	64,236	4.5%	48,504	6.2%
Library	12,675	1.4%	13,962	1.2%	19,998	1.6%	20,074	1.4%	7,565	0.9%
Miscellaneous	8,460	0.7%	10,619	1.3%	7,962	0.6%	8,382	0.5%	2,133	0.3%
Total	891,502	100%	1,195,989	100%	1,319,833	100%	1,414,731	100%	783,179	100%

§ Swedish employee's salary excluded.

STATEMENT SHOWING THE EXPENSES FOR THE YEAR 1966 - June 1970 MET FROM THE  
FUNDS CONTRIBUTED BY THE SCC AND THE ICA HEAD OFFICE

Description	1966	%	1967	%	1968	%	1969	%	1970 Jany-June	%
Staff Costs §	265,748	30%	342,438	28.3%	463,181	35%	519,602	36.8%	275,623	35.4%
Other Fixed costs (rent, stationery, housing costs etc.)	230,180	26%	274,297	22.7%	287,427	21.7%	269,437	19.1%	153,813	20.1%
Travel, board and lodging costs of ICA staff (travel in connection with seminars excluded).	86,521	9.6%	120,122	10.1%	133,917	10.1%	127,930	9.1%	75,959	9.6%
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Total	891,502	100%	1,195,989	100%	1,319,833	100%	1,414,731	100%	783,179	100%

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