

3<sup>rd</sup> Training Course on  
**IMPROVING CAPACITY OF  
RURAL WOMEN**

*Thailand – Japan*  
*6<sup>th</sup> September to 1<sup>st</sup> October 2016*



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**COURSE REPORT**



**International  
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Asia and Pacific

9 Aradhana Enclave, R.K. Puram, Sector-13,  
New Delhi-110066, India.



Report of the  
**3<sup>rd</sup> Training Course on  
Improving Capacity of Rural Women**

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6<sup>th</sup> September to 1<sup>st</sup> October 2016

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**COURSE REPORT**

SECTION-I

**Executive Summary**

**Background**

Gender equality is a fundamental factor for the socio-economic well-being of all. It has particular importance in terms of global economic recovery and global development. Yet, despite the gains made so far and the efforts and political commitment of the international community, visible and invisible obstacles continue to persist that prevent rural women from fully exploiting their capabilities. These barriers equally deny them their right to be recognized as the driver and the main actor in rural development.

Rural women face a number of constraints. Rural women have limited or no access to natural, infrastructural, technical and financial resources due to both cultural and legal constraints; rural women are not heard since they have no voice; and rural women mainly work in the informal sector and in subsistence agriculture. As a consequence, their access to education and basic social services is compromised.

The role of rural women is vital. Rural women not only contribute to feeding the world in a safe and sustainable way, but also promoting a true development and contribute to building peaceful and socially cohesive communities.

**Introduction**

The International Cooperative Alliance (ICA) is an independent, non-governmental organisation established in 1895 to unite, represent and serve cooperatives worldwide. The Alliance provides a global voice and forum for knowledge, expertise and coordinated action for and about cooperatives. The members of the Alliance are international and national cooperative organisations from all sectors of the economy. The Alliance has 300 members from over 100 countries, representing close to one billion individuals worldwide. According to the World Coop Monitor (<http://www.monitor.coop>) the world's top 300 cooperatives generate 2.6 trillion USD in turnover. Cooperatives generate partial or full-time employment for at least 250 million individuals worldwide, either in or within the scope of cooperatives, making up almost 12% of the entire employed population of the G20 countries.

Operating from a global office in Brussels (Belgium), the Alliance is organized with four Regional Offices - Europe, Africa, Americas, and Asia-Pacific. The ICA-AP which was opened in India in **1960** takes care of **97** members from **30** countries in the Asia-Pacific region.

**Training Course**

The Ministry of Agriculture, Forestry and Fisheries (MAFF) of the Government of Japan has chosen the International Cooperative Alliance (ICA) to implement an umbrella



Project on “**Strengthening of Capacity Building in Developing Countries in Asia**” for three years starting from 2014.

Under this Project, the 3<sup>rd</sup> Training Course on “**Improving Capacity of Rural Women**” was held in **Thailand** and **Japan**. Part-I of the Training Course was held in Thailand in collaboration with the Cooperative League of Thailand (CLT) from 6<sup>th</sup> to 13<sup>th</sup> September 2016 and Part-II in Japan in collaboration with the Institute for the Development of Agricultural Cooperation in Asia (IDACA) from 14<sup>th</sup> September to 1<sup>st</sup> October. The Training Course was funded by the Ministry of Agriculture, Forestry and Fisheries (MAFF), Government of Japan, and implemented by ICA.

### **Objective**

The main objective of the Training Course was to assist capacity building of leaders of rural women for promotion of more organized business activities in the countries of South East Asia and South Asia regions.

### **Course Participants**

Eight (8) women participants were selected by ICA-AP for the Training Course from the following eight countries – Cambodia, Indonesia, Laos, Malaysia, Myanmar, Nepal, Thailand and Vietnam. A list of participants is placed at Section-XI.

### **Home Country Assignments (HCA)**

The selected participants undertook their Home Country Assignments (HCA) for a period of **five days** (1-5 September) prior to the actual commencement of the Training Course. They prepared a **Country Report** on the format supplied by us.

They also prepared a brief note after discussion with their seniors in the organization. The purpose was to write down the ideas for the preparation of action plan in IDACA based on the experience and knowledge gained during the training course in Thailand and Japan. This helped them to explain and implement the action plan prepared in Japan after the training course for the development of their own organizations including social and economic activities so as to meet the objective of the Training Course.

The Training Course was divided into two parts, as has been explained below:

#### ***Part-I: Study Visits in Thailand***

A one-week study visit program with a focus on observation of the activities of cooperatives/women groups and social institutions was held in Thailand from 6<sup>th</sup> to 13<sup>th</sup> September 2016 in collaboration with the Cooperative League of Thailand (CLT) – a member organization of ICA.

#### ***Part-II: Training Course in Japan***

Part-II of the Training Course, including field study visits, was held in Japan for 18 days (14<sup>th</sup> September to 1<sup>st</sup> October 2016). The Training Course was conducted by and located at IDACA. Some of the key subjects covered at IDACA were:

- *Development of Agricultural Cooperatives in Japan;*
- *Women’s Associations of Japanese Agricultural Cooperatives;*
- *Rural Women’s Entrepreneurship (marketing and local agro-processing);*
- *Women’s Participation in the Rural Development;*
- *Finalization and Presentation of Action Plans; and*
- *Reporting and Evaluation.*

## **Financial Support**

The Ministry of Agriculture, Forestry and Fisheries [MAFF] of the Government of Japan contributed funds to the 3<sup>rd</sup> Training Course on "Improving Capacity of Rural Women" which was followed by a grant for its implementation. The ICA is highly appreciative of the contribution made and grateful to the Government of Japan for this gesture.

## **Acknowledgements**

In the implementation of the 3<sup>rd</sup> Training Course, the ICA has received full support and cooperation from the Central Union of Agricultural Cooperatives (JA-ZENCHU); Ministry of Agriculture, Forestry and Fisheries [MAFF] of the Government of Japan; Institute for the Development of Agricultural Cooperation in Asia [IDACA] in Japan; Cooperative League of Thailand (CLT) and other ICA member-organisations in the Region. The ICA is grateful to its member-organisations for their support.

## **Administrative Arrangements**

Mr. K. Sethu Madhavan, Advisor-Membership, ICA-AP, was responsible for the conduct of the 3<sup>rd</sup> Training Course. The entire Training Course was coordinated and implemented by him for its full duration, under the direction of the ICA Regional Director for Asia and Pacific.

Part-II of the training program held in Japan at IDACA was conducted under the direction and guidance of Mr. Masahiro Konno, Executive Director of IDACA. Ms. Tayama Hiroko of Training Department was designated by the IDACA as the Course Coordinator for this part.

## **Summary of the Time Table**

The following was the summary of the time table:

<i>Home Country Assignment (HCA)</i>	<i>:</i>	<i>1<sup>st</sup> to 5<sup>th</sup> September 2016</i>
<i>Arrival of Participants in Bangkok</i>	<i>:</i>	<i>6<sup>th</sup> September</i>
<i>Part-I: Field Study Visits in Thailand</i>	<i>:</i>	<i>7<sup>th</sup> to 13<sup>th</sup> September</i>
<i>Arrival of Participants in Tokyo-Japan</i>	<i>:</i>	<i>14<sup>th</sup> September</i>
<i>Part-II: Training Course in Japan-IDACA</i>	<i>:</i>	<i>15<sup>th</sup> to 30<sup>th</sup> September</i>
<i>Departure of Participants from Japan</i>	<i>:</i>	<i>1<sup>st</sup> October 2016</i>

## SECTION-II

### **Inauguration of Part-I of the Training Course in Thailand**

The inauguration of Part-I of the 3<sup>rd</sup> Training Course on "Improving Capacity of Rural Women" was held in the forenoon of 7<sup>th</sup> September at the premises of Cooperative League of Thailand (CLT). The inaugural session was attended by Dr. Kouk Donsumran, Chairman of CLT; Mr. Nakorn Tangavirapat, Executive Director of CLT; Mr. Sutash Chunngiab, Deputy Executive Director of CLT; Mr. Phanuwat Wanraway, Head of International Affairs Department of CLT; Mr. K. Sethu Madhavan, Advisor-Membership/Program Coordinator, ICA-AP and a number of CLT officers and staff.

Dr. Kouk Donsumran welcomed the participants and the guests on behalf of CLT. He said that the CLT has the honour to organize this international training program in Thailand for the last five years. He said that the CLT is intensely involved in the promotion of capacity of rural women which is the theme of the training course.

He further said that "The Cooperative League of Thailand (CLT) is functioning as an apex body of the whole cooperative movement. Currently, there are around 8,000 cooperative societies with its membership around 10 million households or around 14% of total population of Thailand. The main duties are acting as a facilitator, coordinator and educational support for promotion of all cooperatives to promote and develop throughout the country without sharing any profit. The cooperative will pay subscription to CLT annually 5% of their net profit but not more 10,000 Baht.

I personally wish to congratulate all people concerned for successful implementation of the training course. I wish to convey my thanks to various different women groups that the participants will visit during their stay in Thailand. I sincerely wish that this part of the training course will continuously inspire all participants in different countries in Asia and Pacific to work towards poverty reduction and rural development".

Finally, he wished the participants from eight countries a comfortable stay and meaningful visits in Thailand. He also conveyed his appreciation to the women groups and the cooperatives that the participants will be visiting during their stay in Thailand.

Mr. Sethu Madhavan welcomed all the distinguished guests and the participants to the inaugural session. He expressed the gratitude of the ICA to the Ministry of Agriculture, Forestry and Fisheries (MAFF), Government of Japan, for their continued financial support to the program and IDACA for its active collaboration in the implementation of the training program. He expressed the gratitude of ICA-AP to CLT for making all arrangements for the field visits in Thailand. He also mentioned about some basic discipline to be maintained throughout the training course.

After the inauguration, a presentation on the Cooperative Movement of Thailand was made by Mr. Phanuwat Wanraway, Head of International Affairs Department, Cooperative League of Thailand, for the benefit of the participants.

#### **Background**

Cooperatives in Thailand, like in all developing countries, have been initiated by the government since 1915 with the prime aim of being a means of improving the livelihood of small farmers. This is due to the increasing debt problem resulting from farmers suffering from the shift from self-sufficient economy to trade economy. Natural disasters such as droughts and floods have further worsened the debt situation for the farmers. Consequently, they have lost their farmland and became laborers, leaving their debts unpaid.



Opening of the Training Course at Cooperative League of Thailand (CLT)



Participants at Cooperative Promotion Department (CPD), Thailand





Study visits in Thailand



The first cooperative in Thailand was named Wat Chan Cooperative Unlimited Liability and was established by the government on 26<sup>th</sup> February 1916, in Phitsanulok. It followed the Raiffeisen credit cooperative type with the single purpose of providing farm credit and being organized as a small village credit cooperative to help severely indebted farmers. The success of this type of cooperative in preventing many farmers' land from being foreclosed by the money-lenders led to the increasing number of small village credit cooperatives all over the country. Small credit cooperatives had prevailed in the country until 1983 when other types of cooperatives were then established in response to the people needs (i.e. production and consumer cooperatives).

The increasing number of cooperatives also led to the establishment of the "Cooperative Bank" in 1947 through government capital. Village credit cooperatives were urged to increasingly hold share capital in the Bank with the hope that they would, in future, be owners of the bank which was their own financing center. In 1952 and 1953, two provincial cooperative banks were established in the Chiang Mai and Uttaradit provinces respectively by the affiliation of village credit cooperatives in each of the two provinces. The two provincial cooperative banks served their affiliates so well, both in their credit needs and depositing surplus funds. Unfortunately, the enactment of a new 'Commercial Banks Law' in 1962 laid down that the acceptance of deposits on 'current accounts' could only be operated by commercial banks which must be organized in the form of a 'limited company'. The two existing provincial cooperative banks had, therefore, to be reorganized as credit cooperative federations and a program to set up new cooperative banks was dropped. In 1966, the government-cum-credit cooperative-owned Bank for Cooperatives was reorganized as the 'Bank for Agricultural and Agricultural Cooperatives', a state enterprise, functioning as a financial center of agricultural cooperatives including lending directly to individual farmers.

In 1968 with the objective to strengthen the cooperative movement, the Government enacted the Cooperative Act, B.E. 2511, which allowed the establishment of the Cooperative League of Thailand, functioning as the apex organization of the cooperative movement. The said cooperative Act also allowed for the amalgamation program which combined the neighboring small village credit cooperatives, paddy and marketing cooperatives, land improvement and land settlement cooperatives into a large scale cooperative at district level performing multipurpose functions and which was officially categorized as agricultural cooperatives.

At present, the cooperatives in Thailand are officially categorized into seven types, namely:

1. Agricultural Cooperatives
2. Land Settlement Cooperatives
3. Fisheries Cooperatives
4. Consumer Cooperatives
5. Thrift and Credit Cooperatives
6. Service Cooperatives
7. Credit Union Cooperatives

### **Organizational Structure of Cooperatives in Thailand**

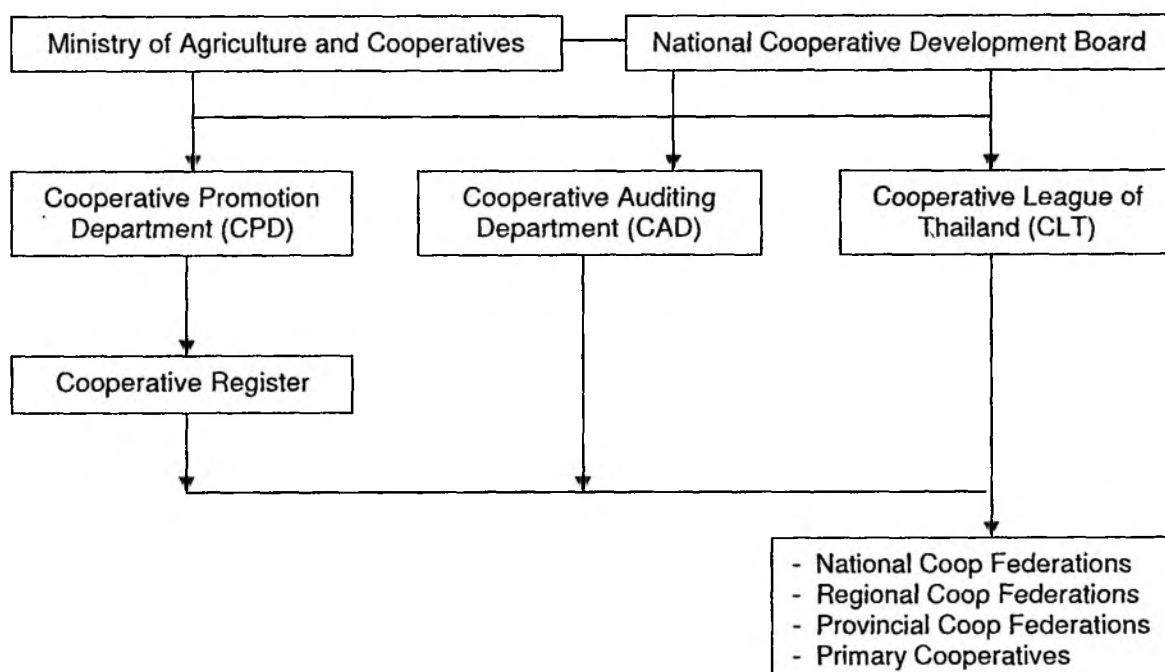
Cooperatives in Thailand are vertically organized in a three-tier system; primary cooperatives at district level and federations at provincial and national level. The primary cooperative consists of individual members while members of provincial and national federations are cooperatives. The members elect the board of directors through the general meeting with maximum number of 15 persons for cooperative development policies formulation. The board of directors, then, appoints a manager and staff to run the cooperative business.

Five or more cooperatives at primary or provincial level can form a provincial or national federation together to undertake joint activities on behalf of their affiliations such as processing and trading of agricultural products.

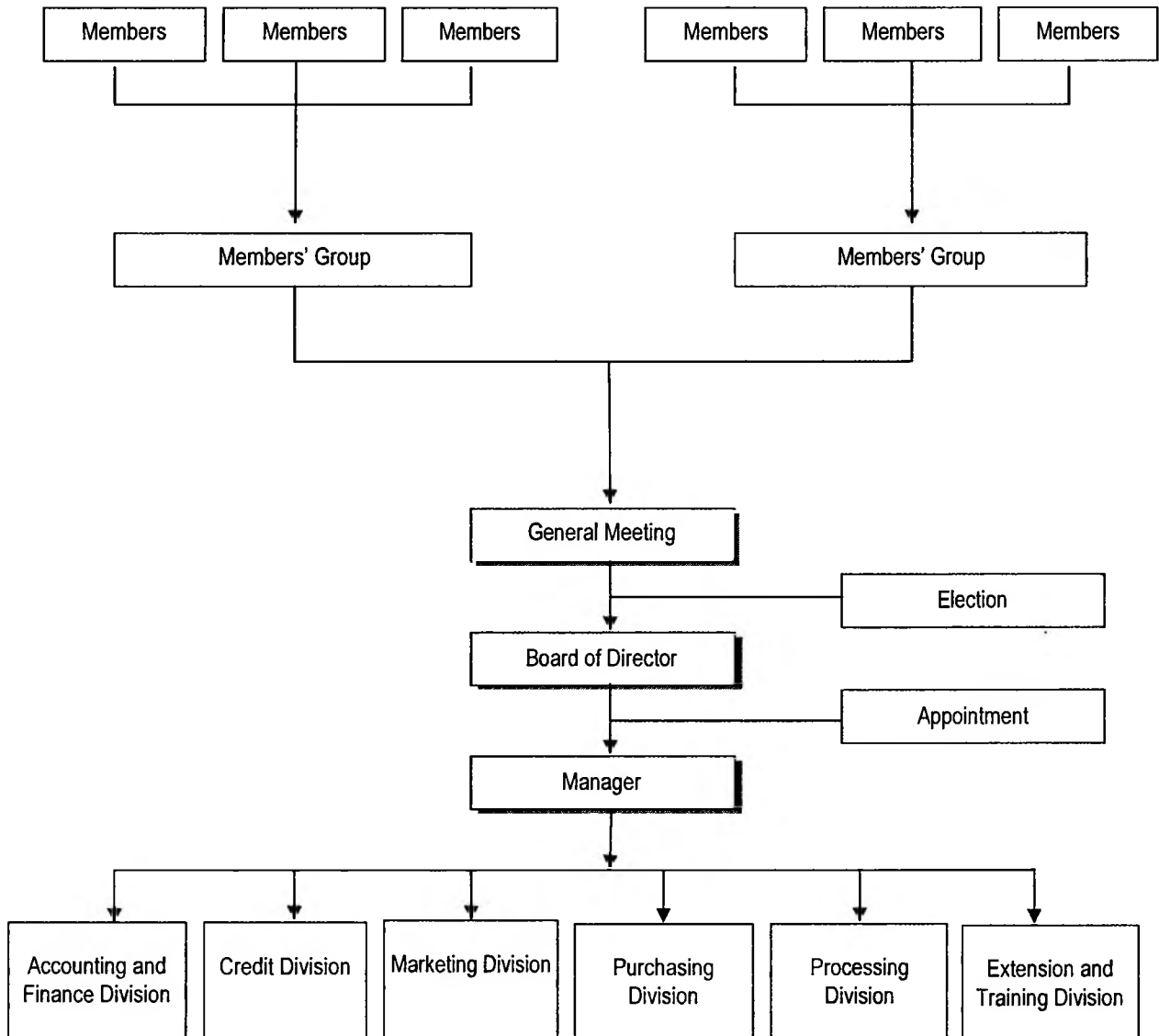
At national level, there is the Agricultural Cooperative Federation of Thailand of which all 76 provincial agricultural cooperative federations are affiliates. There are also the Sugarcane Growers Cooperative Federation of Thailand, Swine Raisers Cooperative Federation of Thailand, Dairy Cooperative Federation of Thailand and Onion Growers Cooperative Federation of Thailand. Thrift and Credit Cooperatives, and Consumer Cooperatives are affiliated in a national federation of their own.

All types of cooperatives at all levels, according to the Cooperative Act, A.D. 1999, have to implicitly be affiliates of the Cooperative League of Thailand (CLT). The CLT is functioning as an apex body of the whole cooperative movement. It does not run as a business enterprise, but acts as a facilitator, coordinator and provides educational support in the promotion of all cooperative progress.

### Relationship of Co-operative Organizations in Thailand



### Structure of Primary Cooperatives in Thailand



## SECTION-III

### Field Study Visits in Thailand

The field study visits were arranged from 8<sup>th</sup> to 13<sup>th</sup> September 2016 in and around Bangkok by the Cooperative League of Thailand (CLT).

The participants visited the following cooperatives in Thailand to get an opportunity to meet some of the progressive women members and observe their participation in the business operations of their agricultural cooperatives.

#### Cooperative League of Thailand (CLT)

The Cooperative League of Thailand (CLT) was established according to the Cooperative Act (Cooperative Law) on 9<sup>th</sup> June 1968. It is a non-profit organization functioning as the national apex body of the cooperative movement in Thailand. All cooperatives registered under the Cooperative Act will be automatically affiliated to the CLT.

The main functions of CLT are: (a) Promote cooperative ideology and principles; (b) Provide technical assistance, training and education; (c) Promote business, trading, industry, and services of all cooperatives; (d) Strengthen cooperative networking and relationship locally and internationally; (e) Protect cooperative members' interests and benefits; and (f) Provide cooperation with the government concerned in promotion of cooperatives for genuine and real benefits to cooperatives in general.

#### Resources and Facilities

1. CLT Training Center with broad services of training, conferences, seminars, meetings, parties, food & beverage, accommodation up to 69 twin sharing rooms serviced to both members and non-members,
2. Publications/Magazines/Newsletters/TV Program and cooperative texts,
3. Training programs and consultations concerning cooperative laws and information,
4. Cooperative Museum and Library,
5. Arrangement for good relationship with cooperative organizations or international cooperative organizations.

#### Current Number of Cooperatives and Membership Classified by Types

No.	Types of Cooperatives	Number of Cooperatives (2013)	
		Cooperatives	Percentage
	<b>Agricultural Cooperatives Sector</b>		
1	Agricultural Cooperatives	4,361	54.95
2	Fisheries Cooperatives	101	1.25
3	Land Settlement Cooperatives	96	1.19
	<b>Non-Agricultural Cooperatives Sector</b>		
4	Thrift and Credit Cooperatives	1,452	18.28
5	Consumer Cooperatives	275	3.26
6	Service Cooperatives	1,111	14.86
7	Credit Union Cooperatives	441	6.21
	<b>Total</b>	<b>7,837</b>	<b>100.00</b>



## Study visits in Thailand





## Study visits in Thailand



## **Cooperative Promotion Department**

In 1915, a year before the first cooperative was introduced to Thailand the Cooperative Section was established under the Ministry of Finance responsible for cooperative promotion. With an increasing role of cooperatives in the Thai economy, the Cooperative Section was transformed to be the Cooperative Department under the Ministry of Commerce in 1920, thus becoming the Ministry of Cooperatives in 1952. The reorganization of the government agencies in 1963 caused the abolishment of Ministry of Cooperatives and the establishment of Ministry of National Development in substitution. Under the new Ministry, there were three newly established departments responsible for all previous cooperative duties as follows - Land Cooperative Department, Cooperative Auditing Department and Trade and Finance Cooperative Department.

Again in 1972, the Ministry of National Development was abolished and replaced by the Ministry of Agriculture and Cooperatives. All cooperative works, except duties under the Cooperative Auditing Department, were merged together under the new department named Cooperative Promotion Department (CPD) and attached to the Ministry of Agriculture and Cooperatives.

In 2002, the internal reorganization of Cooperative Promotion Department took place according to the Regulations of Ministry of Agriculture and Cooperatives. It resulted in the changes of roles, duties and responsibilities.

**Vision:** To be the key organization aiming at developing cooperative system to be the main force in developing the country towards a pleasant society.

**Mission:** (1) to create values and push forward the cooperative system to get involved in establishment of pleasant society based on sufficiency economy philosophy; (2) to strengthen cooperatives and farmer groups, equip them with good governance, being a learning organization, and providing services for members' satisfaction; (3) to encourage cooperatives and farmer groups to carry on businesses with high quality and fair play and to build up the networks among various stakeholders subject to a legal framework; (4) to promote the cooperative and farmer group participation with communities in social and environmental development activity; (5) to improve the personnel cooperation and participation in management and business operation on self-reliance and mutual help basis; (6) to improve the public administrative system and the Cooperative Promotion Department officer competencies through the good governance principles; and (7) to accelerate the land and promote occupation in cooperative settlement areas.

The CPD is responsible for promoting and disseminating the cooperative ideology, principles and methods to cooperative personnel, farmer groups and the public, promoting, supporting and strengthening the cooperative system, improving cooperatives' learning process to increase the capacity of business management as well as the efficiency of their operation, and encouraging cooperatives to upgrade the business linkages to international levels for better living quality of cooperatives members and socio-economic aspects.

The administration of CPD is divided into 2 parts - Central and Provincial ones. Central Administration, which is located in Bangkok, consists of 3 divisions, 1 center and 7 offices. Provincial Administration comprises 75 Provincial Cooperative Offices.

## **Bangplee Agricultural Cooperative Limited**

There are a total of 6 Amphur (districts) and Bangplee is one of the districts in Smutprakarn Province located around 30 km from Bangkok city. The main International Airport, Suvarnabhumi International Airport is also located in this province. The total land area is 1,004 sq. km; one side is opened to the Gulf of Thailand and other side is connected to Bangkok Capital City as well as industrial zones.

Bangplee Agricultural Cooperative Limited is an agricultural primary district level coop, covered two districts namely, Bangplee and Bang Sao Thong Districts. It was established under Cooperative Act of 15<sup>th</sup> November 1971 and on 3<sup>rd</sup> January 1978, the cooperative has amalgamated with Bang Chalong Rice Trading Cooperative Limited.

The cooperative has got 634 individual members; 12 board of directors (7 male and 5 female); 5 (3 male and 2 female) permanent staff. The business activities of the cooperative as on 30<sup>th</sup> October 2014 are as follows: share capital-US\$ 275,067; business turnover-US\$ 1,106,334; and loan provided to members-US\$ 833,334. The main business activities of the cooperative are rice trading and marketing of members' products. The cooperative made a profit of 1 million Baht in 2015.

### **Boonsri's Thai Sweets Occupation Women Group**

Boonsri's Thai Sweet Occupation Women Group is one of the most outstanding woman groups of Bangplee Agricultural Cooperative Limited. The group was formed in 2006 by Mrs. Boonsri Bhummalee, the group leader of cooperative member. The location of the group is Bangplee Old Town Market. There are 15 members in the group. The group has been supported by both local government office and by the cooperative. CPD provided a subsidy of 40,000 Baht at the initial stage. The daily sale of the group is 10,000 Baht.

#### **Location of the group**

103 Moo 10, Bangplee Yai Old Town Market,  
Amphur Bangplee, Samutprakarn Province  
Important Features of Boonsri's Thai Sweet Occupation Group  
Established: 2006  
Number of Members: 13  
Main Products: Thai Sweet Branded Boonsri's Thai Sweet

#### **Contact address:**

Bangplee Agricultural Co-operative Ltd.  
87/1 Moo 8 Tambon Bangplee Yai  
Amphur Bangplee  
Samutprakarm Province-10500, Thailand.

### **Ban Phaeo Agricultural Cooperative Limited**

The Ban Phaeo Agricultural Cooperative was formally established in 1974 with 621 members with a share capital of Baht 130,000. The cooperative is located in the neighborhood of Bangkok. Farmer-members in the area grow coconut, especially young coconut to meet the needs of the people of Bangkok. The marketing was done through middlemen. Initially there were 12 small groups which were doing the business on their own, but the Cooperative Promotion Department (CPD) grouped them into a cooperative to do the business on a collective basis. At present there are 3,496 household members out of which there are 1,248 women members. Though the area is fit for cultivating paddy, the current preferred products are: coconut, banana, star fruit, red apple, guava, vegetables and fisheries.

The main business activities of the cooperative are: farm credit (short and medium term); purchasing and supplies (fertilizer and farm chemicals including saplings); savings (short term deposits and fixed deposits), drinking water (processing, bottling and its distribution to nearby factories, tourists, households in the area including to some areas in Bangkok).

While the membership remained almost static (3,496 households) over three years (2011-2013), there has been a marked improvement in members' share (Baht 56 million



in 2011; Baht 57 million in 2012 and Baht 59 million in 2013. Business turnover also remained constant, since the profits earned by the cooperatives are tax-free (as is the case with all cooperatives in Thailand).

The cooperative employs 22 fulltime personnel. Elections are held every two years. The cooperative sources loan from the Bank for Agriculture and Agricultural Cooperatives-BAAC (a government financial institution).

Some of the facilities of the cooperative are: Own office building with proper infrastructure, gas station, water treatment plant and cold storage, warehouse and transport vehicles.

Role of Supporting Agencies:

- *The Cooperative Promotion Department (CPD) is the prime-mover in strengthening the cooperative and its activities. Some of the services of the CPD are: management support, advice, training and education, linkages with government private enterprises, financial assistance by way of easy loans and grants, identifying women members who are willing to undertake business activities under OTOP or under any other program.*
- *The Cooperative Audit Department (CAD): Timely conduct of yearly audit, monthly/half yearly regular inspection and guidance visits.*
- *Cooperative League of Thailand (CLT): Board/staff training, cooperative member education program; distribution of information material, sponsoring participants to national and international meetings; arranging visits of foreigners to cooperatives and support to women members to undertake OTOP activities.*

Some of the problem areas of the cooperative are: disbursement of credit and management of defaults (almost 76%). No loans are given to the defaulters which mean some members get disappointed with the services of the cooperative.

### **Baan Kaset Pattana Women's Group**

The group was promoted by the Ban Phaeo Agricultural Cooperative Limited under the leadership of Ms. Somsri, a member of the cooperative. The group was established in 1997 with 50 members and the support of the CPD. The initial share capital was Baht 40,000 (out of which Baht 30,000 was contributed by the CPD) with every member holding two shares of Baht 100 each. The current share capital is Baht 500,000.

The area is known for the cultivation of aloe vera. There was a factory which used to procure the herb from the farmers and process it. When the factory closed down, the farmers lost interest and through the motivation and guidance provided by the agricultural cooperative and the CPD, the farmers gathered together to process the herb by themselves. Ms. Somsri provided the much needed support and guidance and formed a group of women to organize a processing facility.

The group started gathering the herb from the members and processes it in a scientific manner and produced a variety of products for distribution. Some of the major products of the group are: aloe vera juices and a range of health drinks including concentrates. It also undertook collection and production of artificial flowers and okra red flower. Major consumers of the products are local hospitals, community of the area and for exports. The marketing is done through a business agency which is exporting the products to various ASEAN countries (especially Cambodia and Vietnam).

Another major business activity is credit – it serves as a bank to the local community. Purchasing business includes: raw material, sugar, bottles, labels, etc.

While the membership remained constant over the last three years, the members share increased to Baht 50,000 in 2013 from Baht 10,000 in 2011. The turnover in 2013 was Baht 4 million. Profits earned are tax-exempted, as is the case with all women group business activities in Thailand. The members of the group are paid Baht 220 per day for their work.

Role of Supporting Agencies: Several agencies provide support to local initiatives.

- *CPD and Kasetsarāt University (Agriculture University) provide technical guidance and financial support;*
- *Agricultural Cooperative provide guidance, market place and linkages; and*
- *CLT support the group through the agricultural cooperatives and provide education and training.*

Some of the problems of the group are: marketing of juices; expansion of business; maintaining the quality of products (it has to be monitored constantly not only by the group but by government health and food departments).

### **Phothong Agricultural Cooperative Limited**

Phothong Agriculture Cooperative Limited was established by merging of three cooperatives, namely, Land Settlement Cooperative Limited, Rice Supply Cooperative Limited, and Phothong Fund Mobilization Cooperative Limited. It was legally registered on 1<sup>st</sup> May 1985 with a group of 83 persons with an inception fund of 33,900 Baht. Today the cooperative has got 4,990 persons with a share capital of 276.172 million Baht.

The cooperative has got the following assets: two floor building; rice central market (branch-1) which spreads out about 7.6 acres including 3.6 acres of rice drying area, a computerized weighing apparatus with a capacity of 40 tons, two paddy barns and three wheel loaders; rice central market (branch-2) which spreads out about 6 acres including 1.6 acres rice drying area; a computerized weighing apparatus with a capacity of 4 tons and two paddy barns; petrol station located in rice central market (branch-2); and a two floors building in rice central market (branch-2).

The financial details of the cooperative as on 30<sup>th</sup> June 2015 are as follows: Share capital-67.163 million baht; other accumulated share-1.712 million baht; deposits-219.658 million baht; and total working capital-276.172 million baht.

The loan details are as follows: Total loan from previous year-223.721 million baht; paying loan-46.662 million baht; paid principal of loan-74.054 million baht; paid interest-17 million baht; and behind hand-188.801 million baht.

The trade details of the cooperative are as follows.

Products	Purchase Price (Baht)	Market Price (Baht)
Fertilizer	8,941,350	10,259,355
Paddy	4,986,279	5,361,073
Cooking Gas	1,659,682	1,806,602
Agricultural Chemicals		21,231
Gasoline	35,531,759	36,673,007

The net profit of the cooperative during the year 2015 was 2.9 million Baht.

The cooperative has promoted Bang Chao Cha Women Group whose members is from Phothong area and also be the members of the cooperative. The Phothong Agricultural Cooperative Limited had encouraged the Group to produce bamboo products such as



basketry bags, baskets and cone-shaped covers. Until now the products of the Group became well-known and hold a good market.

### **Bang Jhao Cha Women Group**

The Bang Jhao Cha Women Group is located in Angthong province. The villagers of Bang Jhao Cha Women Group use bamboo which they learned from their ancestors and apply into handbags with many different shapes. They also dye the cane with various color for more beauty, including padding fabric inside the handbag for increased value and more convenience in using, also being able to be sold in the market.

The group was promoted by the Pho Thong Agricultural Cooperative Limited in 1977 with 20 members. Currently the group has got 300 members out of which 80% are women. The local enterprise development office provided 25,000 baht for two years to the group. The group got a fillip in 2004 when OTOP started in Thailand.

Bamboo is not a tree but it is of grass family that is one of the fastest growing plants in the world. Bamboos are of notable economic and cultural significance in South Asia, South-east Asia and East Asia, being used for building materials, as a food source and as a versatile raw product.

Rattans are also superficially similar to bamboo; many of the properties of rattan that make it suitable for furniture also make it a popular choice for handicraft and art pieces. Uses include rattan baskets, plant containers and other decorative items.

The method to weave baskets from rattan and bamboo tread has transferred from generation to the next. In the past they used this method to make hold house items for everyday use. Later, products have developed by combining the old method and new technology whilst keeping Thai identity. Many varieties of baskets are produced by the group. The sale of the products is done through the community development center. The group also exports their products directly to Japan, Europe and other countries. The CLT also helps the group to promote their products.

To become a member of the group, one has to buy at least one share of 10 baht. The maximum share allowed per person is 100. The dividend is paid on the share based on the profit. 5% from the wholesales and 10% from the retailers is deducted from the total sales for the group. The big problem facing the group is marketing and also to get a final decision among the group members.

## SECTION-IV

### Inauguration of Part-II of the Training Course in Japan

The inaugural session of Part-II of the Training Course was held on 15<sup>th</sup> September 2016 in the Conference Hall of IDACA. Mr. Masahiro Konno, Executive Director of the Institute for Development of Agricultural Cooperation in Asia (IDACA) and Mr. K. Sethu Madhavan, Advisor-Membership, ICA-AP addressed the inaugural session. Mr. Hajime Yaguchi, Advisor; Mr. Yukio Abe, Cooperative Development Consultant and other officers of IDACA were also present.

Welcoming Mr. Konno and other senior officers of IDACA, **Mr. Sethu Madhavan** congratulated the participants for successfully completing the Part-I of the training course in Thailand and for attending the Part-II of the training course in Japan. He conveyed the sincere gratitude of the ICA to Ministry of Agriculture, Forestry and Fisheries (MAFF), Government of Japan, for their valuable financial support for the development of women's activities in Asia. He mentioned about the longstanding collaboration between ICA and IDACA. He also spoke about the ICA Blueprint for a Cooperative Decade, an important outcome of IYC (International Year of Cooperatives).

**Mr. Konno** extended a warm welcome to all the participants to Japan on behalf of IDACA. He extended his sincere appreciation to Mr. Sethu Madhavan of ICA-AP for successfully handling the training course. He further said that the women's training course was started in 1991 and going on for the last 25 years with the financial support of MAFF and from 2014 onwards a new phase has started with emphasis on "Improving Capacity of Rural Women".

He further said "As you know, the objective of this training course is to build capacity of rural women leaders for the promotion of more organized business activities in South-Asian countries. After Part-I training course in Thailand, Part-II of the training course starts here from today for three weeks. I hope that the training course here will be good opportunity to discuss and exchange views of common topics among participants.

During the course, through lectures at IDACA and field visits to Mie Prefecture, you will learn various aspects of rural women's activities in Japan. I believe that those information and findings you are going to gain during the training course will contribute in preparation of your final action plan."

He said that IDACA was established in 1963 with funds contributed by all Japanese agricultural cooperatives. More than **50** years history of IDACA, around 6,200 participants, mainly from Asia, have been trained from 120 countries

He said that during the stay of the participants at IDACA, there would be exchange of experience and knowledge. He hoped that the participants would enjoy the life and a comfortable and fruitful stay at IDACA in the autumn season.

*Opening of the Training Course in Japan*



*Group of participants in IDACA, Japan*





Lectures and Presentation in Japan



## SECTION-V

### Lectures at IDACA

The following lectures were delivered by the resource persons at IDACA in Tokyo during the training course.

#### **Society and Culture in Japan**

by Ms. Eiko Oshita, Coordinator, IDACA

Under this topic, the resource person explained about the basic information of Japan. She covered the following subjects – geographical features and climate; characteristics of the climate; impact of climate of Japanese lives; cuisine; clothing; Japanese house; prefectures; regions and cities (47 prefectures and 8 regions); population; factors affecting low birth rates; Japanese economy, society and people; manufacturing industry in Japan; Shinkansen-super express train; agriculture in Japan; religion in Japan; education system in Japan; and characteristics and traits of the Japanese.

#### **Organization and Business Activities of JA**

by Mr. Yukio Abe, Cooperative Development Consultant, IDACA

Under this topic, the resource person covered the following subjects – characteristics of cooperatives; what is agricultural cooperative; unique features of agricultural cooperatives in Japan; structure of agricultural cooperatives; trends of age composition of members of JA; various types of agricultural cooperatives; JA group organisations; farm guidance activities; better living guidance; diversified and unique marketing methods; marketing business system of JA; and facilities of JA (A coop store, farmers market, grading centre, gasoline station, country elevator, collection and shipment centre, funeral ceremony halls, etc.). He also gave an account of salient features and some relevant reasons for the development of agricultural cooperatives and agriculture in Japan and the various problems and challenges being faced by agricultural cooperatives at present. Moreover, he shed a light on how the cooperatives should be run and strengthened effectively and also on the main factors responsible for the development of cooperatives including participating countries as the case study.

#### **Historical Background, Organization and Activities of JA Women's Association**

by Ms. Ariko Hotta, National Council of JA Women's Associations, JA ZENCHU

The resource person explained the objectives of the JA Women's Association which were: (a) Cooperate with each other to protect women's rights and improve their social and economic status of rural women; (b) Promote greater participation and involvement of women in JA's activities so as to reflect the voices of women; (c) Introduction of numerical targets for realization of regular members, general representatives and woman board members in JA; and (d) Create comfortable local communities with affluence, keep close contact with each other and promote mutual help through cooperative activities involving women. She also covered the following subjects – significance of activities of JA women's association; present activities of JA women's associations; problems and action of JA women's associations; eco-life declaration by JA Women's Associations; campaign for promoting the local production for local consumption movement; and activities for supporting disaster stricken areas such as Iwate, Kumamoto, prefectures.

#### **Leadership – Role of Leaders and Importance of Communication**

by Mr. Yoshiaki Ogane, Founder Editor, Ie-No-Hikari Association and Writer

Under this topic, the resource person explained "Why do we need Agricultural Cooperatives Today" - Human resource development for creating core leaders who should shoulder the promotion of cooperative movement utilizing the following anecdote:

heaven and hell – it lays in the mind of beholders; operation of public bus; from bicycle to 4 WD and to multi-carriage train; from the wisdom of ancient wooden temples in Japan; learn from Japanese fairy tale – momotaro (peach boy); story of iceberg; learn from migratory birds flying in a formation; and characteristic features of good coops and bad coops.

### **Historical Background and How to Start Direct Sales Shop**

by Ms. Tetsu Takahashi, former Director, JA Iwate Hanamaki.

Under this topic, the resource person covered the historical background and how to start direct sales shop. The main purpose of establishing the direct sales shop was: (a) to promote mutual friendship between producers and consumers; (b) to promote marketing of fresh and suitable agricultural products; and (c) to increase mutual benefits of producers and consumers. She covered the following areas in her presentation: the beginning of direct sales shop in Japan; social background; demand from consumers; situation of producers; situation of the area and JA; details of establishment of direct sales shop; direct sales shop operated by JA Iwate-Hanamaki; plan for establishment of direct sales shop; preparation for opening of the shop; necessity of market research; how to organize producers' group; main commodities to be dealt with; establishment of processing facility (women's entrepreneur activities); effects brought to farmers by direct sales business; JA-style farmers' market; and what you need to consider when you establish a direct sales shop.

### **How to Start Women's Business – Case Studies in Thailand and Japan**

by Ms. Tetsu Takahashi, former Director, JA Iwate Hanamaki.

Under this topic, the resource person presented the Case Study on Promotion of Better Living Activities and Marketing Business in Thailand based on her experiences as JICA expert for 3 years (Community leaders development project for agricultural cooperatives which covered the following: goal and objective of the project; then situation of Thailand; inputs plan on Thailand and Japan; lecture on better living guidance; results of questionnaire survey in training courses (understanding, necessity, interest and summary); lecture and survey for vocational group; results of survey by hearing from vocational groups; what to be done based on results of survey; marketing support for vocational group; introduction of different groups (food processing, textile dyeing, handicrafts, and herbal products); what is a system for better marketing (practical use of marketing mix); ways to sell and display products; and revitalization of group activity. She also explained the challenges being faced by the JA at present (declining number of members; aging population, and lack of leading farmers).

### **Assertive Training for Smooth Human Communication**

by Ms. Shiomi Morita, Executive Director, Specified Non-profit Organization

Under this topic, the resource person explained about the usefulness of the assertiveness. She said assertiveness is a behaviour which helps us to communicate clearly and confidently our needs, wants and feelings to other people without abusing in any way their human rights. Assertiveness consists of three parts – what we communicate; how we communicate; and on which basis we communicate. She said that there are five basic assertiveness techniques – be specific (avoid generalisation); keep to the point (broken record); self-disclosure (say how you feel); understand the other person's feelings; and offer a compromise (try to find the best solution). She also said that one should be aware of your body language (verbal, vocal, visual). She also said that there are 12 rights mentioned in the book "A Woman in Your Own Right" written by Anne Dickson in 1980. Interesting and useful role plays were also performed by the participants at the end.

She further said that needs for assertive training are gaining a momentum in Japan as well more than ever due to the mounting stresses caused by the globalization problems.



## SECTION-VI

### Field Study Visits in Japan

During Part-II of the Training Course in Japan, study visits were arranged in Mie Prefecture. The participants visited the prefecture from 19<sup>th</sup> to 23<sup>rd</sup> September to get them acquainted with the organizational structure and business activities of prefectural and primary level agricultural cooperatives, and also to observe the organization and functioning of women's associations. The participants were explained about the outline of Mie Prefecture and they visited the following institutions during their study visits.

#### **Mie Prefecture**

Mie prefecture is located on the main Honshu island of Japan. The capital of the Prefecture is Tsu. The total area of the Prefecture is 5,774.39 square kilometers (25<sup>th</sup> rank). The total population as of May 2015 was 1,812,496 ranked 23<sup>rd</sup> in the whole country and the density is 321 persons per square kilometer. The prefecture has got 5 districts and 29 municipalities which consist of 14 cities and 15 towns.

Mie prefecture has traditionally been a link between east and west Japan, thanks to the Tokaido and Ise pilgrimage roads. Traditional handicrafts such as Iga braid, Yokkaichi banko pottery, Suzuka Ink, Iga pottery and Ise katagami flourished. With 65% of the prefecture made up of forests having the coastline of over 1,000 km, Mie has long been associated with forestry and seafood industries. Mie also produces tea, beef, cultural pearls and fruits centering mainly on mandarin oranges. The Food production companies include Azuma foods.

Northern Mie is home to a number of manufacturing industries, mainly transport machinery manufacturing (vehicles and ships) and heavy chemical industries such as oil refineries. Mie prefecture is also expanding into more advanced industries including the manufacture of semiconductors and liquid crystal displays. In Suzuka, the Honda Motor Company maintains a factory established in 1960 that built the Honda Civic as well as other vehicles.

#### **Agriculture in Mie Prefecture**

With the blessings of its mild climate and location, neighboring huge consumption areas such as Chukyo and Hanshin regions, Mie prefecture has developed various agricultural and livestock production areas taking advantage of characteristic traits of each area. This makes agricultural production of the prefecture in the middle rank in Japan. Therefore, agriculture is positioned as an important industry for local economy, while most of the production depends largely on part-time farmers.

Main agricultural products by areas show that production of vegetables, greenhouse strawberry, tomato and rice is carried on in Ise area to mountainous area, tea production in Suzuka mountainous area and Nansei area, flowers and ornamental plants in Suzuka and Ise areas, citrus fruits in Nansei and Higashi-kii areas and beef cattle production in Matsuzaka and Iga areas.

The total volume of production in Mie prefecture for the year 2009 was: agriculture-57.7 billion yen; forestry-11.2 billion yen; and fishery-24.2 billion yen. Agricultural production is on a decreasing trend for the last few years due to increase of more part-time farmers and decrease of regular farmers. Prices of agricultural products are also on the decrease year by year due to increase of import.

Total number of farm households in Mie prefecture stands at 52,359; total number of commercial farm household-134,284; total area of cultivated land-61,300 ha; total income of one farm household-458,800 yen; agricultural outputs-105.8 billion yen.

## **JA Mie Prefectural Union**

There are 12 JAs in Mie prefecture. JA Mie Prefectural Union is a representative of member agricultural cooperatives and also a guidance organization. It is engaged in various activities, aiming to realize a sustainable development of agriculture and affluent communities with the peace of mind by developing JA groups in Mie prefecture on the spirit of 'mutual help' as the cooperative movement.

The main business activities of the Union are as follows:

1. Guidance (reinforcement of JA's management system, re-organization of JA group, development of management and economic information system, promotion of regional agriculture, welfare business for the elderly);
2. Public Relation Business (strengthening of JA's PR activities);
3. Agricultural Policy Legislative Activities (making proposal and request in the agricultural policy, budget and taxation system to government);
4. Auditing (auditing of JA's account statement and financial statement); and
5. Education and Training (implementation of training for officials and employees).

The board of directors consists of 15 persons. It has got the following four departments: (a) Regional Affairs Department; (b) Organizational Management Department; (c) General Affairs and Planning Department; and (d) Common Administration Affairs Department.

JA group has business offices at municipality level to perform various activities and businesses, such as guidance, credit business, welfare activities, economic business and mutual insurance business. They organized the various federations at prefectural and national levels to help complement their business activities. There are 42 direct sales shops and 13 A-coops in Mie prefecture run by JAs.

JAs offer various types of farm guidance on technical matters and farm management to farm households engaged in the production of rice and vegetables and livestock.

JAs play a central role in development of local agriculture by drawing up regional agriculture plan, fostering local farming groups, supporting development of producers' groups, etc. JAs also offer better living guidance such as on dietary habit improvement, health care activities, better life and cultural activities aiming to improve livelihood of members and thereby maintain their peaceful and affluent lives.

JAs market farm products produced by member farmers. The fundamental concept of JA's marketing business is to promote "joint marketing system". Through this system, certain amount of farm products can be procured easily and their quality can be uniformed at certain level through grading, which leads to advantageous sales in the market. Of late, marketing channels have been diversified from conventional channels to direct marketing to supermarkets, mass-retailers, food industries and selling at direct sales shops (farmers markets) and other outlets established by JA.

JAs supply production materials such as fertilizers, agro-chemicals, feeds and agricultural equipment and also daily necessities such as food stuffs, miscellaneous goods and durable consumer goods for supply them to members. JAs purchasing business is basically conducted in such a way that member farmers place orders with their JA in advance. By taking advantage of adopting scale merits, JA can supply quality goods as cheap as possible and in stable manner.

JAs receive deposits from members and use them as capital for loans to members and for other purposes. Financial services offered by JAs encompass various types of loans such as housing loans, automobile loans, etc. which meet the needs of members. In addition, JAs offer various consultations on matters such as assets management. Banking group under JAs, JA prefectural credit federations and the NORINCHUKIN Bank called "JA Bank" which has the largest branch networks in Japan.

Mutual insurance business is conducted by JAs and JA Kyousairen (National Mutual Insurance Federation of Agricultural Cooperatives). Unlike private insurance companies which provide insurance for unspecified large number of people, JA's mutual insurance is

targeted to JA members and has both functions to protect human life and property damage based on mutual aid. Each JA provides mutual insurance service to contractors including member farmers and its specialized staffs called Life Advisors who have a broad knowledge of mutual insurance commodities and are capable of catering to various needs of contractors stationed at each JA.

JAs are also engaged in other businesses such as utilization business (establish joint-use facilities for JA members such as drying plant, processing facilities, etc. aiming to increase efficiency of production); processing business harnessing local specialty production; and welfare service for the elderly in order to meet the different needs of local communities.

### **Mie Prefectural Council of JA Women's Associations**

The establishment of women's associations started since 1948 in Japan. Its main objective during 1960-1970 was to improve the living standards of rural women. It can be said that the relationship between JA and the Women's Association is complementary to each other.

The Mie Prefectural Council of JA Women's Association was established in 1974 with about 85,000 members (290 member organizations) based on cooperation of each woman's association with the purpose of protecting women's rights, improving their socio-economic status, and creating a comfortable local community with good rapport and mutual aid through cooperative activities. It is a prefectural level organization made up of 12 JA women's associations in the prefecture with 8,828 members as of 31<sup>st</sup> March 2015.

Members of each woman's association consist of housewives of JA member households and residents in the community. The main roles of the organization are enlightenment and consultation for solidarity and interchange among JA women's associations. On top of this, it plays a very important role in helping strengthen the business and operation of JAs.

Each woman's association conducts various group activities such as education on food and agriculture; agricultural products processing; direct sales shop; joint purchasing and cultural activities.

Apart from routine activities, the activities conducted by the association also include activities for food and agriculture and local production for local consumption; better living and mutual help activities; tackling on revitalization of the organizations; and involvement and participation of women in JA's management.

Participation of women as regular members in Mie prefecture is only 17% as of 31<sup>st</sup> March 2015. The total budget of the association for the year 2014 was 3.030 million yen. The board of directors of the Council is composed of 12 persons.

One of the greatest concerns for the Association is the progress of aging of its members. Therefore, it has established a special group (young ladies group) to attract new members below 45 years.

### **JA Iga-Hokubu**

Iga city was established by amalgamation of 6 municipalities in November 2004. The population in the area of operation of JA was 96,000. Mie prefecture where Iga city is located belongs to cultural and economic zone of neighboring Aichi prefecture. However, Iga city had a long history of exchanges with Kyoto and Osaka regions as well. Iga is also famous as origin of Iga-ryu Ninjutsu or Ninja.

Iga city is located in the basin surrounded by mountains in 4 dimensions, having a typical climate of basin, namely, hot and highly humid in the summer and very cold in the winter. Blessed with clean water which springs out from the mountains, it makes

one of origins of rivers to form the Yodo River which flows through Osaka area. The big gap in temperature between morning and evening and the availability of clean water are congenial to agricultural products. It is known as the production area of tasty rice production since the beginning of Edo era (17<sup>th</sup> century). Many varieties of agricultural products such as rice, beef, Japanese pear, grape, asparagus, figs, black mushrooms, rape blossoms, soy beans and wheat are produced in the area.

The total number of members of JA Iga-Hokubu was 13,279, of which regular members is 8,510 and associate members 4,769 at the end of 2014. The number of employees was 533, of which regular are 290, temporary 96 and temporary and part timer 147). The JA has got 33 (3 full time and 30 part time) board of directors, out of which 3 are women. The board meeting is held once in a month. The term of office of the board is three years.

Its marketing turnover as of 31<sup>st</sup> March 2014 was 5.146 billion yen. The breakdown of the turnover was as follows: agricultural crops (rice and wheat/soy bean) 3.434 billion yen; horticultural products (vegetables, fruits, mushroom, direct sales shop) 332.592 million yen; and livestock products (beef cattle and other livestock) 1.379 billion yen.

The JA Iga-Hokubu has got the following facilities: head office (1); farm management/better living center (8); computer center (1); fureai shop (29); branch office (7); farm machinery center (1); farm machinery workshop (4); A coop store (1); JA mart (2); JA shop ayama (1); fuel center (1); gasoline station (4); rice mill center (1); yasuragi center (1); asset management center (1); tourism center (1); distribution center (1); car service center (1); compost manure center (2); country elevator (2); rice center (5); seedling center (5); seeds center (1); asparagus grading center (1); community room (1); government designated warehouse (1); and coin rice milling machine (1).

The cooperative subsidiary companies of JA Iga-Hokubu are: Iga-hokubu Business Service Company Limited (established on 1<sup>st</sup> May 2000 with 10 million yen equity); and Iga-Hokubu Agri Company Limited (established on 1<sup>st</sup> May 2004 with 10.1 million yen equity).

### **JA Iga-Hokubu Women's Association**

JA Iga-Hokubu Women's Association is a primary level JA Women's Association established in 1973 and has 284 members as of 31<sup>st</sup> March 2014.

**Basic policy:** Based on review of the subjects and activities conducted so far, JA Iga-Hokubu Women's Association (JAWA) will create 'visible organization/visible activities' with the main emphasis on the improvement of life support activities of elderly persons, food, education and environmental conservation activities in close linkage with other organizations. We will also create active local community deeply linked with local residents in the next fiscal year. Also, we will push forward building solid bases for JAWA activities sustainably. For that purpose, we will promote development and vitalization of JAWA to increase members as well as promote greater participation of members in the management of JA.

The Women's Association conducts many activities on the following subjects: (a) measures for food and agriculture/local consumption of locally produced products (promotion of food education, facilitation of food and agriculture study targeting parents and children, enlightenment of local dishes suitable for culture and soil of the local area, measures to prevent TPP agreement); (b) measures for better living and mutual help (promotion of mutual help activities, environmental conservation campaign, measures for campaign – extension of healthy age expectancy till 100 years old); and (c) measures for revitalization of organizations (involvement of more women in the management of JA, promotion of increasing the number of regular members of JA among members of women's association, promotion of dialogue with officials and employees of JA, increasing members of women's association and fostering of groups with objectives, promotion of reading circle of Ie-no-hikari monthly magazine at home,

conducting survey on the situation of organization and questionnaire, promotion of exchange with other organizations).

The total budget of the Women's Association for the year 2015 is 4.197 million yen. The membership fee is Yen 1,000 per member per year. However, it should be noted that the main income of the Women's Association is the yearly contribution (subsidy) from JA Iga-Hikubu. A challenge facing the Women's Association is how to increase the number of younger generation.

### **Direct Sales Shop - Hizokko**

With the age of farmers increasing in the area, they are facing difficulty in undertaking joint marketing, bulk products demanded in the wholesale market. JA embarked on operation of direct sales shop (farmers' market) intended for the elderly farmers and farming women to help facilitate sale of even small volume of the products and comply with a wide variety. They bring the products to the shop and determine their prices by themselves, which is totally different from conventional sale of wholesale market system which is adopted in an auction system.

The main purpose of establishing the direct sales shop is: (a) to promote mutual friendship between producers and consumers; (b) to promote marketing of fresh and suitable agricultural products; and (c) to increase mutual benefits of producers and consumers.

The direct sales shop under JA Iga Hokubu was established in December 2015. The sales floor area is 700 square meters. Parking facility is available for 420 vehicles. The market operates from 09:00 hours to 19:00 hours. The direct sales shop is closed on two days in a month. 600 to 1,000 customers visit the direct sales shop in a day. The average sale per day is 1 million yen. Although 390 farmers are registered with the direct sales shop, only 200 farmers bring their produce on average daily.

In addition to farmers' market, there are 3 super markets in the area. To increase the income of farmers, agro-processing is being encouraged.

The farmer members bring their products in the early morning on their own and put stickers with bar code on them. With the help of bar code, JA can easily find out as to who produced the commodity. JA charges 15% commission for the sale for fruits and vegetables and 20% for processed foods in utilizing the facilities of the farmers' market. JA makes the payment to the farmers twice in a month.

When some products remain unsold, farmers have to take them back. As mentioned above, the prices are to be determined by member farmers. They are responsible for ensuring the quality and safety of the products. The details regarding the relevant information of all members are put in with JA. The sales proceeds are instantly credited to farmers' account which they keep with their JA.

This kind of farmers market is now gaining its popularity in Japan from both consumers and producers as an emerging new sales outlet different from sales by conventional wholesale market system. There were 20,000 farmers' markets in Japan as of 2014 and all are linked directly with the prevalent campaign, namely, "local consumption from local production", a concept being promoted by the Ministry of Agriculture, Forestry and Fisheries (MAFF). One of the problems being faced by the farmers' market is that all members are not using its facility.

### **Asparagus Grading Center**

Asparagus in Iga area was introduced as a strategic commodity as part of the national project for the development of upland fields in Shorenji area in 1982. JA promoted joint nursery of seedlings in collaboration with the local government. With adoption of basic technology and soil preparations as well as expansion of cultivation area for asparagus since its inception, open field production has been developed.

In 2015 JA Iga Hokubu decided to earmark 20 million yen out of the surplus fund of every year for those producers at the maximum half of production costs who were newly engaged in agriculture and also those who have expanded production scale of the commodity. By capitalizing on the fund, 22 producers were able to enlarge the asparagus cultivation area to 2.1ha. As a result of this, the total cultivation area of asparagus got expanded to 6 ha and the number of producers rose to 43 farmers in 2015.

JA operates an automatic grading center for asparagus. The local government provided 50% subsidy for setting up this grading center. The asparagus grading center is operated from April to October. JA charges 80 to 90 yen per kilogram for grading. Nowadays, asparagus is being produced in many places of Mie prefecture. The price of 1 kilogram asparagus is 1,000 yen. Farmers are encouraged to produce asparagus since the income is very high. Out of standards asparagus is sent to the direct sales shop.

### **Agricultural Practice Association - Agripia Iga**

The Agricultural Practice Association - Agripia Iga was established in February 2009. In July 2009 it started operation of direct sales shop "Chokkura Ichiba". In May 2011 it received approval for comprehensive business plan. In August 2012 it completed construction of buildings (office, processing and drying facilities, garage). In October 2012 it started food processing. Processing facility from the new premises started from 25<sup>th</sup> August 2014.

The total floor area for processing facility of agricultural and livestock products is 331.1 square meter and for drying of agricultural and livestock products is 639.66 square meter. The total cost of the processing facility including machinery was 130 million yen. Out of this, 40 million yen was provided by the local government as subsidy for the promotion of 6<sup>th</sup> industrialization of agriculture. The balance amount of 90 million yen was taken as long-term loan from the JA for 15 years period.

The association has got 19 members and 4 directors. 6 persons are working as part-time workers. The total cultivated area is 306.64 square meters. It has got 3 sections – Production section (paddy rice, wheat, onion, soy bean, rape seed); Processing section (sushi, lunch box, daily dish, rice cake, miso); and Marketing section (direct sales shop-chokkura ichiba, local super markets).

The share capital of the association is 6.2 million yen. The sales turnover for 2015 was 49.2 million yen.

### **Iga no Sato Mokumoku Tezukuri Farm**

The Iga no Sato Mokumoku Tezukuri Farm is an Agricultural Theme Park located in Iga, the birth place of Ninja. The Farm was established in May 1988 with a share capital of 38 million from employees. As of May 2013, there are 1,038 employees (regular-142, contract-96 and part time-800) working at the Farm. The total sales turnover for 2014 was 5 billion yen. The number of annual visitors to the Farm is 500,000.

The motto of the Farm is – produce by ourselves, process by ourselves and provide by ourselves. There are several studios and factories in the 14 ha farm. Visitors can enjoy shopping while observing the process of making fresh products.

The Farm produces many kinds of agricultural products. It manages restaurants and stores on-site and on the internet. They are challenging a new style of agriculture that aims to advance current agriculture to industry as well as food education, not only by growing of products, but also taking action on the process and the sales of their products.

The main businesses of the Farm are as follows:



Original hams and sausages, craft beer, dairy products - Hams and sausages made with safe pork grown in Mie prefecture, has won many gold medals at meat product contest in Germany. It is well received by customers for its high-level quality. Their beer made from locally grown barley, also has won many awards at the world beer cup. Fresh milk from mokumoku jersey farm is made into pudding, cake, gelato and yogurt and these safe and quality products are very popular.

Food-educational experiences and activities - Since they promote food education, they offer hands-on experiences that are very popular among visitors, which include handmade sausage, strawberry picking, mushroom picking, pony back riding for children, and free activities such as cow milking. Within the farm, pigs are freely running around and visitors can enjoy petting them. Also popular is daily mini pig shows. Agricultural classes are held every day at the animal petting learning place. Classes and activities offered are on handmade sausages, stone over bread baking, pork steam bun making, ice cream making, strawberry picking, strawberry mocha making and more.

Enjoying foods and dishes made from their products - On their farm, through multiple fun experiences they help cultivate visitors' sensibility towards farm, agriculture and the environment. Three restaurants serve fresh foods, where one can enjoy more than 60 different foods at the buffet under grape vines. There is also a Japanese restaurant, a soba noodle restaurant, and a barbeque house. Enjoy their handmade beer that has won the gold medal at world beer cup, the world beer brewing contest.

Staying in the cottage-style accommodation - At their cottage-style accommodation, visitors will learn agriculture in various facilities that offer green tourism.

Relaxing at the hot spa - One can also relax in a hot spa that comes from a hot spring 1,000 meter under the ground.

Proposal for an agricultural lifestyle - They also have got rental gardens for those who have interest in growing vegetables themselves. They encourage people to have a lifestyle that respects the environment, body and mind through a self-produced ecological farm.

### **Karasawa Farm**

The owner of the Karasawa Farm is Ms. Toshie Karasawa, a graduate from Tokyo University of Agriculture and belongs to Chiba prefecture. She started the operation of her Farm on 6<sup>th</sup> April 2001. She has got 5 regular employees (3 male and 2 female). She cultivates in 2.5 ha of rented land. In addition, she engages part-time workers during busy season.

History: Ms. Toshie Karasawa, realizing lack of farm successors in studying agriculture at Tokyo University of Agriculture, was determined to engage in farming. After graduation, she acquired the basic skills for cultivation of vegetables by 2-year practice of farming in an organic farm in Tochigi prefecture. Then she moved to a farm in Shirakashi, Iga city for further practice which was in the Kansai region where she had been attracted during her private trip in her university days. There introduced to an abandoned farmland located in Nishiyama, Iga city, which she found exactly the one she had wanted for farming. That led to opening of her farm in Nishiyama, Iga city called Karasawa Farm.

Concept of the farm: (a) Farming based on strongly connected community to sell harvested products in local super markets and direct sales shops; (b) Cultivation of various kinds of vegetables (it is really fun to cultivate many kinds of vegetables, and crop rotation method used for those vegetables can avoid diseases to be caused by continuous cropping); (c) Minimum use of agrochemicals (early preventive measures against disease to be taken by careful observation in vegetables growing - no use of unnecessary agrochemicals); and (d) Soil diagnosis-based designing of fertilizers and

preparation of soil (full use of knowledge she learned at the university where she specialised in soil science in application of chemical fertilizers, organic fertilisers, green manure ad compost).

Around 80 kinds of crops are planted throughout the year (believing that many kinds of crops make sales floors lively). The main crops are: spinach, Japanese radish, carrot, cabbage, broccoli, Japanese taro, potato, sweet potato, eggplant, cucumber, zucchini, and small turnip. Italian vegetables are also planted to supply to an Italian restaurant started last year.

The main marketing channels are super markets, direct sales shops run by JA; restaurants in Tokyo; and limited home delivery. The marketing turnover for 2015 was 14 million yen.

In addition to the above, the participants also visited the following institutions in Kanagawa prefecture (with a population of 9 million) on 28<sup>th</sup> September.

### **JA Kanagawa Prefectural Union <Education Centre>**

JA Kanagawa Prefectural Union is the Union of 13 JAs and 5 Federations. It was established on 1<sup>st</sup> October 1954 based on the Agricultural Cooperative Law with a view to ensuring sound development of member organizations such as primary agricultural cooperatives (JAs) and federations which are the members of JA Group Kanagawa.

As a representative, general intermediary organization of JA Group Kanagawa, JA Kanagawa Prefectural Union performs various activities such as management and organization, business support for the members, auditing, and education. Moreover, it is functioning as a representative of JA Group Kanagawa in the field of agricultural policy activity.

In the JA Group in Kanagawa Prefecture, there are 330,000 members and 8,000 employees.

The Education Centre was established in 1969 and provides education activities to members, officials and employees of JAs. It has a large hall, training rooms, a dining room, an athletic ground (baseball) and accommodation facilities.

The yearly total budget of the Education Centre is 107 million yen (45 million comes through the fees for the training and 62 million is being contributed by the JAs to the Prefectural Union. In this Education Centre, only 8 staff members are working. Last year, this Education Centre trained about 4,000 employees under 41 training programs.

Establishment of the Education Centre followed by a resolution adopted at the 19<sup>th</sup> Kanagawa Prefecture Meeting of Agricultural Cooperatives as a Project for 20<sup>th</sup> anniversary of enactment of Agricultural Cooperative Law. All JAs and the Business Federations at prefecture level contributed the funds and the Centre was completed in 1969. The main purpose of its establishment was to improve the capacity of officials and employees for more advanced JA business. Kanagawa Prefectural Union of Agricultural Cooperatives assumes responsibility for management of the Education Centre. The cost of the education programs is covered by the fee charged for participation and the administrative cost is covered by the budget of the JA Kanagawa Prefectural Union.

The following training programs are offered at the Education Centre: (a) Training for officials – Basic Program and Specialised Program; Training for Employees – Basic Training, Training by Position, Training for Managers, Training for General Employees, Training by Business for newly assigned employees, Training by Business for currently assigned employees; Training by Specific Subjects – Basic Training, Training for Financial Planners and Training for Qualification Exam, etc.

## Study visits in Japan





## *IDACA get-together*



## *Presentation of Certificates & Closing of the Training Course in Japan*





## **JA Shonan**

JA Shonan (Kaname Branch) was established in 1976. The motto of JA Shonan is "to be a cooperative to be loved by local people through food and agriculture. The three basic principles of JA Shonan are (a) Increase of agricultural income of core producers through practice of innovation of JA farm management and economic business; (b) Developing organizational activities and comprehensive (multipurpose) business based on cooperative principle; and (c) Strengthening of management of JA to secure development of agriculture, organizations and business.

JA Shonan operates business in one city and two towns. Located in the middle-south end of Kanagawa Prefecture, it is blessed with mild climate and fertile soil, advantageous location close to Tokyo and Yokohama as large consumption area. The ratio of agricultural population is about 0.7% (about 2,200 persons).

Paddy farming has been practiced since the long time by harnessing water of rivers flowing through the area and very large paddy farming area in Kanagawa Prefecture was formed. The cultivation of paddy, vegetable, dairy farming, pig raising and flower are thriving actively in the area.

The major greenhouse horticultural products are cucumber, tomato and strawberry. Open field vegetables produced in the area are summer and winter welsh onion, taro potato produced in the idle paddy field. Also, perishable vegetables such as spinach, komatsuna, Japanese honewort are produced. These commodities are jointly shipped to markets as joint marketing business of JA and gained high reputation from wholesale market as stable production area.

In the production of flower and ornamental plants, rose and carnation as cut flower and cyclamen as potted flower are actively cultivated. Especially, Hiratsuka city is very large production area of rose and thus the city is well known as Rose City Hiratsuka.

Fruits produced in the area are mandarin orange, Japanese pear, grape, persimmon and kiwi fruits. Mandarin oranges produced in greenhouse and open fields have high sugar content and advantageous marketing by brand strategy is promoted. Other fruits production is not developed as major products due to shortage of successors and small management scale.

In livestock production, although the number of farm households was exponentially decreased, but large scale of management in the number of animals has made its headway. So farm successors have been fostered. This business is transformed into company type management.

Farmers in Ninomiya and Oiso take much pride in the fact that their Shiitake mushroom being produced by utilizing stock is number one shipping area in the prefecture. For all commodities, JA formulates regional and commodity-wise promotion plans and promotes farm guidance aimed at establishing excellent production area of various types of products.

The JA has got 3,987 regular members and 13,993 associate members. It has got 24 directors (2 full-time) and 6 auditors (1 full-time).

## SECTION-VII

### **Concluding Session of the Training Course in Japan & Award of Certificates of Participation**

The concluding session of the Training Course was held at IDACA in the afternoon of 30<sup>th</sup> September. The session was attended by Mr. Masahito Iwahana, Deputy Director, Overseas Investment and Cooperation Division, International Affairs Department, Minister's Secretariat, Ministry of Agriculture, Forestry and Fisheries (MAFF), Government of Japan; Mr. Masahiro Konno, Executive Director of IDACA; Mr. Hajime Yaguchi, Advisor of IDACA; Mr. K. Sethu Madhavan, Advisor-Membership, ICA – Asia and Pacific; and other officers of IDACA.

In his address, **Mr. Sethu Madhavan** congratulated the participants for their co-operation and IDACA for the successful completion of the Training Course. He also expressed the gratitude and appreciation of the ICA to the Japanese Government, especially MAFF (Ministry of Agriculture, Forestry and Fisheries) for the financial support extended in the conduct of this Training Course. He hoped that the MAFF will continue to support this training course in the future also since this course was very relevant for the women leaders of agricultural cooperatives in Asia. He requested the participants to make use of the experiences gained in Thailand and Japan and implement their action plans. He wished the participants a safe journey back home and a happy re-union with their families.

Addressing the session, **Mr. Iwahana** expressed hearty congratulations to the participants on successful completion of the training course. He expressed his gratitude on behalf of MAFF to ICA-AP and IDACA for conducting the course successfully. He hoped that the experiences gained by the participants while in Thailand and Japan would be useful upon their return to their home countries.

He further said "The objective of this training course is to assist fostering women coordinators who play important roles to activate women in agricultural sector and rural community which will contribute in income-generation and poverty reduction. I hope you will help rural women who live under difficult conditions to build peaceful and socially cohesive communities by the knowledge and experience you got from this training course.

Tomorrow you are going to leave for your respective countries. I hope you will never forget your stay in Japan and the goodwill you received from Japanese people. Please remember Japan sometimes with your family".

**Mr. Konno** congratulated the participants on successful completion of the training course. He further said "During the training course, you spent one week in Thailand and three weeks in Japan and you could observe various activities of women's groups in both the countries. In Japan, I believe you learned a lot of things through lectures and study visits to Mie Prefecture.

I think the situation of each country is different and things you gained during the training course might not be relevant for your work. However, you can realize the difference and get some hints or future vision from your observation.

You made your action plans yesterday, but making action plan is not the final goal of this training course. The most important thing is to take action based on your action plan after your return to your home country. I know that you got the sacred power by touching big holy trees in Ise Jingu Shinto Shrine. Therefore, I strongly believe that you will be able to implement your action plan and improve capacity of rural women in your country.

In conclusion, I would like to tell you that even if the training is over, but both your fellow participants and IDACA will ever remain good friend in the future. So please feel free to stop by to say hello, whenever you have a chance to visit our country”.

The '**Certificate of Participation**' was awarded to the participants at the end of the concluding session by the Institute for the Development of Agricultural Cooperation in Asia (IDACA).

**Ms. Norhayati Abdul Rahman** (Malaysia) spoke on behalf of all the participants. She expressed the participants' gratitude to the **ICA** and **IDACA** for organizing the training course from 6<sup>th</sup> September to 1<sup>st</sup> October 2016 in Thailand and Japan. She specially thanked Mr. K. Sethu Madhavan of ICA-AP and Ms. Hiroko Tayama of IDACA for excellently handling the course. The participants felt that the training course was very relevant for the women leaders of agricultural cooperatives in Asia and hence it should be continued. She also expressed the greatest appreciation of the participants to the Ministry of Agriculture, Forestry and Fisheries (MAFF), Government of Japan for providing financial support for this Training Course. She hoped that the MAFF would continue to support this training program in the future also for the development of rural women in the developing countries.

She further said “We are lucky this opportunity was given to us to be chosen among women leaders from our respective countries to be sent here to attend this training course which valued so much. Within our 26 days of training, we had learned a lot: (a) How Japan Government support JA and JA support its members especially the farmers and the women. All these learning insights we acquired during the lectures and study visit in Mie Prefecture and Kanagawa Prefecture; (b) It equipped us to draft a final action plan that will help empower our women in the rural area and how we are going to implement this in our respective countries in consideration of different culture and limited resources; (c) But with the knowledge we gained here, we hope that we can implement these based on its adaptability; and (d) Our learning and experiences cannot be substituted with money matter, this is a wisdom that God gives us to have passion to help women in the rural area financially independent and empowered.

I wish you all the best.... And remember that you can do..... And do not forget we will be a beautiful flower in our country. So to summarize all from this training program, I can express my feelings today in three words - I love Japan and I love you all until we meet again.”

The participants left Japan for their home countries on 1<sup>st</sup> October 2016, after completion of the Training Course.

## SECTION-VIII

### Evaluation Summary

Eight participants attending the training course had participated in the evaluation exercise and returned the Evaluation Forms, duly filled in. The Program Coordinator of ICA-AP compiled the results of the End of the Course Evaluation. Given below is a brief summary of the Evaluation.

#### Rating Pattern

**5=Excellent, 4=Very Good, 3=Good, 2=Satisfactory, 1=Poor.**

01	To what extent the Course meets the Objectives?	5	3	-	-	-
02	Relevance of this Program in your job.	6	1	1	-	-
03	Usefulness of this training in your future work.	4	4	-	-	-
04	Your overall impression about this program.	6	2	-	-	-
05	Your grading of the faculty of this program.	3	5	-	-	-
06	Your rating of the study visits in Thailand	6	1	1	-	-
07	Your rating of the study visits in Japan.	5	2	1	-	-
08	Your rating of the administrative arrangements (boarding, lodging, etc.).	5	2	1	-	-

- 09 Are you satisfied with the leadership provided and the technical inputs made by the IDACA faculty members? (Explain briefly).

*All participants said "YES" – they are fully satisfied with the leadership provided and the technical inputs made by the IDACA faculty members and everything was perfect.*

- 10 Please suggest changes/improvements, if any, desired in future programs. (Please give your free and frank suggestions).

*Most of the participants said that NO changes/improvements required. A few participants suggested the following: (a) increase number of participants; (b); Diversifying meals (not the same food every day); and (c) Saturday/Sunday should be free days for personal work.*

- 11 Please suggest which topics should be added to this Program in future.

*Most of the participants said present topics are okay  
More emphasis on marketing  
Details about the establishment of farmer's market*

- 12 Please suggest which topics should be deleted from future Program.

*All participants said that all topics covered are interesting and nothing should be deleted.*

- 13 Please list below your major gains from this Program.

*Japanese agricultural cooperative (JA) system  
Women's Associations activities in Japan  
Concept of direct sales shops and roadside stations*



*Society and culture in Japan*

*Learnt how to conduct better training for cooperative members*

*How to motivate rural women to start business*

*Rural women enterprises and marketing of their products*

*Interaction with the Japanese farmer*

*Assertive training for smooth communication*

*Encourage community to use local resources*

*Value addition through processing*

*Welfare activities run by JA for the aged people*

*Organizing women groups, its importance and impact on rural development*

*Training activities of Kanagawa Prefectural Union Education Center*

*Knowledge of cooperatives in other countries*

*Sharing experiences with the participants from other countries*

14 Your general suggestions, opinions (on any aspect) and recommendations, if any.

*Got lot of valuable information from this program and thanked ICA and IDACA*

*All the contents of this training is very good*

*More time should be provided for Action Plan preparation*

*Networking among participants*

*This is a very good program for women and hence it should be continued in future.*

**SECTION-IX**  
**Program of the Training Course**

6 <sup>th</sup> Sep.		Arrival of participants in Bangkok
7 <sup>th</sup> Sep.	FN	Orientation/Opening Ceremony/Presentation on the Cooperative Movement of Thailand and CLT.
	AN	Visit to Cooperative Promotion Department (CPD)
8 <sup>th</sup> Sep.	FN	Visit to Bangplee Agricultural Cooperative Limited
	AN	Observation of Women Group of Bangplee Agricultural Cooperative
9 <sup>th</sup> Sep.	FN	Visit to Women Group Activities
	AN	Visit to Women Group Activities
10 <sup>th</sup> Sep.		Saturday - Visit to Floating Market
11 <sup>th</sup> Sep.		Sunday – Bangkok sightseeing
12 <sup>th</sup> Sep.	FN	Visit to Phothong Agricultural Cooperative Limited
	AN	Visit to Women Group Activities
13 <sup>nd</sup> Sep.	FN	Visit to Women Group Activities (cancelled due to typhoon)
	AN	Free (Preparation for departure)
14 <sup>th</sup> Sep.		Departure for Tokyo Arrival of participants at IDACA
15 <sup>th</sup> Sep.	FN	Orientation and Opening Ceremony Society and Culture in Japan by Ms. Eiko Oshita, Coordinator, IDACA.
	AN	Organization and Business Activities of JA by Mr. Yukio Abe, Cooperative Development Consultant, IDACA.
16 <sup>th</sup> Sep.	FN	Historical Background, Organization and Activities of JA Women's Association by Ms. Ariko Hotta, Better Living Promotion Department of JA-ZENCHU
	AN	Leadership–Role of Leaders and Importance of Communication by Mr. Yoshiaki Ogane, Former Editor, Ie-No-Hikari Association.
17 <sup>th</sup> Sep.		Presentation of country reports by participants followed by Explanation on Preparation of action plan
18 <sup>th</sup> Sep.		Sunday: Sight-seeing in Tokyo
19 <sup>th</sup> Sep.	FN	Move to Mie Prefecture
	AN	Free
20 <sup>th</sup> Sep.	FN	Observation of Cultural Facility (Aquarium)

	AN	Visit to JA Mie Prefectural Union and Briefing on Agriculture and Agricultural Cooperatives in Mie Prefecture.
		Briefing on Activities of JA Mie Prefectural Council of JA Women's Association (JAWA)
21 <sup>st</sup> Sep.	FN	Visit to Direct Sales Shop – Hizokko run by JA Iga Hokuba
	AN	Observation of facilities of JA Iga Hokubu and Asparagus Grading Centre
22 <sup>nd</sup> Sep.	FN	Visit to Agricultural Practice Association "Agripia Iga" Processing Facility
	AN	Visit to Iga-no-sato Mokumoku Farm Tezukuri Farm
23 <sup>rd</sup> Sep.	FN	Visit to Karasawa Farm
	AN	Move to Tokyo
24 <sup>th</sup> Sep.		Saturday - Free
25 <sup>th</sup> Sep.		Sunday - Free (extra curricular outdoor activity)
26 <sup>th</sup> Sep.	FN	Historical Background of Direct Sales Shop and How to Start Direct Sales Shop by JA by Ms. Tetsu Takahashi, Director, JA Iwate Hanamaki.
	FN	Case Study on Life Improvement Activity and Marketing Activity in Thailand and Japan by Ms. Tetsu Takahashi, Director, JA Iwate
27 <sup>th</sup> Sep.		Assertive Training for Smooth Human Communication by Ms. Shiom Morita, Executive Director, Specified Non-profit Organization.
		Move to Yokohama (famous Bay City area)
28 <sup>th</sup> Sep.	FN	Visit to JA Shonan (Branch Office)
	AN	Visit to Education Center of JA Kanagawa Prefectural Union
29 <sup>th</sup> Sep.	FN	Individual consultation with the participants regarding their Action Plans
30 <sup>th</sup> Sep.	AN	Presentation of Action Plan by the Participants
	AN	Presentation of Action Plan by the Participants Evaluation and Closing Ceremony
1 <sup>st</sup> Oct.		Departure of participants from Japan

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FN Session : 09:30~12:00  
AN Session : 13:30~16:00

## SECTION-X

### List of Participants

- Cambodia**
- 1 **Ms. Sophy Brak**  
Officer, Agricultural Cooperative Office  
Stung Treng Provincial Department of Agriculture  
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- Indonesia**
- 2 **Ms. Tri Kurniawati**  
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- 3 **Ms. Keooudone Philangam**  
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- Nepal**
- 6 **Ms. Archana Amatya Baidya**  
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- 8 **Ms. Le Thi Bich Thuy**  
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## SECTION - XI

### Action Plans Proposed by the Participants

In view of the experience gained by the participants through class room lectures, field study visits in Thailand and Japan, interaction among themselves and based upon their own work environment, the participants were able to develop detailed Action Plans which they would recommend to their organisations after their return to their home countries. The brief description of the Action Plans prepared by the participants is given below.

Name of Country : **Cambodia**  
Name of the Participant : Ms. Sophy Brak  
Position : Officer, Agricultural Cooperative Office  
Name of Organization : Ministry of Agriculture, Forestry and Fisheries (MAFF)  
Title of the Proposal : Improvement of Products and Marketing of farmers in Tinambung Village, especially for rural women.  
Target Group : 50 rural women in Tinambung village  
Implementing Agency : Stung Treng Provincial Department of Agriculture, Ministry of Agriculture, Forestry and Fisheries (MAFF)  
Duration of the Plan : 4 years (15<sup>th</sup> October 2016 to 31<sup>st</sup> December 2020)

Name of Country : **Indonesia**  
Name of the Participant : Ms. Tri Kurniawati  
Position : Vice Chairperson  
Name of Organization : Women Cooperative Committee of DEKOPIN  
Title of the Proposal : Improving the Women Cooperative in West Sumatera  
Target Group : 50 women cooperative of embroideries business in Panampuang, Agam region.  
Implementing Agency : DEKOPIN (The Indonesian Cooperative Council)  
Duration of the Plan : 2 years (2017 and 2018)

Name of Country : **Laos**  
Name of the Participant : Ms. Keoudone Philangam  
Position : Deputy Head of Agribusiness Promotion Section

Name of Organization : Ministry of Agriculture and Forestry (MAF)  
 Title of the Proposal : Improving Capacity of Women in Farmer Groups.  
 Target Group : 5 women groups (at least 50 persons).  
 Implementing Agency : Department of Agriculture and Department of Extension and Cooperative, Ministry of Agriculture and Forestry (MAF)  
 Duration of the Plan : 1 year (1<sup>st</sup> November 2016 to 31<sup>st</sup> October 2017)

Name of Country : **Malaysia**  
 Name of the Participant : Ms. Norhayati Abdul Rahman  
 Position : Training Officer  
 Name of Organization : Cooperative College of Malaysia (CCM)  
 Title of the Proposal : Improvement of Titian Kasih Cooperative Limited to provide better services to the members in Sungai Buloh, Selangor.  
 Target Group : 50 single mother members in Sungai Buloh, Selangor.  
 Implementing Agency : Malaysia Cooperative Societies Commission (MCSC) and Cooperative College of Malaysia (CCM).  
 Duration of the Plan : 1 year (1<sup>st</sup> January to 31<sup>st</sup> December 2017)

Name of Country : **Myanmar**  
 Name of the Participant : Ms. Theingi Tun  
 Position : Field Officer  
 Name of Organization : Thirimay Women's Development Cooperative Society Limited  
 Title of the Proposal : Improvement of Economic and Social Status of the women members in the cooperative.  
 Target Group : 50 rural women members  
 Implementing Agency : Thirimay Women's Development Cooperative Society Limited  
 Duration of the Plan : 2 years (1<sup>st</sup> November 2016 to 31<sup>st</sup> October 2018)

Name of Country : **Nepal**  
 Name of the Participant : Ms. Archana Amatya Baidya  
 Position : Secretary  
 Name of Organization : Manasalu Multipurpose Coop Society Limited  
 Title of the Proposal : To improve economic status of rural women  
 Target Group : 200 rural women  
 Implementing Agency : Manasalu Multipurpose Cooperative Limited and National Cooperative Federation of Nepal  
 Duration of the Plan : 3 years (1<sup>st</sup> January 2017 to 31<sup>st</sup> December 2019)

Name of Country : **Thailand**  
 Name of the Participant : Ms. Prasertsri Mangkornsaksit  
 Position : General Manager  
 Name of Organization : Banphaoe Agricultural Cooperative Limited  
 Title of the Proposal : Project development packaging healthy drink Aloe Vera for the products of Tombon Kaset Pattana Group  
 Target Group : 50 members of Tombon Kaset Pattana Group  
 Implementing Agency : Banphaoe Agricultural Cooperative Limited  
 Duration of the Plan : 1 year (1<sup>st</sup> January to 31<sup>st</sup> December 2017)

Name of Country : **Vietnam**  
 Name of the Participant : Ms. Le Thi Bich Thuy  
 Position : Head of Policy and Plan Department  
 Name of Organization : Da Nang Cooperative Alliance  
 Title of the Proposal : Reducing poverty sustainable for rural women.  
 Target Group : 5 women groups (7-10 persons in one group) in the rural area  
 Implementing Agency : Da Nang Cooperative Alliance  
 Duration of the Plan : 1 year (1<sup>st</sup> January to 31<sup>st</sup> December 2017)



## ICA Co-operative Identity Statement

### DEFINITION

A Co-operative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.

### VALUES

Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, Co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

### PRINCIPLES

The Principles of Co-operation are guidelines by which Co-operatives put their values into practice.

**First Principle: Voluntary and Open Membership:** Co-operatives are voluntary organisations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.

**Second Principle: Democratic Member Control:** Co-operatives are democratic organisations controlled by their members, who actively participate in setting their policies and making decisions. Men and women, serving as elected representatives, are accountable to the membership. In primary Co-operatives, members have equal voting rights [one member one vote], and Co-operatives at other levels are also organised in a democratic manner.

**Third Principle: Member Economic Participation:** Members contribute equitably to, and democratically control, the capital of their Co-operative. At least part of that capital is usually the common property of the Co-operative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing their Co-operative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the Co-operative; and supporting other activities approved by the membership.

**Fourth Principle: Autonomy and Independence:** Co-operatives are autonomous, self-help organisations controlled by their members. If they enter into agreements with other organisations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their Co-operative autonomy.

**Fifth Principle: Education, Training and Information:** Co-operative provide education and training for their members, elected representatives, managers, and employees, so that they can contribute effectively to the development of their Co-operatives. They inform the general public – particularly young people and opinion leaders – about the nature and benefits of Co-operation.

**Sixth Principle: Co-operation among Co-operatives:** Co-operatives serve their members most effectively and strengthen the Co-operative Movement by working together through local, national, regional and international structures.

**Seventh Principle: Concern for the Community:** Co-operatives work for the sustainable development of their communities through policies approved by their members.

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