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# ICA Asia Pacific Coop News

A NEWS BULLETIN OF THE INTERNATIONAL CO-OPERATIVE ALLIANCE - ASIA & PACIFIC  
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## Visit of Iranian delegation to India

Dr. Hosseini Nia, Deputy Minister of Cooperatives, Islamic Republic of Iran along with 20 officials of most successful cooperatives from Iran visited India from 4th to 11th January 2009.

The main objective of the visit was to understand the collaboration between Government and Co-operative Movement for the development of cooperatives in India.

The efficient team of FMDI, Gurgaon of IFFCO, looked after the delegation on their arrival and stay in the NCR Delhi. The delegation visited ICA to have a meeting with the Regional Director of ICA Asia Pacific and also visited NCDC for interaction with Managing Director, NCDC and Senior Staff members of NCDC.

Dr Hosseini Nia also called upon the Hon'ble Minister of State for Co-operatives, Government of India and the Ambassador of Iran in India accompanied him.

The delegation visited the National Cooperative Trade Fair at Jaipur and a Coop Folk Village Restaurant run by Oil Seed Growers' Coop Federation of Rajasthan. The delegation had good interaction with the Registrar of Cooperatives, Government of Rajasthan Jaipur and the faculty members of the Rajasthan Institute of Cooperative Education and Management.

Later, the delegation visited Saras Dairy, the dairy coop of Rajasthan, State



*H.E. Dr. Hosseini Nia, Dy. Minister of Cooperatives, Iran, and members of the delegation with the Ambassador of Iran to India and Dy. Regional Director of ICA-AP*

Coop Land Development Bank, State Cooperative Bank and also held a meeting with the Coop Minister of Government of Rajasthan.

A MoU was signed between the Chairman of RICEM and Hon'ble Dy. Minister of Iran for the exchange of technical know how to manage cooperatives better and more effectively.

On their way back the delegation visited Dausa Primary Coop Land Development Bank and a Primary Consumer Coop Store.

Mr. Rajiv I.D. Mehta, Dy. Regional Director, ICA-AP facilitated the meetings and discussions.

### CONTENTS

Visit of Iranian delegation to India .....	1
Ivano Barberini inaugurates the National Conference on Revival of Rural Coop Credit Structure in India .....	2
International Seminar of Coop Innovations through Consumer Cooperatives, Sri Lanka .....	3
ICA/IFFCO/NCC Pilot Project on Empowerment of Youth and Women through Cooperatives in Sri Lanka .....	4
Mainstreaming of HIV issues in the Education & Training System of Coops ...	6
International Women's Day Celebrated ...	7
ICA at 53rd session of United Nations Commission on Status of Women .....	7
3rd ICA-Japan Training Course on "Enhancement of Farmers' Income and Poverty Reduction through Cooperatives" ..	8

## Ivano Barberini inaugurated the National Conference on Revival of Rural Cooperative Credit Structure in India

Mr. Ivano Barberini, President ICA together with his wife, Mrs Nerina Girbetini visited India from 8th to 12th February 2009 in response to the invitations extended by Hon'ble Captain Kanwal Jeet Singh, Cooperative Minister of Punjab, Government of Punjab to inaugurate the National Conference on Revival of Rural Cooperative Credit in India in Chandigarh on 9th February. Mr G.D. Amin, President of National Cooperative Union of India requested Mr. Barberini to deliver the Vaikunth Bhai Mehta Memorial Lecture in New Delhi on 12th February 2009.

The National Conference on Revival of Rural Cooperative Credit in India was chaired by Honorable Chief Minister of Punjab and attended by Hon'ble Cooperative Minister of Punjab, Hon'ble Co-operative Ministers from various States of India, Cooperative Leaders, Distinguished Heads of the Government Departments of Cooperatives in various states of India, Members of the National Cooperative Agriculture & Rural Development Banks' Federation of India, Special Invitees from Government of India, National Cooperative Development Corporation and National Bank for Agriculture & Rural Development.

While inaugurating the conference,



*Hon'ble Chief Minister of Punjab, Mr. Ivano Barberini and Hon'ble Coop Minister of Punjab lighting the inaugural lamp at the Conference*

Mr. Barberini extended greetings on behalf of global cooperative fraternity and also congratulated the organizers and the Government of Punjab under the leadership of Chief Minister Mr Prakash Singh Baadal for organizing this conference at the right time.

Mr Barberini focussed his speech on the role of financial institutions especially cooperative banks in recovering from the economic crisis and termed this economic crisis as the moral crisis of capitalism. He referred to the contributions made by the great

philosophers and scholars like; Adam Smith, the Scottish economist and philosopher, who laid down the basis for classic political economy, and believed that the free market should have included values such as solidarity, generosity and the idea of the

state, rather than only pursuing the goal to achieve a maximum profit; Robert Owen, the father of cooperative philosophy, who gave the idea of mutual trust and solidarity; and Nobel Prize Winner for Economics, Amartya Sen, who recommended intelligent and humane use of the notion of cooperation because market economy was heavily dependent on the psychological mechanism of reciprocal trust and cooperative growth. Mr. Barberini labelled lack of reciprocal trust as one of the most serious and evident causes of the present economic crisis, and recovering from this distrust would be a key factor for economic recovery.

Mr Barberini also said that the cooperatives had understood that they must be competitive with the best companies. He referred to following set of guidelines for an assured success of cooperative enterprises:

- Long term vision should be combined with a business strategy containing day-to-day common sense and competitiveness with a strong identity;



*Hon'ble Chief Minister of Punjab, Mr. Ivano Barberini at the Conference*

- The organizational structure be such that it improves efficiency and effectiveness of the cooperative institution;
- All the resources like human, financial, and social be used optimally and managed professionally, and that too in the right balance.

The cooperative enterprise in his understanding ought to be designed for continuity and innovation.

Mr Barberini also addressed the press and media and termed cooperatives as the antidote to economic recession.

Mr Barberini also responded to the request of Hon'ble Cooperative Minister of Punjab for signing a Memorandum of Understanding between Department of Co-operatives, Government of Punjab, India & International Co-operative Alliance for the setting-up of an

International Center for Promotion and Development of Co-operatives in Punjab to benefit the cooperatives engaged in exports of food and agricultural commodities in Punjab, Haryana, Himachal Pradesh, Rajasthan and Uttarakhnad states in northern India.

The main purpose of signing the MoU was to create a nodal agency that provides technical advice to the governments for the creation of favorable policy environment for the development of cooperatives, facilitates necessary improvements in the cooperative legislation for better regulation of the cooperatives, is seen as the organization capable of catalyzing & mobilizing thought churning process on relevant contextual issues affecting co-operatives so as to serve the cooperative communities well, compete with MNCs and survive

successfully in the competitive market economy. Later Mr Barberini had a private dinner with Mr Surinder Kumar Jakhar the Chairman of Indian Farmers Fertilizer Cooperatives at his residence in Chandigarh and exchanged his thoughts on the role of cooperatives in bolstering rural economy by referring to the success stories of IFFCO and AMUL in India.

On February 12, 2009, Mr. Barberini delivered the Vaikunth Mehta Memorial Lecture on Role of Co-operatives in Economic Recession at NCUI Auditorium. He also felicitated Mr. G.D. Amin on being elected as the vice-chair of ICA Asia Pacific Board.

Mr Barberini also addressed the press and media and held discussions with top bureaucrats, leaders and executives of cooperatives at the reception hosted by NCUI.

– Rajiv I.D. Mehta

## International Seminar of Coop Innovations through Consumer Cooperatives, Sri Lanka

In the context of global economic crises, an "International Seminar of Coop Innovations through Consumer Cooperatives was organized in Sri Lanka" on 17th March 2009 at Hotel Galadari, Colombo. The Seminar was jointly organized by IFFCO, India and Coopfed, Sri Lanka. It was attended by the leaders, managers and Senior Officials from the Government body working on the issue of cooperative. The participants included Chairmen, General Managers and Managers from 16 Multi Purpose Cooperative Societies in Sri Lanka affiliated to Sri Lankan Consumer Cooperative Societies Federation Ltd, Commissioners of Cooperatives from the Central Government, and three Provincial Governments and Secretary to the Government, Additional Secretary to the Government and special Adviser to the Ministry. Experts on the issues relating to cooperative were invited as Resource Persons to share their knowledge, experience and ideas with the participants; Ms. Tran Thi Kim



*Distinguished delegates at the inauguration of the Seminar*

Quyen-General Manager, Saigon Coop, Vietnam; Mr. Kumar S.P. Travelogue Division NDTV, New Delhi; Mr. Sudhash Pant Formerly Registrar Cooperatives, Government of Rajasthan, India)

The following presentations were made by the experts on various issues of Cooperative:

1. Mr. A.P.G. Kithsiri (Commissioner of Cooperative Development and Registrar) and Mr. Rajiv Mehta, Dy. Regional Director, ICA-AP. *Past and Present situations in the Cooperatives of Sri Lanka*
2. Mr. Prashad Fernando (Consultant, Sri Lanka Consumer Cooperative Societies Federation Ltd.)



Participants being awarded at the Seminar

*Case study of Developing Sri Lankan Cooperative movement*

3. Mr. Rajiv Mehta (Deputy Regional Director, ICA-AP)  
*Role of Cooperatives in Recovery from Economic Crisis*
4. Ms. Quyen, (General Manager, Saigon Coop Federation, Vietnam)  
*Market Penetration Strategy of Saigon Consumer Cooperatives in Vietnam*
5. Mr. Kumar P.S. Travelogue Division (NDTV, New Delhi)  
*Tourism Delight through Cooperatives*
6. Mr. Subhash Pant (Formerly

Registrar Cooperatives, Government of Rajasthan, India)  
*Innovative Services through cooperatives – A case study of Rajasthan*

The outcome of the Conference in Colombo:

1. In the era of economic recession and market shrinkage, cooperatives have a greater role to play.
2. The co-operatives need to be more innovative and creative in diversifying the range of their services to better capture the potential market size.

3. The cooperatives must serve the market on mutually beneficial and better customer friendly/market friendly terms.
4. The governments must recognize the cooperative advantages and accordingly formulate proactive policies to ensure inclusive growth of economy.
5. There is a need to augment, diversify and supplement income portfolios of the members of cooperatives for assured sustainability in the times of crisis.
6. Cooperatives should venture out in the unorganized and non-conventional sectors for greater productivity and economic empowerment and
7. Cooperative connectivity at all strategic levels: local, national and international must be encouraged for greater successes of cooperative enterprises.

The leaders and managers of cooperatives at the seminar expressed that it is a rare opportunity for them to come together and discuss their concerns about co-operative activities. The participants felt enriched with the knowledge gained and committed themselves to plan the future progress of this sector as per the discussions and decisions taken. – Rajiv I.D. Mehta

## ICA/IFFCO/NCC Pilot Project on Empowerment of Youth and Women through Cooperatives in Sri Lanka

The project on Empowerment of Youth and Women through Cooperatives in Sri Lanka has been funded by IFFCO for a period until October 2009. The following activities have been carried out by NCC:

1. *Designing of the questionnaire:* The questionnaire has been finalized in time with the facilitation of ICA AP and accordingly data was collected in 6 Districts, namely, Kegalle (Ke), Kandy (Ka), Badulla (Ba), Kurunegala (Ku), Trincomalee (Tr), Matara (Ma)
2. *The Feasibility study was carried out in five districts through base line survey of the target groups to assess their needs and constraints.*



Procession to mark the launch of the project

The following data on needs and constraints were gathered through the following categories in the targeted communities:

a) Personal details; b) Cooperative involvements and benefits; c) Leadership; d) Governance and democratic control; and e) Empowerment through business opportunities and innovation institutional arrangements and facilitation

### 3. Induction training for volunteers on questionnaire management and processing

A two day induction training program was organized in the premises of NCC, Colombo and the volunteers cum community facilitators attended the program. Their survey, communication and articulation skills were strengthened and necessary education on cooperative philosophy was imparted by Mr. Rajiv Mehta who was invited as technical resource person.

4. *Base line survey:* The survey was conducted successfully and critical information regarding the youth cooperative leadership was collected. The surveyors managed to collect data from the small groups as well as CBOs already engaged in MFI activities. The social mobilization participatory development approach, institutional



*Participants at the Youth Camp in Sri Lanka*

strengthening strategies, capacity building of community youth leadership and managerial skills development of executives were identified through the discussions.

5. *Analysis of the survey findings:* Root causes of the vulnerable issues facing the youth cooperators, both men and women as a 2nd layer of the cooperative leadership were diagnosed. The survey results revealed that obstacles of the 2nd layer of the societies are, mainly, lack of governance practices, leadership skills, women backwardness and lack of

facilities to develop leadership through training and education programs. Further, unflinching leadership and irregular system in election procedures has added to the woes of second line leadership.

6. *Camps:* Two Youth Camps were conducted as a strategy to strengthen and improve the quality of the youth leadership, both young women and men by involving different districts representatives in a field level. The Youth camp was organized on 25-27 October, 2009 and the Cooperative Women Committee was conducted on 20-22 March, 2009.

The Camping environment was instrumental in carrying out the change in the cooperative governance and empowerment practices at primary level in the targeted villages.

Mental development, spiritual counselling, sports, recreation, nature, knowledge building, yoga, time management, conflict management, stress management, ethnic harmony, peace building, human rights, business planning, strategic development, project planning and project budgeting and institutional capacity development were a few of the subjects taken up in the camps. The participation in the camps was found to be very effective and empowering.



*Participants of the Matara Women Group*

– Rajiv I.D. Mehta

# Mainstreaming of HIV issues in the Education and Training System of Cooperatives

HIV/AIDS has been targeted as a health issue requiring immediate and critical attention, and cooperatives have been identified as ideal vehicles to deliver education, training and information aimed at mitigating the impact of the epidemic on the community. It is no more an urban disease as it has extended its reach to the rural areas as well. Cooperatives are suitable for serving as conduits for delivering information, training and services to rural communities and families as they have a unique presence and reach within the communities.

ICA, along with NCUI and NCCT is implementing a project on HIV/AIDS to holistically address and sustain the burden of HIV/AIDS. In 2004, ICA in collaboration with NCUI conducted a National workshop in India, for sensitization of the cooperative leaders, policy makers, directors and trainers on various aspects related to the spread of HIV/AIDS. In 2006-07, ICAAP with the support of DFID working for the same cause implemented a project in four states of the country namely Uttar Pradesh, Bihar, Gujarat and Andhra Pradesh. Currently, ICA is implementing a project "Mainstreaming of HIV issues in the education and training system of cooperatives" in 11 states (Rajasthan, Chhattisgarh, Orissa, Karnataka, Maharashtra, Tamil Nadu, Manipur, Uttar Pradesh, Bihar, Gujarat and Andhra Pradesh) of the country with focus on 7 states in the first phase initially and 4 states in the second phase and in totality it would reach out to 230 million people.

The first phase (January 2009-July 09) of the project is under implementation and has three critical components - sensitization workshops, namely Uttar Pradesh, Bihar, Gujarat and Andhra Pradesh. Currently, ICA is implementing a project "Mainstreaming of HIV issues in the education and training system of



*Participants of the sensitisation workshop at Bangalore*

cooperatives" in 11 states (Rajasthan, Chhattisgarh, Orissa, Karnataka, Maharashtra, Tamil Nadu, Manipur, Uttar Pradesh, Bihar, Gujarat and Andhra Pradesh) of the country with focus on 7 states in the first phase initially and 4 states in the second phase and in totality it would reach out to 230 million people. The first phase (January 2009-July 09) of the project is under implementation and has three critical components - sensitization workshops, Training of Trainers and Awareness Campaigns for the cooperative leaders, out of which sensitization workshops have been successfully carried out in the respective seven targeted states of the country covering about 400 cooperative leaders and decision makers. 50 co-operative leaders in seven states from Primary, District, and state level co-operatives actively participated in the workshop. These leaders in turn will function as the torch bearers and will spread information and knowledge to their co-operative members, family and to the community, thus, multiplying to 1000 people in the village communities.

This project strives to create an enabling environment within the National and State level Co-operative leadership and training system to mainstream HIV concerns and issues in the mandate of Co-operatives.

This initiative of ICA, thus, attempts to provide a platform to the co-operative leaders and policy makers to discuss openly on the facts about the disease and make policy decisions to implement all effective means of prevention. Attempts to provide a platform to the co-operative leaders and policy makers to discuss openly on the facts about the disease and make policy decisions to implement all effective means of prevention.

*– Mrs. Savitri Singh*

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## International Women's Day Celebrated on 8th March 2009

This year's ICA statement for International Women's Day, marked on March 8 each year, called on all ICA member organizations and co-operators to mobilize and use their socioeconomic strength to contribute to the global struggle against all forms of violence against women and girls.

A joint statement issued by ICA president, Ivano Barberini, and chair of the ICA Gender Equality Committee, Stefania Marcone, notes that co-operatives can start making a difference simply by removing all obstacles that prevent or limit the direct membership and active participation of women in all types of co-operatives. By promoting gender equality, co-operatives can make a serious impact on improving the lives of women and girls.

The Co-operative Movement, representing more than 800 million women and men co-operators around the worlds called today to mobilizes and play a stronger role by promoting gender equality in their own co-

operative structures, but also taking a leadership role in their communities to change attitudes, making political representations and participation of women in all types of co-operatives. This year's ICA statement for International Women's Day, marked on March 8 each year, called on all ICA member organizations and co-operators to mobilize and use their socioeconomic strength to contribute to the global struggle against all forms of violence against women and girls.

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women and men co-operators around the worlds called today to mobilizes and play a stronger role by promoting gender equality in their own co-operative structures, but also taking a leadership role in their communities to change attitudes, making political representations and participation of women in all types of co-operatives. This means seriously reviewing cooperative bye-laws, policies, standing orders and even internal practice to ensure that real opportunities are available to women to improve the socio-economic status and by doing so in turn contribute the success of their co-operatives while empowering themselves.

On the 8th March 2009, International Women Day, we call on ICA member organizations and co-operators, to further mobilize their socio-economic strength by contributing in this global struggle against all forms of violence against women and girls.

– Mrs. Savitri Singh

## ICA at the 53rd session of United Nations Commission on Status of Women

The 53rd session of United Nations Commission on Status of Women was held in New York from 2-6 March, 2009.

Mrs. Savitri Singh, Adviser-Gender Programme of ICA-AP, on behalf of the ICA and the Gender Equality Committee, attended the opening of the 53rd session of UN Commission on the Status of Women-2009 and high-level round-table on the theme "Equal sharing of responsibilities between women and men, including care giving in the context of HIV/AIDS".

She was also invited as a panelist from ICA to speak at a side event held on Tuesday, March 3, 2009 at UN Plaza, New York.



*Mrs. Savitri Singh, Adviser-Gender Programme of ICA-AP, speaking at the 53rd session of UN Commission*

The topic of the discussion was "What does equal sharing of responsibilities mean for the rural women"? Mrs.

Savitri Singh emphasized on the need of reduction of work over-load on rural women by creating infrastructure.

About 50-60% of the working time of average rural woman and girls is spent in fetching water, collecting fire wood for cooking and fodder for the cattle.

Cooperatives help creating infrastructures and facilities such as water hand pumps, wells and ponds in the village. These facilities will save a lot of time and reduce hardship of women and young girls and in turn they will get some spare time for rest and pursuing education or recreation.

– Mrs. Savitri Singh



## 3rd ICA-Japan Training Course on “Enhancement of Farmers’ Income and Poverty Reduction through Cooperatives”

The 3rd Training course on “Enhancement of Farmers’ Income and Poverty Reduction through Cooperatives” was held from 07th December 2008 to 18th April 2009, with a focus on strengthening of farm guidance method, joint collection, marketing, safety and improvement of quality of farm products. The training programme was implemented by the ICA-AP in collaboration with IFFCO/FMDI, Gurgaon, Institute of Rural Management (IRMA), Anand (Gujarat), India, IDACA, Tokyo (Japan) and ICA’s member-organizations in India, Iran and Japan.

Mr. D.K. Bhatt, Dy. Managing Director-cum-Marketing Director, IFFCO, formally inaugurated the course on 09 January 2009 at the IFFCO’s Fertiliser Marketing Development Institute [FMDI], Gurgaon. Mr. Shil-Kwan Lee, ICA Regional Director (Asia-Pacific), Mr. H. Sakata, First Secretary in the Embassy of Japan, Mr. T. Tanaka Manager, IDACA, Tokyo, Mr. Bhagwati Prasad, Chief Executive of National Cooperative Union of India (NCUI), and Mr. A.K. Taneja, Project Coordinator, ICA-AP, addressed the participants.



*Participants of the 3rd Training Course at IDACA, Japan*

Dr. R.N. Kundu, Deputy General Manager (Training), FMDI, addressed and welcomed the participants, while Dr. D. Bhattacharya, General Manager (PA&HRD), IFFCO, proposed a vote of thanks.

There were altogether 12 participants from Cambodia, China, India, Indonesia, Iran, Malaysia, Myanmar, Nepal and Vietnam. The participants

attended the IRMA segment of the course at the Institute of Rural Management (IRMA), Anand, from 23rd January to 22nd February, 2009.

The comparative field study visits in Iran were from 26th February to 4th March 2009 and the Part-III of the programme was scheduled at IDACA, Tokyo (Japan) from 5th March to 18th April 2009.

At the concluding session at IDACA on 17th April 2009, Mr. Shinji Kawabe, Deputy Director, International Cooperation Division, MAFF, Mr. Shil Kwan Lee, Regional Director, ICA-AP, Mr. Higuchi, Section Chief, JA-Zenchu, Mr. Miyazaki, M.D. IDACA and Mr. A.K. Taneja, ICA-AP, addressed the participants. After completing the IDACA part of the training programme, the participants left Japan on 18th April 2009 for their respective home countries, which marked the end of the training programme.

– A.K. Taneja



*Participants of the training course at a poultry farm during study visit in Iran*

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## 1st Meeting of the 2008 elected Regional Board of ICA-AP held in Tokyo

The 1st Meeting of the 2008 elected Regional Board of ICA-AP was held on 1st June 2009 in the Conference Hall of JCCU, Tokyo. It was attended by the following members and observers:

1. Mr. G.H. Amin, President, NCU, India – Vice Chairperson
2. Ms. Hitomi Tanaka, JCCU, Japan – Vice Chairperson
3. Mr. Chan Tee Seng, Chairman, SNCF, Singapore - Member
4. Mr. Adi Sasono, President, DEKOPIN, Indonesia – Member
5. Mr. Bandupala Ranawaka, President, NCC, Sri Lanka – Member
6. Mr. Mongkalut Pukanut, Chairman, CLT, Thailand – Member
7. Dr. Nguyen Tien Quan, President, VCA, Vietnam – Member
8. Dr. Mohd Ali Baharum, Dy. President, ANGKASA, Malaysia – Member
9. Mr. Teo Say Hong, SNCF, Singapore – Youth Representative
10. Mr. Rong Jun, ACFSMC, China – Alternate Member
11. Mr. Chan Ho Choi, NACF, Korea – Alternate Member
12. Mr. Surinder Kumar Jakhar, Chairman, IFFCO, Member Global Board of ICA
13. Mr. Toshifumi Yamashita, President, JCCU, Japan – Observer
14. Dr. Gopal N. Saxena, Director (Coop. Dev.), IFFCO, India – Observer



Group photo of the participants at ICA-AP Regional Board Meeting in Tokyo

15. Mr. Zhang Wangshu, ACFSMC, China – Observer
16. Mr. Soeryo Bawono, Vice President, DEKOPIN, Indonesia – Observer
17. Mr. Yuzri Suhud, Secretary General, DEKOPIN, Indonesia – Observer
18. Mr. Aharuyoshi Amano, JCCU, Japan – Observer
19. Mr. Phanuwat Wanraway, CLT, Thailand – Observer
20. Ms. Tran Thu Hang, Interpreter, VCA, Vietnam
21. Mr. Iain Macdonald, Director General, ICA, Geneva.
22. Mr. Jan-Eirik Imbsen, Director Development, ICA, Geneva.
23. Mr. Shil Kwan Lee, RD, ICA-AP, New Delhi – Secretary

### CONTENTS

1st Meeting of the 2008 elected Regional Board of ICA-AP held in Tokyo .....	1
3rd GCC Cooperative Societies' Forum-Riyadh, Saudi Arabia .....	3
ICA-CCS Conference on Co-operative Development in Myanmar .....	6
Fact Finding Mission to Kazakhstan and Mongolia .....	7
Report on HIV/AIDS Project of ICA-AP .....	7
Workshop on Development of Consumer Co-operatives in Vietnam .....	8

24. Mr. Rajiv Mehta, DRD, ICA-AP, New Delhi.
25. Mr. Yoshimitsu Nakamura, ICA-AP (SBO).

At the beginning Mr. Shil Kwan Lee, Regional Director, ICA-AP welcomed all the delegates and thanked JCCU for hosting the meeting. He requested Mr. G.H. Amin, President, NCUI cum Vice Chairman of the ICA-AP Regional Board to Chair the meeting due to indisposition of Mr. Li Chunsheng, President of the ICA-Asia and Pacific. Pursuant to the request of RD, Mr. Amin chaired the meeting.

At the very outset Mr. Amin greeted the participants and mourned the sudden and untimely death of Mr. Barberini on 6th May in Italy. He shared the grief of Indian Cooperative Movement with all his fraternal colleagues duly mentioning that it was in the month of February that he had the privilege to listen to Late Mr. Barberini's Vaikunth Bhai Memorial Lecture on Role of Cooperatives in Global Economic Crisis that Mr. Barberini had very gracefully delivered at NCUI.

Mr. Amin mentioned that he had no idea that he would never meet Mr. Barberini thereafter and termed it a tragic loss for the cooperative world when we had needed him most. He termed Late Mr. Barberini as a great scholar, leader and above all a noble human being. Mr. Amin then requested all the participants to stand and observe a two minute silence as a mark of respect to the noble cooperative leader and urged upon all to pray to God to bestow peace to the departed soul of Late Mr. Barberini.

After having observed silence for two minutes, the Board resumed the agenda for the day.

Mr. Yamashita, President of JCCU welcomed all the Regional Board members present at the meeting and thanked them for having flown all the way to Japan despite the swine flu fear. He referred to doing away with neck tie due to summer room temperature being kept at 28 degree celsius so as to reduce carbon emission in the air. Therefore, new dress code in JCCU had

no neck-tie. Mr. Yamashita paid rich tributes to Mr. Barberini. He referred to the economic meltdown and termed global economic crisis as the crisis of confidence. He also emphasized the need of world peace and nuclear disarmament and proposed a resolution for the cooperatives to contribute significantly in this context of global importance and welfare.

**Mr. Iain Macdonald**, Director General, ICA expressed his happiness on coming to Japan after 14 years and fully endorsed the views expressed by Mr. Yamashita. He informed the members about the sad demise of Mr. Barberini who was quite eager to come to Japan. He said that Mr. Barberini was working until two hours before his death. He had finished a book on Cooperatives the day he had died. According to Mr. Barberini the root cause of the economic crisis was capital greed and going beyond the board. He said that Mr. Barberini had termed the crisis as huge but with huge opportunity for cooperatives and accordingly the theme of Geneva General Assembly of ICA in November 2009 would be **"Global Crisis – Cooperative Opportunity"**.

**Mr. Jakhar**, Chairman IFFCO cum Board Member of ICA greeted the participants and expressed his deep sorrow on the sad demise of Mr. Barberini. He termed him as the crusader against cooperative imperfections and a great philosopher cum cooperative conservationist of the century. He referred to his last meeting with him at his residence in Chandigarh, India where Mr. Barberini had very freely explained the logic behind the shift in criteria of ICA membership from turnover to membership basis. He remembered Mr. Barberini for his profuse liking for the Asia-Pacific region in general and India in particular because of the size of membership. Mr. Jhakar also paid rich tributes to Late Mr. G Cua the Regional Board Member from Philippines

Mr. Jakhar highlighted the role of ICA in the present global economic crisis

and committed full support of IFFCO in the resurgence of cooperative movement across the globe.

**Mr. Amin** commenced the meeting on the note of severe economic crisis that had engulfed the whole world that had affected cooperatives as well. He laid emphasis on the fact that the right time had matured to show the world about the advantages and strengths of cooperatives in standing tall during crisis. Mr. Amin reminded the ICA Regional Board about great challenge that lied ahead and important role ICA could play in advocating the importance of cooperatives in insulating the global economy from such turmoil.

**Ms. Tanaka** made an impressive presentation on the Japanese Cooperatives with special reference to Consumer Coops catering to 25 million members with a turnover of 34.1 billion USD for the services ranging from retail sale to home delivery, medical, insurance and housing. She also covered the fisheries coops, university and campus coops, forest owners' coops and workers' coops. Mr. Higuchi from JA-Zenchu made a presentation on the Agricultural Coops in Japan.

**Mr. Satoshi Takano**, Deputy Director, Management Planning Department, Zenrosai, Japan made a presentation on the IAS and touched upon the peripheral issues relevant to cooperatives focusing on the basic aspect as to how should we tackle with the convergence on "Financial Instruments with characteristics of Equity" between FASB and IASB? He said that ICA IAS working group still had to work to ensure full recognition and understanding of the special nature of the co-operative enterprise by the international accounting standard setters. Mr. Shil-Kwan Lee desired that the IAS working group recommendations could be shared with the members of ICA-AP by the ICA HQ.

**Mr. Shil-Kwan Lee** made a presentation on the interim activity report of ICA-AP during first part of year 2009 and proposed following revised activity schedule for the rest of the year 2009.

- Exploratory Mission to Kazakhstan, 9-12 June.
- National Conference on Cooperative Development, Myanmar, 16-18 June.
- Exploratory Mission to Mongolia, 23-28 June.
- Management Capacity Building of Women for Cooperative Development, Malaysia, 29th June to 3rd July.
- Conference on Enhanced Role of Cooperatives in the Recovery from Global Economic Crisis, Thailand, 2-4 July.
- National Workshop on Development of University/Campus Cooperatives, Thailand, 11-13 July.
- 1st Training Course on Capacity Building for Marketing, Japan, 28th July to 22nd August.
- 4th Training Course on Promotion of Sustainable Enterprises for Rural Women, Vietnam and Japan, 20th August to 25th September.
- Regional Workshop for Managers on Management of Consumer Cooperatives, Singapore, 24-26 Aug.
- 3 Training Programs for Managers of Consumer Cooperatives, Miyagi/Tokyo/Kobe, July/Sept./October.
- ICA Conferences on Cooperative Development, Brunei/Iran/Bhutan/Maldives/Pakistan, Aug-November.
- Study Tour to Agricultural Cooperatives, Korea, 21 - 25 September.
- Workshop on Enhancing Role of Women in Cooperative Business, Philippines, 8-10 September.
- 2nd Training Course on Capacity Building for Marketing, Japan, 2-27 November.
- Workshop on Development of Consumer Cooperatives, India, 8-11 December.
- Re-construction of Cyclone Affected Cooperatives in Myanmar, January-October.
- Project on Women and Youth Empowerment through Cooperatives in Sri Lanka, January-October.
- Project on Promotion of Sustainable Model of Agricultural Cooperatives for Poverty Alleviation of Farmers, Afghanistan, Cambodia and Laos, January-December.
- Project on Mainstreaming of HIV Issues in the Education and Training System of Cooperatives, India, January-December.

All the members expressed their happiness with regard to the performance and accepted the activity plan as above.

Mr. Lee also made a presentation on the interim financial report of ICA-Asia and Pacific for 2008 and also presented a forecast on the overall financial status of ICA-AP during 2009. Mr. Lee presented a report on the membership status and stated the fact that

the total membership of ICA-AP consists of 61 Organizations from 23 Countries. He named the two newly entered members namely: COOP Solidarity of Consumer Coops, Korea; and National Labour Coops Federation (NLCF), India. He said that two cooperatives, namely, Republican Union of Consumer Societies, Tajikistan and National Federation of Fishermen's Cooperatives Limited (FISHCOOPFED), India had applied for the membership.

Mr. Lee explained about the membership expansion strategy and introduced a new brochure titled "JOIN ICA" recently published to market the benefits of joining the ICA network.

Before deciding the venue and date for the next meeting, Mr. Shil Kwan Lee announced his decision to retire from the services of ICA after 31st December 2009 despite the fact that his contract was valid until December 2010. He advised the members of the Regional Board to suggest names of suitable candidates to the Director General of ICA for the appointment of his successor.

The next meeting of the Regional Board was decided to be held in Geneva in the forenoon of 17th November 2009 in conjunction with the ICA General Assembly.

The meeting concluded with thanks to Mr. G.H. Amin for chairing and conducting the meeting.

– *Rajiv I.D. Mehta,*  
*Dy. Regional Director, ICA AP*

## 3rd GCC Cooperative Societies' Forum-Riyadh, Saudi Arabia

The Ministry of Social Affairs in the Royal Kingdom of Saudi Arabia organized 'The Cooperative Societies Forum' in Riyadh from 24 to 26 May 2009 with the objective of promoting the scope and potential of cooperatives in the biggest country in the GCC sub-region. The ICA, an international organization committed for the promotion and development of co-operatives world over was invited

to the forum to add a global perspective to the deliberations at the forum. The ICA's presence in the GCC sub-region was marked by the Union of Consumer Cooperative Societies of Kuwait a couple of years ago and in the year 2007 the Ministry of Social Affairs, Government of UAE took a new initiative of expanding the scope and base of cooperatives in the GCC sub-region of Asia.

The Ministry of Social Affairs, UAE organized two meetings of the Cooperative Forum in Dubai and Abu Dhabi in the years 2007 and 2008 respectively and contributed in the ushering of cooperative era in prosperous part of the world.

Inspired by the lead of UAE Ministry of Social Affairs, the Ministry of Social Affairs, Kingdom of Saudi Arabia organized Cooperative Societies



Mr. Shil Kwan Lee, Regional Director, ICA-AP at the Riyadh Cooperative Development Conference

Forum in Riyadh that was attended by more than 150 delegates from Saudi Arabia and other countries of the GCC sub-region like UAE, Kuwait, Yemen, Baharain and Oman.

On behalf of The Custodian of The Two Holy Mosques, the forum was inaugurated by His Excellency the Minister of Social Affairs and addressed by key cooperators and scholars from Saudi Arabia and participating countries.

Technical presentations on global cooperative perspective were made by resource persons from ICA Asia Pacific namely Mr Shil Kwan Lee, Regional Director Mr Rajiv I.D. Mehta, Deputy Regional Director and Mr Zee Yoong Kang the CEO of Singapore National Trades Unions Congress's co-operative training company, NTUC LearningHub.

The forum took note of the following global scenario:

Cooperatives in most of the developing economies have shown considerable resilience as an organisational form and as a voice for the active user members otherwise unable to attain economy of scale.

Co-operatives when performing efficiently represent a private sector model that provides many benefits and opportunities to its members. The

resurgence of global interest in co-operatives is not a passing fashion; co-operatives represent a cost-effective and sustainable way to support private sector development ensuring inclusive growth of national economy.

Research by the World Bank has concluded that cooperatives are still "the preferred form of organization and perhaps the only organization with which rural people are familiar with".

The Forum remained committed to establishing a strong self reliant co-operative movements in the GCC countries, for the growth and development of cooperative movement with initial government support in the form of policy, legislation and funding as happened in most of the developed cooperatives. ICA AP was entrusted with the task of providing much needed technical support and international networking for the mainstreaming of the country cooperative movements with the Asia Pacific movement and global movement at large.

Relevance of Co-operatives in Global Context was perceived as under:

- Never in the past regeneration of moral values was so intensely needed as today
- The World needs a reliable and

responsible global society based on higher values, fellow feelings, tolerance for each others faiths and beliefs, mutuality, fraternity and fidelity to deal with the present situation of unrest and distrust

- Massive efforts are needed to enhance the economic growth rate, understand the demand supply situation, create more gainful employment opportunities, establish efficient supportive infrastructure, ensure a minimum standard of living, enable people a reasonable dwelling unit, provide needed health care and medical services and diversify scope of collectively owned ventures like service industry, hospitality sector and local transport facility
- Policy support is much needed than before to meet social obligations, check exodus of youths from their roots, remove illiteracy, arrange adult education and information, protect environment, promote and preserve peace in view of the peoples impatience to lead a better life in healthy living surroundings with basic amenities
- The Governments must try to see that the co-operatives are the best option for use by any Government in delivering the package aimed at reducing poverty and empowering the disadvantaged population and also creating a just and equitable society where self regulation, self help and mutual assistance are recognized as the nucleus of individual dignity and commercial harmony.

**Actions anticipated:**

01. Arrange annual comprehensive dialogue between the cooperative movements and the Governments to ameliorate the prospects of cooperatives.
02. Initiate policy framework to make cooperatives as most legitimate value driven community based enterprises / institutions requiring



Mr. Shil Kwan Lee, RD, ICA-AP, together with the local organizer of Conference in Riyadh and speaker from Singapore Mr. Zee

a fair and preferential treatment over other forms of business organizations.

03. Build capacity of the cooperatives through dissemination of right knowledge cum information on cooperatives and the businesses they are in along with the development of managerial and operational skills for optimum utilization of capital and human resources for an assured success of the cooperatives.
04. Organize thematic forums, conferencing and dialogues together with exposure cum exchange programs to successful cooperatives in the Asian region at large for the first hand experience of the policy makers, leaders and prospective managers of the cooperatives so as to broad base the scope of cooperatives in the non-conventional sectors like women, youth, public support services, tourism, transport, health, child care etc of the economy. ICA Asia Pacific to facilitate the interventions.
05. Formulate cooperative development strategy as a part of advocacy campaign with the governments with a time bound preferential treatment (financial

and fiscal) for the cooperatives till they attain self reliance and autonomy.

#### Anticipated Benefits:

- Enhanced capacity of co-operatives to serve their communities well, compete with MNCs and survive successfully in the competitive market economy
- Improved and advanced knowledge and information on HRD and business development
- Appropriate management practices of co-operatives put in place
- Ideas, knowledge, information and experiences about policy and legislation on cooperatives in other countries shared and exchanged
- Co-operative brand is properly positioned in the local, domestic and international market

Following Co-operative Advantages were unequivocally agreed:

- Co-operation promotes development by people's consent and consensus with cohesion, harmony, transparency and peace.
- Co-operatives combine business and moral values with reasonable objective of service maximization

in contrast to profit maximization, the core objective of private enterprises.

- Co-operatives have operational validity under all forms of economic systems e.g. capitalism (encourages individual initiatives), socialism (equality, equity and non-exploitation) and mixed economy (acts as a balancing option with the public and private sectors).
- In the EMEs (Emerging Market Economies) the propensity to consume is constantly on the rise. Co-operative consumer stores help in creating commercial links directly with the production points ensuring the quality, price and increasing the own surplus margins.
- Co-operatives ease out market imperfections.

#### FINAL RECOMMENDATIONS:

1. Suggest and formulate Programs and Projects for the Development of Cooperatives in the GCC region.
2. Attract and Facilitate Enlarged Participation of Private Sector in the Socio-economic Development through Co-operatives
3. Creation of Agriculture Development Fund for Supporting Small Farmers and their Cooperatives
4. Sensitization and Involvement of Media to Promote Socio-economic Development through Co-operatives
5. Creation of Institutional Infrastructure like Cooperative Associations and Councils for Integrated Development of Cooperatives
6. National and International Conferencing on Relevant and Contextual Subject Matters concerning Economy of Co-operatives and
7. Regular Consultation with the Custodians and Leaders of our Countries.

– Rajiv I.D. Mehta  
DRD, ICA-AP

# ICA-CCS Conference on Co-operative Development in Myanmar

The Conference on Cooperative Development in Myanmar was held 16 & 17 June 2009 at Yangon. The Conference was organized by ICA Asia Pacific in collaboration with the Central Cooperative Society, Myanmar with the objective of "garnering policy support from the Government of Myanmar for promoting co-operatives as an alternative of significance".

More than 70 participants from Government's Cooperative Department and various Cooperatives in Myanmar attended the Conference.

The basis of deliberations was thematic presentations made by experts from ICA-AP and top ranking officials of successful cooperatives like NACF, IFFCO & FSCT that have an established track record in transforming the core cooperative values into practice.

The participants after having listened to and seen the presentations made by the experts discussed in smaller groups, the scope of cooperatives in the context of Myanmar and the kind of policy environment required for the development of co-operatives.

Following is the gist of recommendations made by the groups:

1. There is a great need of an enabling policy environment on cooperatives in Myanmar. The Government should come out with a clear long term policy on cooperatives. The policy should focus on the relevance of cooperative ventures in the inclusive growth of economy for a sustainable economic development.
2. The cooperative law of Myanmar should be made simpler and more clear wherever required and be reviewed in the context of global economic recession. The regulatory features of the law may be made more pronounced and facilitative. The law on cooperatives must clearly mention the roles and responsibilities of various tiers of cooperatives together with effective gov-



Chairman of CCS addressing the Conference on Coop. Development in Myanmar

ernance mechanism in the spirit of ICA's cooperative identity statement.

3. A National Cooperative Development Board should be constituted with representatives drawn from various relevant Ministries of the Government and other agencies like successful cooperatives, successful enterprises from relevant field, experienced cooperative leaders, senior academicians and distinguished faculty members of cooperative training institutes.

4. Government must leverage international perspective on cooperatives preferably through ICA, the global apex of cooperatives, as special adviser to the Board so as to bring in international experience, knowledge, information and collaboration with successful overseas cooperative enterprises in the region. It will broad base the scope of cooperatives in various innovative and emerging sectors of the economy.
5. Periodical training and education of cooperative facilitators, members, leaders and managers must be made mandatory in the cooperative law and government must commit it self with financial and technical support for setting up cooperative education and training centers in various parts of the country.

6. The government needs to introduce creative and friendly means to generate awareness about good things cooperative actions can do and accord-

ingly come out with a comprehensive cooperative development strategy involving various ministries and departments through the aforesaid National Board.

7. Considering the challenging nature of the job of cooperative facilitators and promoters, the government must provide extra allowances and benefits to the government staff working for the development of cooperatives. It will help government to retain loyalty and dedication of the workers entrusted with the job of developing cooperatives in the country.

8. Cooperatives must be considered as the vehicles for financial inclusion through micro credit and micro finance interventions. There is a need to formulate clear and simple law on MFIs. The government must announce special tax and fiscal benefits to make cooperatives popular and useful.

and

9. The cooperatives being community based organizations must be preferred and considered for spreading awareness on issues of global concerns like MDGs of the UN, global warming, HIV/AIDS etc. in collaboration with other actors in this field.

– Rajiv I.D. Mehta, DRD, ICA AP

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## Fact Finding Mission to Kazakhstan and Mongolia

The ICA-AP Regional Director, Mr. Shil Kwan Lee, visited Kazakhstan from 9-12 June 2009. The purpose of his visit was to hold discussions with Union of Consumer Societies on strengthening the role of ICA-AP for cooperative development in Central Asia and visit some cooperatives to get acquainted himself with the cooperative situation in Kazakhstan. He met Mr. K.S. Ashlyayev, President and other senior officers of the Union and held detailed discussions about their participation in ICA-AP activities and future collaboration.

Mr. Shil Kwan Lee also visited Mongolia from 23-27 June. The purpose of his



*(Above): Mr. Lee with the cooperative leaders of Mongolia*



*Mr. Lee together with the leaders of Kazakhstan*

visit was to get a new member of ICA from Mongolia and visit some cooperatives to get acquainted himself with the cooperative situation in Mongolia. He held detailed discussions with Mr. Bayartsaikhan Nadmid, President and senior officers of National Association of Mongolian Agricultural Cooperatives (NAMAC).

As a result of his visit, NAMAC has applied for membership of ICA and its application would be approved by the ICA Board at the next Board meeting.

## Report on HIV/AIDS Project of ICA-AP

Training of Cooperative Trainers (ToT) is one of the essential components under the project 'Mainstreaming of HIV/AIDS in training and Education system of the cooperatives'.

The project is being implemented in 11 states of India with the objective to reduce the spread of HIV and other sexually transmitted infections among the members of agriculture, weavers, fisheries and dairy cooperative members and their communities. There are trainers at various levels of cooperative education and training

system. These staff members/trainers conduct regular training programmes throughout the year on various aspects of cooperative management for the cooperative leaders, managers, staff, general members and prospective members.

HIV/AIDS project attempts to train these trainers in a 5 day ToT programme comprising, 4 days of classroom sessions and one day study visit to treatment/care centre. The objective of the ToT is to create master trainers who will in turn reach out to

the cooperative members through their regular cooperative training programmes.

A five-day residential ToT programmes on HIV/AIDS were organized in states of Rajasthan and Manipur in India in May 2009. Total 75 cooperative trainers, 28 female and 46 male cooperative trainers actively participated in both the programmes. Institutes of the Cooperative Management, Jaipur and Imphal organized the event respectively with the support of ICA-AP. Resource





Group photo of the participants.

persons in Rajasthan were identified with the support of Rajasthan State AIDS Control Society and in Manipur;

Manipur Aids Control Society cooperated to decide on the resource persons for the training programme.

The training programme focused on the below mentioned topics:

- Scenario of HIV/AIDS in the state and the country.
- HIV/AIDS and Cooperatives and

- Productivity
- HIV/AIDS, Basic Knowledge
- High Risk behaviour

- Sexually transmitted Infections, Reproductive tract infections
- HIV/AIDS, myths and misconceptions
- Treatment and support services
- Living positively with HIV/AIDS
- Using life skills for prevention of RTIs/STIs and HIV/AIDS.
- Adult learning principles
- Facilitation Skills
- Effective Communication
- Designing a training session
- Mock sessions
- Field visit
- Evaluation and summing up.

– Mrs. Savitri Singh,  
Gender Advisor, ICA-AP

## Workshop on Development of Consumer Cooperatives in Vietnam

A joint workshop with ICA-AP and Vietnam Cooperative Alliance (VCA) was held on 8-9 April 2009 at Hue City, Vietnam. Forty-five leaders from 15 cooperatives of Thua Thien Hue Province attended the workshop.

At the workshop, lecturers from Singapore and Japan gave suggestive presentations on "Basic Principles in Operating Small-Sized Stores", "Basic Methodology of Store Comparison" and "Home Delivery Business by Consumer Co-ops in Japan", while Ms. Le Thi Huong, Chairlady of Thuan Thanh Consumer Cooperative, analyzed major challenges surrounding consumer co-ops in Vietnam.

According to her analysis, average turnover of consumer co-ops in Ho Chi Min city accounts for only 10.9% of average consumption per capita, while other economic sectors serve 89.1%. She drew on the advantages of private sector and disadvantages of cooperative sector in Vietnam as follows:

### Private Sector

- Organizational structure: Very simple
- Sources of capital/funds: Sufficient own resources save time for making decision
- Interests/Benefits: Gained 100%,



Participants at a Coop Consumer Store

- need not to share or contribute
- Social responsibility: Need not to pay much attention

### Cooperative Sector

- Organizational structure: Not simple
- Sources of capital/funds: Taking time in making decision, so lose opportunities
- More Interests/Benefits: Being distributed to a variety of funds, which causes lack of capital and affects the competitiveness of cooperatives
- Social responsibility: Always being cared, even in case of price hike in the market, cooperatives are expected to keep the price for stabilizing the market

Based on her analysis, all participants

discussed major challenges they are currently facing and arrived at their own long-term and short-term solutions to cope with the difficult situation. They also participants visited the 1st store of Thuan Thanh Mart near Hue Imperial Palace. Ms. Juliana Tan from NTUC FairPrice, Singapore, gave useful advice on display, store layout and merchandise assortment to the participants.

The workshop was highly appreciated by all participants and the ICA-AP was expected to continuously hold these workshops in some provinces, cities of Vietnam over the coming years.

– Yoshimitsu Nakamura

### REMINDER TO ALL THE MEMBERS OF ICA

**ATTENTION:** This is to remind all the cooperatives in the Asia Pacific region, involved in **Overseas Commercial Activities**, to kindly visit the ICA Asia Pacific website : [www.icaroap.coop](http://www.icaroap.coop) and register their business interests at the trade window positioned at the home page of the website. It would certainly reach out to interested trade partners not only in the region but also across the globe, *free of cost*.



# ICA Asia Pacific Coop News

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## ICA-IFFCO-CLT International Conference on Enhanced Role of Cooperatives in Recovery from the Economic Crisis

The Conference on Enhanced Role of Cooperatives in Recovery from the Economic Crisis was organized by ICA Asia Pacific in collaboration with Cooperative League of Thailand and Indian Farmers Fertilizer Cooperative with the objective of creating a shared vision on the scope and role of cooperatives in the global economic crisis so as to devise a common strategy to REPOSITION cooperatives as preferred form of enterprises and Global Alternative of Significance.

75 participants from Cooperatives and Governments of 16 countries in the Asia Pacific region attended the conference.

The basis of deliberations was subject specific presentations made by experts from ICA and top officials of successful cooperatives namely NACF, IFFCO, JCCU, and SNCF. The presentations were focused on impressive track record of cooperatives that had transformed the core cooperative values into practice.

The Conference deliberated on various critical and crucial aspects about co-operatives as mentioned hereafter.

### Why Co-operatives?

Cooperatives were established to defend ordinary citizens economically against rising monopolies, to include them in the economy by achieving economies of scale, and to have some



Group photo of the distinguished delegates at the Conference

control over the parts of the economy that were affecting them.

They have been developing mainly in periods of 'great transformation': marketisation of daily goods (consumers' cooperatives), land reform (agricultural and rural credit cooperatives), urbanisation and post-war reconstruction (housing and construction cooperatives), industrialisation (industrial cooperatives), the monetarisation of the economy (credit cooperatives and cooperative banks), the development of the tertiary sector (service cooperatives), the 'de-statisation' of public services (social cooperatives).

Cooperatives regained ground in local economic crises, like in Brazil in

### CONTENTS

ICA-IFFCO-CLT International Conference .....	1
Management Capacity Building of Women for Co-operative Development .....	3
1st ICA Asia-Pacific University/Campus Cooperative Committee Meeting .....	4
4th Training Course on Promotion of Sustainable Enterprises for Rural Women .....	5
ICA Regional Workshop on Enhancing the Role of Women in Co-operatives .....	6
Co-operative Summit and Women Conference of the Americas-2009 .....	6
ICA-RWC Office Bearer's Meeting .....	6
9th ICA Regional Workshop for Managers on Management of Consumer Co-operatives .....	7
ICA Training Program for Managers of Consumer Co-ops in Japan .....	7
ACFSMC Workshop for Agricultural Exporters in held Beijing .....	8
New Regional Director of ICA-AP .....	8
ANGKASA President passes away .....	8



Mr. S.K. Jakhar, Chairman IFFCO, delivering the inaugural address

1994, or in Argentina in 2001. It can be assumed that the same will happen with this global crisis.

Cooperatives, along their history, have proved to build a type of economy with the following characteristics, each of which is in stark contrast with those that have brought about the economic crisis:

- It is based on needs that are basic and permanent (such as employment, production, consumption of basic goods, saving and borrowing, housing, etc)
- It therefore also has long term objectives
- It is based on ordinary citizens, and join together to solve the needs mentioned above
- It is rooted in the local community and does not delocalise
- It is not for sale and thus not dependent upon the ups and downs of the shareholders' market.
- It is based on democratic control by members-owners, with accountability and cross checks
- It plays a strong stabilising role on the markets, and the more so when cooperatives make up a strong proportion of the economy in a given sector (e.g., 60% of the banking market in France, 90% of the agricultural market in The Netherlands).

### Main Challenges before Cooperatives

Over the past few decades, cooperatives have by and large shied away from asserting themselves according to their own identity. There are many reasons but the onus lies on the cooperative leadership.

The share of intra-cooperative trade and economic agreements is still far too low to ensure that cooperatives are a relevant actor in the global economy. This is not to say that cooperatives should create a parallel economy, but only that they should have a far more substantial part of trade and economic agreements than has been the case so far.

The cooperative movement needs to strongly develop its own standards based on its own set of values and principles, against those that are developing against us, such as the International Financial Reporting Standards, and that will destroy us if we do nothing. The cooperative standards should be better developed along the different cooperative sectors.

Cooperatives should strengthen information and education at large, including on the successes of legendary cooperative institutions and enterprises. In particular for gaining the confidence afresh, people should be convinced to put the stakes in coop-

erative ventures especially in the captive market segments where cooperatives enjoy their own niche.

Policy and legislative aspects on the cooperatives in the above context must ensure supremacy of democratic control and governance in the spirit of ICIS.

### Notion of Recovery and the way forward

After the spectacular bailouts which we have been witnessing, the move towards completing the privatization of public services is going on unabated. Furthermore, the G20 have not yet come to an agreement on how to regulate the international financial and monetary system, nor is any breakthrough-type agreement pointing at the horizon.

Thus, even if signs of recovery do exist, in some countries more than in others, the risk that an even bigger crisis might loom large, at least in the Western industrialized countries, is one that should be taken seriously? Asian countries have a strong responsibility in this, by either trying to prevent such a larger crisis to flare up, or by protecting themselves from it through appropriate policies.

### Measures required

1. Strengthen democratic control
2. Promote indivisible reserves
3. Use cooperative values in publicity
4. Boost information and education on cooperatives
5. Identify promising sectors
6. Develop cooperatives of SMEs, small producers and professionals
7. Fragile enterprises should be converted into cooperative enterprises
8. Set up cooperatives in community activities and services of general interest
9. Develop the networking and representative role of the international cooperative institutional system
10. Develop own standards and

combat standards that are detrimental to coops

11. Strengthen coordination within the cooperative movement at all level
12. Intensify cooperative development strategy at world level

### Conclusions

1. Cooperatives should be geared to drive through both the conventional and innovative non-conventional sectors like SMEs, health, education, technical professions, environment, special community services and infrastructure & local resource management with middle to long term strategy truly in the spirit of

co-operative identity ensuring democratic controls and promoting indivisible reserves.

2. It would be a big move forward to evince interests of governments and accordingly meso and macro level measures should be based on a strong partnership with governments at all administrative levels supplemented with greater visibility and hard edged information campaign on cooperatives being proud of their modesty and emanating from humble origins.
3. Enabling policy environment of the governments on cooperatives must be maintained and accordingly the legislative features of the

law on cooperatives are reviewed and improved. ICA system together with ICA members, multilateral international organizations and UN system should be used to coordinate world level lobbying and networking.

4. The cooperatives being community based must be preferred and considered for spear heading demonstrative and replicable awareness campaigns both at local and global levels on issues of global concerns like MDGs of the UN, global warming etc. in collaboration with other actors in this field.

– Rajiv I.D. Mehta, DRD, ICA AP

## Management Capacity Building of Women for Co-operative Development

Women development and gender mainstreaming in cooperatives is one of the priority areas of ICA. We are concerned about low and negligible participation of women at all levels of cooperatives in the region i.e. 30% at membership and 8% at leadership and decision-making. This is not a comfortable situation given the fact that 60-70% of farming and food production work is done by women.

Therefore, ICA-AP is implementing a number of capacity building programme for the member cooperatives for gender mainstreaming and enhancing number and quality of women participation. Towards this endeavour, a skill development programme “Management Capacity Building of Women for Co-operative Development” is being conducted regularly.

This year the programme was organized for the cooperative movement of Malaysia in Kuala Lumpur from 28 June to 3 July, 2009.

This programme aimed at assisting the cooperative movement of Malaysia to review the status of gender integration and women’s



Participants and guests of the training program in Malaysia

participation, constraints and possible solution to enhance the quantitative and qualitative participation of women. The methodology involved presentation of status paper by ANGKASA and discussion on various aspects facilitated by resource persons. The discussion led to creating a road map followed by education and training on various skills crucial for quality participation in cooperative business and management.

Besides training on business issues, a session was also held on social and developmental issue of HIV/AIDS

awareness and prevention. The following topics were addressed during the programme:

- Effective and gender-responsive leadership
- Entrepreneurship development
- Various aspects of management of a co-operative i.e. product development, member services, accounts, balance sheet, book keeping etc.
- Coping with challenges and Personal Development
- HIV/AIDS Awareness.

– Mrs. Savitri Singh

# 1st ICA Asia-Pacific University/Campus Cooperative Committee Meeting

The 1st ICA Asia Pacific University/Campus Cooperative Committee meeting was held in Bangkok on 13th July 2009. The following members attended the meeting:

1. Prof. Kokichi SHOJI, Chairman, NFUCA, Japan
2. Prof. Sam-Hyun CHUN, KCCF – UCK, Korea
3. Mr KIM Hyun-Joong, KCCF-UCK, Korea
4. Mr Sun-Teck TAN, SNCF (NUS Coop), Singapore
5. Mr Ilham NASAI, KOPINDO, Indonesia
6. Ms Zeny DIOLA, MMAFECCO, The Philippines
7. Prof. Mohammad Ali Hasan, GAKUB, Malaysia
8. Ms Vu Thi Thanh Thuy, VCA, Vietnam
9. Mr Tnanaka Yokhiro, NFUCA, Japan
10. Mr Toshiaki Wada, NFUCA, Japan
11. Mr Toshifumi KURIKI, NFUCA, Japan
12. Mr T. Paranjothi, FCEI, India
13. Dr Yashwantha DONGRE, University of Mysore
14. Mr. Peerasak Booranasophone, TCOFU, Thailand and
15. Mr Rajiv I.D. MEHTA, DRD, ICA AP – Member Secretary.

The meeting commenced with the welcome remarks from Mr Peerasak followed by introductory remarks by all the participating members. Prof.



First meeting of the Office Bearers of ICA-AP University/Campus Coop Committee

Shoji while expressing his happiness over the full-fledged status of the University Coop Committee of ICA-AP reminded the core objectives of the committee and desired to see the University/Campus Coops in the Asia Pacific region transforming great theoretical aspects of cooperatives into reality.

Representatives from various countries expressed their concept of developing university/campus coops in their respective countries.

The delegates from Vietnam desired to see greater participation of youths and students through the network of this committee, Malaysian delegate Prof. Ali laid emphasis on the exchange programs among various members of the university/campus coops in different countries for better assimilation of management practices and service options, Indian delegate, Dr Dongre termed university/campus coops as the laboratory to prepare next generation coops, Indonesian delegate wished to see experienced and

committed cooperative leaders in the movement through univ./campus coops so on so forth.

The membership proposal of Korea was seconded by Prof Ali from Malaysia and accepted by the Chairman.

The members approved the Manifesto and Constitution of the Committee and also endorsed the Office Bearers of the Committee.

The members desired to have a session on the univ./campus at the Global Youth Conference (GYC) in Geneva and aspired to constitute Global Campus Coop Committee of ICA. Prof Ali suggested for a slot at the GYC.

Prof Dongre and Mr Kuriki gave an account of the activities. The activities in South East Asia and Far east Asia were coordinated by Mr Kuriki while that in the West and South Asia were coordinated by Prof Dongre.

Mr Kuriki shared his interaction with Fiji, Korea and Brunei and lauded his success in bringing Korea as member. Prof Dongre referred to his communication with Sri Lanka and Bangladesh and shared his impressions about his visit to Iran last year.

The Chair of the Committee informed about signing a Memorandum of



Rajiv I.D. Mehta, DRD, ICA-AP with student members of University Consumer Coop in Thailand

Student Services to the UNESCO World Conference on Higher Education and referred to last para of the memorandum that explicitly set out a stage for the ICA AP Committee. The plan for 09-10 was read out and Mr Kuriki proposed to have the Regional Conference next year by July

2010 in Indonesia preferably around the Indonesian Coop Day.

He was particularly concerned about the sustainability of the activities of the committee in the wake of many private universities emerging in various countries. He suggested

working out local resources for the conference.

Considering the accessibility and resource availability the committee chose Indonesia and India as two feasible options for the Conference.

– Rajiv I.D. Mehta, DRD, ICA AP

## 4th Training Course on “Promotion of Sustainable Enterprises for Rural Women”

The International Cooperative Alliance-Asia and Pacific [ICA-AP] in collaboration with the JA-ZENCHU [Central Union of Agricultural Cooperatives of Japan] and the Institute for the Development of Agricultural Cooperation in Asia [IDACA] held the 4th Training Course on “Promotion of Sustainable Enterprises for Rural Women” from 20-25, September 2009 in Vietnam and Japan. The generous financial assistance was provided by the Ministry of Agriculture, Forestry and Fisheries [MAFF] of the Government of Japan to conduct this program.

Twelve women participants – two each from Cambodia, China, India, Myanmar, Nepal and Vietnam attended the Training Course.

The main objectives of the Training Course were: (a) to learn methods of enterprise development by rural women through case studies; (b) to study management methods of micro-enterprises by rural women and (c) to learn methods of encouraging women to be involved in rural communities’ development.

Part-I of the program – Comparative Study Visits was held in Vietnam from 20-29, August in collaboration with Vietnam Cooperative Alliance [VCA], a member-organization of ICA.

Part-II of the program held at IDACA from 30th August to 25th September 2009 included extensive classroom work and study visits to agricultural cooperatives in Saitama and Aomori Prefectures of Japan. Lecture-cum-practical field study visits assignments



Group photo of the participants of the training course

were combined to impart necessary knowledge to the participants on the working of women’s associations and the general activities of agricultural cooperatives in Japan.

In view of the experience gained by the participants through class room lectures, field study visits in Vietnam and Japan, the participants were able to develop brief outlines of their Action Plans which they would be recommending to their respective organizations on return to their home countries.

An end-of-the Course Evaluation was conducted at the conclusion of the Training 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. They also expressed their greatest appreciation to the Ministry of Agriculture, Forestry and Fisheries

(MAFF), Government of Japan for providing financial support for this Training Course. They 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.

A Certificate of Participation was awarded to each participant at the concluding session held at the IDACA in Tokyo on 24th September.

The concluding session was attended by Mr. Fuminori Miyatake, Deputy Director, International Cooperation Division, International Affairs Department, Ministry of Agriculture, Forestry and Fisheries (MAFF); Mr. Kenjiro Miyazaki, Managing Director of IDACA; Mr. K. Sethu Madhavan, Planning Officer/Program Co-ordinator, ICA Asia-Pacific; and other senior officers of IDACA.

– K. Sethu Madhavan

## ICA Regional Workshop on Enhancing the Role of Women in Co-operatives

The ICA-AP Gender Programme organised a Workshop on "Enhancing the Role of Women in Co-operative Business" for women and men cooperative leaders of the region from 8-10 September 2009 in Manila, Philippines.

The consultations during the workshop focused upon cooperative endeavour to promote women's interests for gender mainstreaming in cooperatives. The 3 days programme consisted of one day workshop followed by 2 days study visits to few successful cooperative businesses in the country. A group of about 15 women and men cooperators from India, China, Nepal, Japan and Malaysia participated in the programme to have an exposure of gender focused best practices in the Filipino cooperatives.

– Mrs. Savitri Singh

## Co-operative Summit and Women Conference of the Americas-2009

The ICA Americas organized its first Cooperative Summit in September, 2009 in Guadalajara, Mexico. The ICA America VI Continental Meeting of Women Co-operators was also held in conjunction with the Summit.

The ICA Regional Office for Americas invited Mrs. Savitri Singh, Advisor Gender Programme to participate at the Summit and continental meeting of the women cooperators. The topic of discussion was, "Global Crises Panorama and its Impact on Women's lives". Mrs. Savitri Singh presented a Report from the ICA-AP Region. The presentation is posted on the ICA-AP website at [www.icaroop.coop](http://www.icaroop.coop)

The chief guest of the opening was Ms. Maria Elena Herting, Deputy Director-General of ICA.

– Mrs. Savitri Singh



Participants of the Workshop in Manila, Philippines

## ICA-RWC Office Bearer's Meeting



Participants of the OBM with Ms. Tanaka, Chairperson

The meeting of ICA-AP RWC Office Bearers was held on 7th September, 2009 in Manila, Philippines. Ms. Hitomi Tanaka, Chairperson, Ms. Emma Neiva, Vice-Chairperson and Mrs. Savitri Singh, Secretary attended the meeting.

Ms. Sally Ganibe, AWCF, Mr. Yoshi Nakamura, Advisor, ICA-AP, Ms. Makiko Sakurai, JCCU, Japan, and Ms. Emy Santos, NATCCO, Philippines were also present as observers.

The work plan 2010 was discussed

at the meeting. The following work programme has been approved for 2010:

- OBM for preparation of Women Forum and review of Capacity building (TOT) programmes
- RWC Meeting and Regional Women Forum in China-2010
- Enhancing role of women in cooperative business
- Newsletter

The next OBM will be held in the second quarter of year 2010.

– Mrs. Savitri Singh

## 9th ICA Regional Workshop for Managers on “Management of Consumer Co-operatives in Asia-Pacific” held in Singapore

The 9th ICA Regional Workshop for Managers on “Management of Consumer Co-operatives in Asia-Pacific” was held on 24-26 August 2009 at Costa Sands Resort (Downtown East) in Singapore. Hosted by Singapore National Co-operative Federation (SNCF) and supported by NTUC FairPrice, 17 managers of consumer co-operatives from four countries (Myanmar, Singapore, Thailand and Vietnam) actively participated in the three-day workshop.

The workshop commenced with the welcome address by Mr. Zulkifli Mohammed, Chief Executive Officer of the SNCF, followed by the presentation on NTUC Fair Price by Ms. Juliana Tan, Manager of the NTUC FairPrice Training Institute.

Mr. Kao Beng Lee, Ms. Juliana Tan and Mr. Simon Tan from NTUC FairPrice covered four important areas of retail business, “Visual Merchandizing”, “Store Management”, “Staff Training and Development”, “Basic Methodology for Store Comparison”.

Ms. Eriko Sakurai (Trainer, Cash Register Group, Store Operation Department of Co-op Net Business



Participants of the Regional Workshop at a study visit

Federation, Japan) was invited as a resource person this year. She made a presentation on “Customer Service Strategy in Store Operation of Co-op Net” and conducted a practical training on customer service. All participants actively participated in the practical training and learnt the importance of finding “unconscious expectations” of customers.

The participants visited a hypermarket, a convenience store and two supermarkets of NTUC FairPrice, and its competitors’ stores on the

second day. They learnt about practical techniques for store operation such as merchandise assortment, display and pricing.

On the last day of the workshop, the participants were divided into 4 groups and made a group discussion on the “solutions” to the scenarios given on the first day. After the discussions, the participants made presentations on the “solutions” based on their own SWOT analysis.

– Yoshimitsu Nakamura

## ICA Training Program for Managers of Consumer Co-ops in Japan

### Review for the year 2009

The ICA Training program for Managers of Consumer Co-ops has been implemented since 2001. This year, sixteen managers who work for consumer co-operatives applied for the program in Japan. The two training courses have already been carried out successfully with attendance of ten selected trainees from five countries.

### Miyagi Course 2009

Managers of consumer co-ops from



Managers of consumer co-ops at the Miyagi course 2009

India and Philippines learnt about history & basic values of Miyagi Co-op, present situation of Miyagi Co-op business and direction, planning & opening of co-op stores, sales promotion, merchandising strategy, purchasing policy and buyer education, home delivery business, member’s involvement in business.

They also visited co-op stores and rival stores, Miyagi Co-op daily food center, Miyagi Co-op re-cycle center, senior citizen’s day service home. On the last day of the training course, all



the trainees made presentations on their action plans to be implemented after the training course. They drew up plans to change store layout, to improve display, to increase membership/sales/product assortment, to train staff, to collect members' opinions, to prevent shoplifting, and so on.

### Tokyo Course 2009

Managers of consumer co-ops from India, Singapore and Vietnam learnt about Outline of Co-op Tokyo, basic

policy on store operation, daily duty of a store manager, countermeasure against rival stores, merchandizing policy, home delivery business, members' activity, member's involvement in business, environmental conservation activities. They also underwent a practical training at a co-op store and visited Co-op Net distribution center, laboratory and co-op members' houses. On the last day of the training course, all the trainees made presentations on their action plans to

be implemented after the training course. They drew up plans to change store layout, to improve display, to monitor suppliers for controlling product quality, to improve standards of opening new stores, to control costs (especially labor costs), to collect members' opinions, to encourage members to take part in environmental conservation activities, to develop "bento" to the busy lifestyle customers, to organize the Japan Food Fair, and so on.

– Yoshi Nakamura

## ACFSMC Workshop for Agricultural Exporters in held Beijing

The All China Federation of Supply and Marketing Coops organized a National Workshop for Agricultural Exporters in Beijing, China from August 5 to 7, 2009.

The workshop was attended by more than 70 managers and leaders of

primary agriculture cooperatives in various parts of China.

The workshop was addressed by the officials from Ministry of Commerce, Vice-President of ACFSMC, experts on export policies, trade friction, import barriers and quality management.

Resource persons from USA Mr. Mark Fagan, Japan Ms. Yao Jun and ICA-AP Mr. Rajiv Mehta made presentations on Strategies for marketing Chinese products to US buyers, Agriculture market in Japan and marketing strategies for Japanese Buyers and Business cooperation between cooperatives in Asia Pacific Region respectively.

The workshop was quite enriching for both the participants and speakers.

– Rajiv I.D. Mehta, DRD, ICA AP



Participants of the seminar in Beijing

### New Regional Director of ICA-AP



We are pleased to inform you that **Dr. Chan Ho Choi**, General Manager, International Co-operation Office of the National Agricultural Cooperative Federation (NACF) has been appointed as the new Regional Director of the ICA-Asia and Pacific with effect from 1st January 2010.

### ANGKASA President passes away

**DATO HJ ABDUL RAHIM ABU BAKAR**, President of Angkasa, one of the serving cooperative leaders of Malaysia suddenly passed away, leaving a deep void in the co-operative movement of Malaysia.

Dato Abu Bakar was a very warm, friendly and amiable person.

The ICA will always remember his contribution to the cooperatives at large and cherish the fond memories of the association.

*May his departed soul rest in peace.*

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# ICA Asia Pacific Coop News

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## ICA-AP Regional Board Meeting held at Geneva

A meeting of the ICA-AP Regional Board was held in Geneva on Thursday the 19th November 2009 at the International Convention Center, Geneva (Switzerland). Several leaders and officials of the ICA-AP member cooperatives besides the members of the Regional Board attended the meeting. The meeting was chaired by Mr. Li Chunsheng, ACFSMC, China and co-chaired by Mr. G.H. Amin, President, NCUI, India.

Important among the participants were: Mr. Won-Byung Choi, Chairman, NACF, Korea, Mr. Surinder Kumar Jakhar, Chairman IFFCO, Mr. Mongkalut Pukanut, Chairman, CLT, Thailand, Prof. Dr. Mohammed Ali Baharum, Chairman, ANGKASA, Malaysia, Mr. Nguyen Van Bien, Chairman, VCA, Vietnam, Ms. Dolly Goh, CEO, SNCF, Mr. Iain Macdonald, Director General, ICA, Mr. Chan-Ho CHOI, General Manager, NACF, Korea - Regional Director Select and Mr. Shil Kwan Lee, Regional Director, ICA-AP.

In his opening remarks, Mr. Li Chunsheng welcomed all the participating members of the ICA-AP Regional Board. Broaching the objective of the meeting, he highlighted the need of a coordinated action by the members of ICA from the Asia Pacific region in the voting for election of members for the ICA Global Board. He sought cooperation of the ICA-AP board members in



(l-r) Mr. G.H. Amin, Vice President, ICA -AP, Mr. Shil Kwan Lee, Regional Director ICA-AP, Mr. Iain Macdonald, Director General, ICA and Mr. Li Chunsheng, President, ICA-AP

mobilizing effective and meaningful voting by the members from AP region. Mr Li Chunsheng extended a warm welcome to Ms. Dolly the Chief Executive of SNCF and introduced her to the members of the regional board.

Mr. Shil Kwan Lee gave a brief account of the activities carried out by ICA-AP during 2009 until the end of October 09 and planned for the remaining period. He appreciated the support of IFFCO in supporting special project on women and youth empowerment in Sri Lanka and also supporting pertinent conference on role of cooperatives in mitigating the impact of global economic crisis that was held in July in Bangkok. Referring to termination of the AGRITERRA project, he made a mention about the cooperative law in Laos that would

### CONTENTS

ICA-AP Regional Board Meeting .....	1
ICA-AP Research Committee .....	2
ICA Committee on Consumer Coops. ....	4
HIV/AIDS Awareness Camps for Coop. ....	4
Women Empowerment Programme .....	5
ICA-Japan Training Project .....	5
Mission Report-Bangladesh .....	6
1st ICA-SNCF Business Seminar .....	7
ICA's Co-operative Reconstruction .....	8
ICA General Assembly, Geneva .....	9
ICA Press Release .....	10
Message from the new RD Dr. Choi and former RD Mr. Shil Kwan Lee .....	11
Activity Calender of ICA-AP-2010 .....	12

soon be passed by the Parliament. He also made a special mention of Mongolia for its networking initiatives for 2012 as the UN year of cooperatives. He referred to his visits to Kazakhstan and Mongolia and mentioned about three new members of the ICA from central Asia.

Mr. Lee briefed about the need of reconstructing the disaster affected cooperatives in Indonesia and shared the contents of the appeal issued by ICA in this context.

Mr. Rajiv Mehta presented a report on the reconstruction support given to cooperatives in Myanmar and highlighted major interventions.

Mr. Lee also presented the statement of expenditure incurred by ICA-AP until the end of October 2009.

Mr. Macdonald appreciated the efforts made by Mr. Lee in expanding the membership base of ICA in the Asia Pacific region. He further advised the ICA-AP office to explore possibilities of bringing Bhutan, Jordan, Yemen, Syria, islands in Fiji and a few more countries from central Asia in the network of ICA.

Highlighting the importance of Arabian countries, Mr. Ali Baharum advised Mr. Lee to induct a staff fluent in Arabic so as to have more members from GCC countries. Mr. Imbsen offered the services of ICA HO staff till the arrangements are made.

Mr. Li Chungsheng also stressed upon the need of enrolling more members from the Asia Pacific region of ICA.

Mr. Lee presented the first draft of 2010 budget and activity plan of ICA-AP

Mr. Jakhar advised the ICA-AP to pay more attention on Agriculture cooperatives and sought support of ICA-AP in facilitating a pilot initiative of MARKFED, Punjab to import agriculture machinery from Korea at a subsidized rate. Mr. Choi, Chairman NACF proposed to set up a machinery bank for the cooperatives.

Mr. Pukanut, Chairman CLT stressed the need of educating leaders, bureaucrats and members of coop

community in Laos and Cambodia to learn about the Thai model of cooperatives so as to wash away their notion about government controlled coops.

Mr. Ali Baharum desired to have real trade facilitation by ICA-AP and advised a special supplement on trade on the ICA-AP website.

Mr. Li Chunsheng made an impressive presentation on the 9th Regional Assembly of ICA-AP in Beijing in China in September 2010.

Mr. Lee sought permission of the Chair to say good bye with a special thanks to the RB members. He expressed his deep sense of

appreciation to all the members of ICA from the region for their kind support and cooperation in making his tenure quite successful and rewarding. He advised the leadership of the region to take coops a step higher by taking best advantage of the Asianization process. He reposed his confidence in the team of ICA-AP.

Mr. Li Chunsheng thanked Mr. Lee for his good role and requested him to share his valuable experiences with Dr. Choi in making this region progress continuously.

The next meeting of the ICA-AP Regional Board was fixed for early April 2010 in Seoul, Korea.

## ICA-AP Research Committee organises Seminar on “Co-operatives, a Better Business Model”



Mr. Shil Kwan Lee, Regional Director, ICA-AP lighting the lamp at the inauguration of the seminar. Also seen are Dr. G N Saxena, Mrs. Anita Manchanda and delegates from Thailand and Mauritius

The International Cooperative Alliance-Asia Pacific, the highest cooperative body at Asia Pacific region in collaboration with IFFCO organized a seminar at FMDI, Gurgaon, India, on ‘Cooperatives – a better Business Model: Emerging Opportunities’ from October 23-24, 2009. The Chief Guest, Mr Shil Kwan Lee, Regional Director, ICA Asia

Pacific on this occasion said that the cooperatives have by and large remained unaffected by the global economic crisis, which otherwise has severely affected the investor owned corporate structures. He further said that AMUL, IFFCO, NCCF, Cooperative Banks and state level cooperatives have continued to achieve high level of business turnover

and profits. The cooperative business model being members owned, member controlled and service oriented in nature certainly deserved to be a preferred form of economic models in the context of moral crisis of capitalism. He informed the delegates from five countries about the decision of UN to declare year 2012 as year for cooperatives.

Dr. G.N. Saxena, Chairman of Research Committee of the ICA Asia Pacific and Director, IFFCO urged the cooperative fraternity to give priority to cooperative research and studies in the region, so that the cooperatives could add on to their strength and become more competitive in the era of globalization. The ICA Research Committee will look into the problem areas, issues and suggest feasible solutions to overcome these challenges.

Mr. J.N.L. Srivastava, Ex. Secretary, Agriculture, Govt. of India delivered



Group photo of the distinguished delegates at the seminar organised by ICA-AP Research Committee

his key note speech on the theme of the seminar and dwelled upon the values that cooperatives adhere to in terms of developing human capital that remains one of the biggest challenge before societies at large.

Mr. Rajiv I.D. Mehta, Dy. Regional Director, ICA, Asia Pacific presented the recommendations of the eighth Ministers' Conferences on Cooperative Policy & Legislation and laid emphasis on the need of an

enabling policy environment to make cooperative legislation more effective, clear, simple and crisp.

The deliberations at the seminar resulted in the following strategic aspects:

1. Cooperatives need to showcase their strength by sharing success stories of successful cooperatives to gain confidence of the stakeholders and policy makers.
2. ICA and National Cooperative Federations should institute an Award for the best ten research papers on cooperatives in different sectors.
3. Community Media to be more pronounced and directional.
4. Cooperatives need to communicate more effectively with the primary members by using latest communication modes like SMS, voice messages for illiterate and visually impaired.
5. The students in school and colleges must be given hands on experience on cooperatives as it would help build the social capital of the country.
6. The meeting of the Research Committee should be held every year to learn from the research studies.



Mr. Shil Kwan Lee, Regional Director, ICA-AP speaking at the seminar. Also seen at the dias (l-r) Mr. Rajiv ID Mehta, DRD, ICA-AP, Ms Anita Manchanda, CEO, NCUI and Dr. GN Saxena, Director, Coop. Development, IFFCO

# 43rd Meeting of ICA Committee on Consumer Cooperatives for Asia and the Pacific



Group photo of the members of ICA-AP Consumer Committee and the delegates of the seminar

The 43rd meeting of ICA Committee on Consumer Cooperatives for Asia-Pacific was held on 9th December 2009 at Vaikunth Mehta National Institute of Cooperative Management (VAMNICOM), Pune, India. 28 participants from Japan, India, Korea, Myanmar, Singapore, Sri Lanka and Vietnam, attended the meeting. The meeting was hosted by the National Consumer Cooperative Federation of India (NCCF).

The meeting was inaugurated by Mr. Shil Kwan Lee, Regional Director, ICA-AP, who welcomed the participants and extended the greetings on behalf of ICA-AP. He stressed upon the need of trade networking among cooperatives. He appreciated the efforts of Consumer Committee for the development of consumer cooperative sector in the region.

Mr. Virendra Singh, Chairman, NCCF of India welcomed the participants to India and he thanked the participants for making it convenient to attend the meeting and wished them a comfortable stay in India. He requested the delegates to explore the

possibilities of development of mutual and reciprocal trade on import & export of consumer goods between

the countries in the region. Subsequent to resignation of Mr. Jiro Ito from the position of Chairman of the committee, Mr. Haruyoshi Amano of JCCU was unanimously elected as Chairman of the committee.

In addition to the routine agenda, a Special Report was presented on "Consumer Cooperatives in Korea" by Mr. Hang-sik Oh of iCOOP Korea. It was also decided in the meeting that next meeting of the Committee would be held in Beijing, China in September 2010 in conjunction with ICA-AP Regional Assembly. The meeting ended with a vote of thanks to the Chair.

After the meeting, a sub-Regional Seminar on "Development of Consumer Cooperatives in Asia" was held at Jubilee Hall of VAMNICOM, which was attended by all committee members and 22 local consumer cooperators from Maharashtra and Gujarat provinces of India.

## HIV/AIDS Awareness Camps for cooperative members in Orissa and Chattisgarh, India



The AIDS/HIV Awareness camp in progress

The HIV/AIDS Awareness Camp for cooperative members were held in Orissa and Chattisgarh states of India in October, 2009. The one day camp was held on 8th October in Raipur and on 10th October in Berhampur respectively. The events were held in collaboration with UNDP,

India, National AIDS Control Organisation of Government of India, the National Co-operative Union of India and the ICA-AP. The resource persons were invited from the State AIDS Control Societies of the respective states.

More than 100 cooperative members, leaders and officers from various cooperative sectors in the state attended the programme. There is a strong possibility of replicating the experience in other vulnerable states in India and the matter is under active consideration of concerned authorities.

## Women Empowerment Programme - LAO PDR



Participants with Mr. Latsanivong Amarathithada, Director General and Mrs. Savitri Singh of ICA-AP

The ICA organised a training on "Capacity Building of Women Co-operative Leaders for Entrepreneurship development" for the women cooperative leaders and extension staff of Ministry of

Agriculture of Laos. The training was held from 21-25 December, 2009 in Vientiane City under the ICA-Agriterra joint project. Mr. Latsanivong Amarathithada Director General, Department of Agriculture and

Forestry of Vientiane Capital and National Assembly Member of Laos delivered opening address and Savitri Singh, Adviser-Gender Programme of ICA-AP addressed the participants and gave brief introduction of the programme. Mrs. Pith Phomphet made a presentation on Gender relation policy on agriculture and forestry .

Dr. Lassaye made a presentation on Lao national decree on cooperatives.

The topics covered during the training were:

- Gender and socialisation
- Cooperative values and principles
- Cooperative business and Gender issues in cooperatives
- How to start a small business
- Entrepreneurship development
- Leadership skills, communication, financial management, how to manage personal changes and stress etc.

## ICA-Japan Training Project on Capacity Building for Marketing

The Training Course was held in IDACA, Japan from 02-27 November, 2009. A total of 22 participants ( 8 women and 14 men) from 9 ASEAN countries joined the course.

The participants were middle level officers from the Agriculture Department and cooperatives from 9 ASEAN countries. The classroom lectures were held at IDACA whereas field visits were arranged at neighboring prefectures. Participants also visited the wholesale market for fruits, vegetables and flowers.

While welcoming the participants of the program Mrs. Savitri Singh emphasized the utility of the project because of the opportunity to learn from the successful Japanese cooperative experience. She also



Group photo of the participants of the programme

thanked IDACA, MAFF and JA-Zenchu for their collaboration with ICA to implement this programme. Mr. Nakamura Yuichi, Deputy Director, MAFF and Mr. Sugiyama

Takayuki, Staff in Charge, JA Zenchu also extended warm welcome to the participants, explained briefly about the objectives and conveyed their best wishes for the successful completion

of the programme. Mr. Miyazaki, Managing Director of IDACA, delivered his opening address and extended a warm welcome to the participants. At the outset, he conveyed his gratitude to MAFF, JA Zenchu, ICAAP and explained the

objectives of the project and hoped that participants would get useful ideas to secure income of farmers through cooperative agri-marketing. He also briefly focused on the history and establishment of IDACA and its valuable contribution in developing

co-operators and cooperatives in many countries worldwide. A formal closing ceremony was attended by the representatives from ICA, IDACA, MAFF and JA-Zenchu. Mr. Miyazaki awarded certificates to the participants.

## ICA-AP Mission Report – Bangladesh



*Members of the Board of Management of BJSU with the DRD, ICA-AP*

The Dy. Regional Director of ICA Asia Pacific, Mr. Rajiv I.D. Mehta, visited Dhaka, Bangladesh from 21 to 24 December 2009 to meet the newly elected board members of Bangladesh Jatiya Samabaya Union (BJSU) and also to meet the high ranking officials of the government dealing with cooperatives in Bangladesh.

The background of the visit was a long silence from the BJSU and their non-participation in many of ICA's important events.

The following was the outcome of the mission:

1. BJSU had not paid ICA's membership subscription consecutively for two years and the matter was taken up with the members of the newly elected

board members under the leadership of Mr. SK Nadir Hossain Lipu. The membership subscription of ICA is conventionally routed through the Registrar of Cooperatives. The board agreed to pay the overdue subscription in two installments. First they will clear dues for 2009, approx 9000 CHF and then remaining 5000 CHF overdue amount would be released in a month. The Registrar of cooperative after a long discussion agreed to canalize this amount. A meeting was also held with the Secretary to the Government before meeting the Registrar.

2. In an effort to expand ICA's membership base in Bangladesh, meetings were held

with the elected leaders and officials of Coop Bank, Milk Vita. The interaction was quite meaningful and conclusive. Both big cooperative organizations made up their mind to apply for the membership of ICA. The matter would soon be placed before their respective boards. The Government has also welcomed the idea of more members of ICA from Bangladesh.

3. At the advice of the Registrar, a visit was made to Kingshuk Multi-purpose Coop and an instant workshop was arranged on the role of ICA in mobilizing the interests of cooperatives at global level. The workshop was attended by more than 50 officials and non-officials of the cooperative. The CEO of the cooperative explained in detail about many innovative interventions done by the coop for setting up economically viable and socially rewarding ventures like Autorickshaw Coop, CNG Gas Station, Plant Nursery of Ornamental Plants, School for the children of Coop Community, Boutique for the products of Women Groups, Micro Finance and a functional R&D unit. They finally showed immense interest in becoming ICA's member. The leaders of the BJSU showed a keen desire to visit ICA-AP Office in New Delhi to seek special support in the development of cooperatives in Bangladesh by using ICA-AP Network.

# 1st ICA-SNCF Business Seminar for Cooperative Leaders



*The participants of first ICA-SNCF Business Seminar in Singapore*

The 1st ICA-SNCF Business Seminar for Cooperative Leaders was held on 23-24 October 2009 in Singapore. The main objective of this seminar was to provide cooperative leaders, especially from ASEAN countries, with an insight of competitive cooperative business that will catapult their careers even on this global economic crisis and forge and foster camaraderie and integration with the different cooperatives within Asia and the Pacific region. Hosted by Singapore National Co-operative Federation (SNCF), 18 co-operative leaders from 8 countries (India, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Sri Lanka and Vietnam) participated in the two-day seminar.

Mrs. Dolly Goh, Chief Executive Office of the SNCF, welcomed all the participants and made an inspiring presentation on the Cooperative Movement in Singapore. Following her presentation, Dr. Charles Chow nominated by the Management Development Institute of Singapore (MDIS) facilitated the seminar. He gave suggestive presentations on the following topics:

- Appraisal of present co-operative business in Asia & Pacific.

- How to fulfill the crucial role of co-operatives in the recovery from economic crisis.
- Blue Ocean Strategy = value innovation
- Nine Windows: problem space and solution space
- Unique Advantage (resilience)
- Viable System Model (self-regulation)
- Hidden Champions
- Green Positioning
- Management capacity building in changing economic scenario.
- Leadership Perspective
- Leadership Endurance

- Evaluation of Business Options

On the basis of his presentations, all participants divided into four groups discussed following themes:

- Future business options generating profit which various co-operative sectors in Asia & Pacific region can equally share.
- Detailed implementation plan for the above-mentioned business options (ownership, time frame, etc.)

As a result of the group discussion, participants chose an option standardizing education/training programs carried out at cooperative educational/training institutes in Asia and Pacific and setting up a certification business by the ICA-AP as their first choice.

On the afternoon of 23rd October, the participants visited Telecoms Credit Co-operative Limited (TCC) and learnt its successful business encapsulated by the phrase "the credit co-operative with a heart".

As a result of the seminar, participants shared the necessity of business collaboration across the region and the ICA-AP was requested to fulfill its role in developing business collaboration among co-operatives.



*The ICA-SNCF Business Seminar in progress*



# ICA's Co-operative Reconstruction Program for Cyclone Affected Cooperatives in Myanmar



Mr. Rajiv ID Mehta, DRD, ICA-AP with the managers and leaders of coops

Considering the importance of community in mitigating the impact of disaster, lessons learned workshop was organized by ICA for the managers and leaders of cyclone affected coops in Myanmar. The objective was to assign the agenda of disaster preparedness to the cooperatives. The workshop was attended by the officers of cooperative department, leaders, managers and members of affected cooperatives and officials of CCS.

The workshop concluded with the following suggestions:

a. The government must learn from the experiences of India where a national level disaster management authority was created after 2001 Gujarat earthquake and as a result state level disaster management authorities were created for a well coordinated response to any disaster. This authority was funded for disaster management inventory and capacity building interventions to prepare the vulnerable community for an immediate

response to any disaster.

- b. The cooperatives being most legitimate community based and democratically governed organizations must be seriously considered for an important role in mitigating the impact of natural disasters. The role could be that of disaster preparedness, rescue and relief operations and long term rehabilitation of the affected community.
- c. The disaster preparedness must have following set of activities:
  - i. mockdrills on the general rescue and relief operations
  - ii. creation of food grain bank by the vulnerable coop community
  - iii. installation of community radio communication system and sharing of important information on the activities of the coop, market information, various schemes and policies of government concerning the livelihood, safety, security of coop

community and wellbeing of mother & children in the community at large. This could be used as an emergency device to seek external help at the onset of any disaster.

- iv. Brigade of trained young boys and girls in the coop community and
- v. A functional relationship with the line departments like medical and health, fire fighting, police, education, women and child, forest officials, local government etc.
- d. Cooperatives must be considered as effective channels in raising awareness on global warming, HIV/AIDS, value based social system and to face this challenge the students in schools, colleges and universities be told about the cooperative advantages. The case studies of successful cooperatives from developed countries like Japan, Korea, Singapore etc. must be shared with the students as simulation exercises.
- e. The government must support an effective education, training & information infrastructure for the development and promotion of cooperatives in Myanmar.
- f. The CCS and government with the help of ICA should together conduct a special study in Myanmar on the scope and potential of cooperatives in various sectors of economy and accordingly prepare a realistic strategy plan for a period of 5 years. This plan must be integrated into the 30 year plan already prepared by the government.
- g. CCS must have a bigger and larger mandate of growing the size and scope of cooperative business both domestically and internationally.

The chairman of CCS sought support of ICA in strengthening the business networking for various agri-coop products in the region.

## ICA General Assembly, Geneva : "Global Crisis-Co-operative Opportunity"



*A view of the ICA General Assembly 2009*

The ICA General Assembly 2009 brought together nearly 800 delegates on 19-20 November 2009 at the Geneva International Conference Centre (CICG) in Geneva, Switzerland. The highlights included:

- Election of Dame Pauline Green as ICA President, the first woman president of the ICA Election of a new Board of 18 members
- Keynote address by Jeremy Rifkin
- Three panel sessions addressing the theme "Global Crisis – Co-operative Opportunity"
- Five resolutions on the economic global crisis, climate change,

sustainable energy and peace adopted

- ICA Rules and Bye-Laws amended
- 2011 General Assembly to be held in Mexico
- Ivano Barberini, former ICA President posthumously conferred the Rochdale Pioneer Award.

Dame Pauline Green of the United Kingdom was unanimously elected by the General Assembly. She becomes ICA's first woman president. Upon election, Dame Pauline stepped down as the Co-president of Co-operatives Europe and as ICA's Vice-president for Europe.

Three Vice-Presidential candidates were unanimously elected by the General Assembly. Stanley Muchiri of the Co-operative Bank of Kenya was elected as ICA Vice-president for Africa. Ramon Imperial Zuniga of the Caja Popular of Mexico was elected as ICA Vice-president for the Americas. Li Chungsheng of the All China Federation of Supply and Marketing Co-operatives was elected as ICA Vice-president for Asia-Pacific.



*Nerina and Silvia Barberini accepting the ICA Rochdale Pioneer Award presented posthumously to Ivano Barberini*

The General Assembly was requested to vote for 15 members of the board nominated by ICA member organisations, 2 members of the board nominated by the Sectoral Organisations and one member nominated by youth co-operators. Of the 618 votes distributed, 608 votes were cast and 4 considered invalid.

Professor Jeremy Rifkin, President of the Foundation on Economic Trends and a noted economist and advisor to key political and economic leaders in Europe and the US, delivered a keynote address.

The Resolutions passed were:



*The new ICA President, Dame Pauline Green*

- Towards a sustainable energy economy
- Co-operative Enterprise and Economic Crisis
- Co-operative Agenda on Climate Change
- Co-operatives and Peace
- Co-operatives and Nuclear Disarmament

Juan Somavia, Director-General of the International Labour Organisation (ILO) presented the Rochdale Pioneer Award posthumously to Ivano Barberini, former ICA President. Mr. Barberini's wife and daughter attended the ceremony held at the farewell reception in Geneva on 20th November 2009.



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ICA PRESS RELEASE

**International Co-operative Alliance commends UN Proclamation of  
International Year of Co-operatives 2012**

**Geneva, 18 December 2009, for immediate release** - The ICA's new president, Dame Pauline Green, expressed today, on behalf of the entire international co-operative community, support for the United Nations resolution on the role of co-operatives in social development, which proclaims 2012 as the International Year of Co-operatives. UN Member States approved the resolution (A/RES/64/136) on 18 December at the 64th session of the United Nations General Assembly.

The UN resolution recognises that the co-operative business model is a major factor of economic and social development, promoting the fullest possible participation in the economic and social development of people in both the developed and developing world, and that, in particular, cooperatives contribute to the eradication of poverty. The resolution also encourages all governments to create a more supportive environment for co-operative development, particularly when it comes to securing finances for capacity-building.

"The International Year of the Co-operatives is a well timed event that represents the depth of understanding of the entire co-operative movement," said Pauline Green, ICA's first-ever woman president. "The co-operative model is a better choice and offers the basis for a more sustainable way to do business when compared to traditional capitalist models now under scrutiny. What sets this model apart from others is that all co-operatives, whether they are small farmers or large consumer-owned entities, share the values of democracy, solidarity, equality, self-help and self responsibility, creating businesses that serve the greater good as opposed to maximising profit for the very few."

Iain Macdonald, Director-General of ICA, expressed his support for the resolution in a statement at ICA's recent Board meeting, indicating that the International Year of Co-operatives is "well timed to remind the world that there is more than one way of doing business and that in a global economy we all have to work together. Whether it is in tackling the economic crisis, the threat of climate change, or food security issues co-operative enterprise offers real hope of solutions to these problems, and I have no doubt that the increased profile offered by an International Year will achieve great things."

In its 2008 Global 300 report, the ICA noted that the top 300 co-operatives alone are responsible for an aggregate turnover of 1.1 trillion USD, which represents the size of the 10th largest economy in the world (equivalent to the size of Spain alone). The International Year will provide an opportunity to further document the impact of the largest, but also of the small and medium sized co-operatives that significantly improve people's lives around the world.

With this newly approved resolution, the ICA will mobilise the global co-operative community in creating a global campaign featuring a series of events around the world and targeted messages which all co-operatives will be able to use to promote co-operative business. It will work closely with the United Nations and its agencies in addition to other co-operative stakeholder to put the co-operative model of enterprise on international and national agendas.

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*The International Co-operative Alliance is an independent, non government association which unites, represents and serves co-operatives worldwide. The ICA was founded in London in 1895. Its members are national and international co-operative organisations in all sectors of activity including, agricultural, banking, fisheries, housing, health, insurance, workers' and consumer co-operatives.*



### ***Excerpts from the first communiqué of Dr. Choi***

Three historic reasons for enhanced scope of work for ICA :

(a) the opportunity that has come on the way of cooperatives with the fall of investor driven corporate structures consequent to the global financial crisis;

(b) need of community-based organizations in implementing the MDG's of UN and global agenda of climate change; and

(c) the declaration of 2012 as the international year of co-operatives by the United Nations.

USP of coops:

While co-operatives are valuable economic enterprises on account of the non-tradable nature of share value, they are also the most legitimate value-based community oriented enterprises. The unique blend of socioeconomic characteristics of co-operatives distinguish them from other enterprises in the market, thereby giving them added advantage to compete better both in terms of the product quality and price; also addressing the critical agenda of social responsibilities.

**CHAN HO CHOI**



### ***Expression of Gratitude***

The tenure in ICA has been quite fulfilling and I am extremely delighted to place on record my deep sense of gratitude for the support and cooperation that I received all along from all the 64 members of the ICA from this region.

I am equally grateful to the global cooperative fraternity for having recognized the activities of ICA Asia Pacific and appreciating it to the core.

Past eight years were full of multiple challenges for the cooperatives and the undaunted spirit of the ICA members helped ICA withstood the test of trial times. The earthquake in Gujarat, India in 2001, Tsunami in India, Indonesia and Sri Lanka in 2004, Earthquake in Indonesia in 2005, Cyclone in Myanmar and Earthquake in China in 2008 besides the challenges posed by the WTO negotiations and the economic crisis were a few of notable challenges that ICA could face boldly and squarely only with the cooperative support of cooperative fraternity and technical support of my committed team at the ICA office in New Delhi.

I also take this opportunity to thank one and all that made my tenure member responsive and member centric. The programs and projects that have been carried out consistently with the support of cooperative and external donors deserve a special mention and the names of MAFF Japan, JA-ZENCHU/IDACA, JCCU, SNCF, NACF, ACFSMC, IFFCO, Coop UK, NCUI, ICC, CURACI, AGRITERRA, European Commission assume great applause and appreciation. I am sure the length and breadth of such collaborations would attain much larger scales in the times to come.

The coming times on one hand pose big challenge before cooperatives in general and ICA in particular but on the other hand also broaden the scope of ICA in achieving the much

cherished MDGs of the United Nations and the global concerns of other multi lateral institutions like the World Bank, IMF and the European Union. The ICA with its restructured vision, strategic objectives and the governance regime would certainly enable ICA in repositioning the cooperatives across the world at the desired priority and preferential order notwithstanding the idealistic form and character of cooperatives. The stage is set to reinforce the bonds of symbiotic relationship between the cooperatives and governments to develop value based societal system.

It is the time to say good bye to you all and I earn a great pleasure in seeking your kind permission to do so. Let me conclude my last official communication with the best of my wishes for all the members of the ICA and their affiliated cooperatives serving close to 900 million co-operators across the world.

**SHIL KWAN LEE**

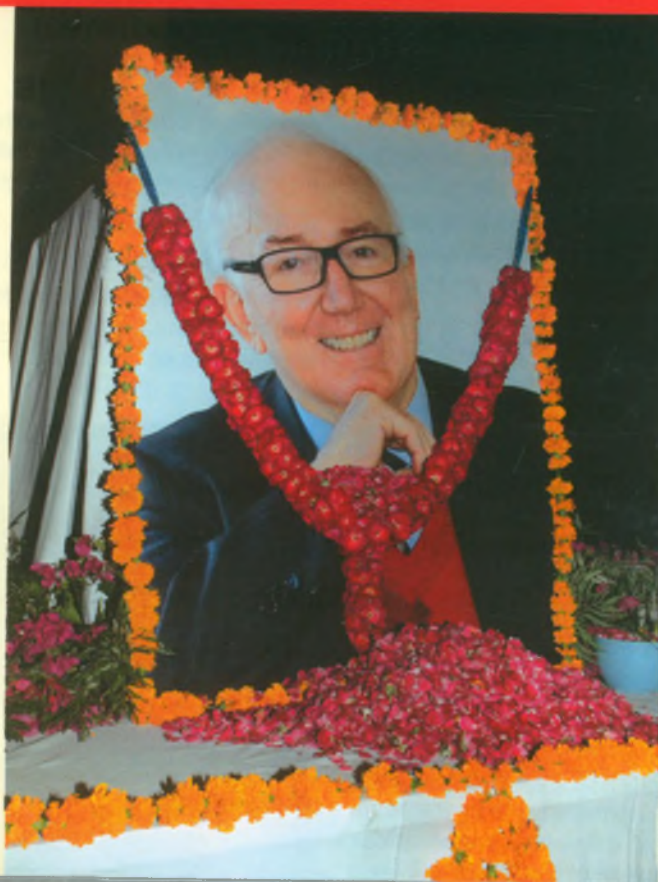


*ICA Staff with Mr. Shil Kwan Lee and Dr. Chan Ho Choi, RD, ICA-AP*

## Activity Calender of ICA-AP – 2010

1. 4th Training Course on Enhancement of Farmers' Income and Poverty Reduction through Coops – 7th January to 17th April, India-Iran-Japan
2. ICA Conferences on Cooperative Development – January to December, Bhutan/Brunai/Iran/Bangladesh/Pakistan/Mangolia
3. Regional Workshop for Managers on Management of Consumer Cooperatives – 28-29 April, Singapore
4. ICA-AP Regional Board Meetings – 19th April, Korea / September, China
5. Training of Trainers for Leadership Development of Women in Coops/Review Meeting of ToT – May, Singapore or Thailand
6. Special Workshop of Campus/University Coop Committee – June, Indonesia
7. Conference on Cooperative Development in Central Asia- June, Kazakhstan
8. Conference on Cooperative Development in SAARC region – July, India
9. Two Training Courses on Capacity Building for Marketing – 26th July to 20th August and 3-28 November, Japan
10. Workshop on Development of Consumer Cooperatives – July-August, Korea
11. Workshop on Enhancing the Role of Women in Cooperative Business – August-September, Myanmar or Iran
12. 5th Training Course on Promotion of Sustainable Enterprises for Rural Women – 12th September to 16th October, Vietnam-Japan
13. Training Programs for Managers of Consumer Cooperatives (Miyagi/Tokyo/Kobe) – September-November, Japan
14. Study Visit to Agricultural Cooperatives in the Republic of Korea – September, Korea
15. 9th ICA-AP Regional Assembly and 6th ICA-AP Coop Forum – September, China
16. Meeting of ICA-AP Sectoral and Thematic Committees – September, China
17. 2nd Business Seminar for Cooperative Leaders – October, Singapore
18. Coop-Government Consultation on Agenda for the 9th ICA-AP Ministers' Conference on Coop Policy and Legislation – October, Bangladesh
19. ICA Expo 2010 and Regional Seminar on Cooperative Trade Promotion – December, Bangalore, India
20. ICA-NEDAC-NCDC Conference on UN Coop. Year Strategy 2012 – December, Bangalore

## *Special Bulletin in the memory of Late Mr. Ivano Barberini*



Dear cooperators in Asia and Pacific and around the world

With great sadness, we are mourning for the departure of ICA President, Mr. Ivano Barberini on May 6, 2009. Over 40 years, Mr. Barberini had dedicated his passion, energy and life to the development of Italian and global cooperative movement, promoting cooperative values and principles and encouraging collaboration among cooperatives. He was the pillar of the global cooperative movement, winning all our respects with his kindness, generosity, knowledge and devotion, and his passing is a huge loss to all cooperators around the world. We share our heartfelt grief and deepest sympathy with his family and Italian cooperatives.'

**– Li Chungsheng,**  
President, ICA Asia Pacific

Mr. Ivano Barberini, born in Modena, Italy in 1939 was elected as ICA President by the General Assembly in Seoul in 2001 and re-elected unopposed in Cartagena for second term until November 2009.

Mr. Barberini had begun his co-operative career in the consumer co-operative sector and had held the position of President of Legacoop from 1996 to 2002, a multi-sectoral organization which represents over 10,000 co-operatives with more than 5 million members. During this period, Italian consumer co-operatives went from a marginal to a leading position in the market, growing

from 12,000 to 40,000 workers and from 800,000 to 4 million members.

Mr. Barberini was instrumental in promoting the restructuring of ICA and catalyzing a big advertising campaign supporting the Cooperative Identity and Policies.

Mr. Ivano Barberini was a very warm, friendly and amiable person. His sudden demise has left a deep void in the cooperative leadership and has caused irreparable damage to the cooperative movement of the world.

**8th Ministers' Conference on Co-operative Legislation & Policies, Kuala Lumpur, Malaysia (2007)**

.....The values underlying the formation of co-operatives make them as idealistic form of enterprises sensitive enough to respond positively or negatively to government support depending upon the legislation to regulate the co-operatives and the policy environment of the government fostering the growth of the co-operatives.



**On the Asia Pacific Region...**He said...“Governments particularly in Asian region have treated co-operatives as group of underprivileged population and overwhelmingly protected and supported the co-operatives. This overprotection while on one side gave a comparative advantage to the co-operatives but on the other side arrested the entrepreneurship and business acumen of the co-operatives resulting in sluggish and slower growth of co-operatives than the privately owned corporate houses.”

...the co-operatives while on one side have many comparative advantages to compete and grow but also suffer from the problem of skewed business acumen and poor management of operations restricting them to earn the best mileage out of cost & quality advantage with the co-operatives...



**1st GCC Coop Forum Meeting, Dubai (2007)**

There is a need of a comprehensive dialogue between the cooperative movements and the Governments in GCC region to ameliorate the prospects of cooperatives in this potential region.

Cooperatives are the most legitimate value driven community based enterprises and thus require a fair and preferential treatment over other forms of business organizations.



Regular communication between government and cooperatives and also at different levels of cooperatives is useful in settling smaller problems before they become big.

To yearn for successful sustainable cooperative economy, governments and cooperatives together must strategize exposure visits to successful cooperatives overseas.



**Co-operative–Government Dialogue, Abu Dhabi, UAE (2008)**

...Co-operatives do have the flexibility to fit into any political system while reinforcing national commitments for equity, democracy and good governance...

...Co-operatives serve as a link between policy makers in government and the ultimate beneficiaries at the grassroots hence promoting social dialogue... One can turn towards forming cooperatives in order to overcome this problem of non-inclusiveness and to take the advantages of this high economic growth to other sections of the economy and society...



..... Many services are very costly to monitor but better controlled through internalized professional and ethical standards than formal monitoring mechanisms...



...It is increasingly recognized that a broader set of reforms is needed to sustain high quality growth in a liberalized global environment. This set of reforms, referred to collectively as **“second generation reforms”**, require broader and collective participation of primary work force in the process of development...

**ICA-AP Regional Assembly, Hanoi, Vietnam (2008)**

“Time has come when we need to reassess the application and importance of co-operative ideology in shaping the economy of country in right proportion by serving the interests of millions of off stream target communities in various parts of the world...”



“Cooperatives, in the era of globalization, ought to broaden their scope by venturing in non-conventional sectors together with the conventional ones so that the confidence could be built to handle both poverty and prosperity”

...Co-operatives need to show that they care for the individual client, customer, patron and what ever they deal with professionally...

No co-op could survive if it was not economically viable but no co-op would be worthy of the name if it did not also fulfill the expectations of their clients / customers and needs of their members.





## Visit of Mr. Ivano Barberini, President, ICA to India

Mr. Ivano Barberini, President ICA together with his wife Mrs. Nerina Girbetini visited India from 8th to 12th February 2009 in response to the invitations extended by Hon'ble Captain Kanwal Jeet Singh, Cooperative Minister of Punjab, Government of Punjab to inaugurate the National Conference on Revival of Rural Cooperative Credit in India in Chandigarh on 9th February. Mr. G.D. Amin, President of National Cooperative Union of India requested Mr. Barberini to deliver the Vaikunth Bhai Mehta Memorial Lecture in New Delhi on 12th February 2009.

Mr. Barberini focused his speech on the role of financial institutions ... termed **this economic crisis as the moral crisis of capitalism.**



## Last thoughts of Mr. Ivano Barberini on Co-operatives at the Vaikuntha Mehta Memorial Lecture organized by NCUI, India

### Compiled by ICA Asia Pacific

Co-operators have known how to merge the ideal with the material and shown how from nothing – or almost nothing – is it possible to release a huge quantity of energy with collective effort and action that is able to produce great results. A cooperative originates from the convergence of economic, social, and cultural needs of members and not from the convergence of capital to serve the profit motives of the investors.

In today's context, cooperative principles and values are key factors in building a corporate model focused on trust. Cooperative fundamentals lay down an important base but what is more important is to consistently put them into practice, establishing a long-term vision through day-to-day actions, making full use of our strengths and ability to change.

The creation and growth of financial companies is necessary, but in some cases, they can create imbalances and push economies towards a breaking point. Present economic crisis is the moral crisis of capitalism.

In facing the economic challenge, cooperatives have understood that they must be competitive with the best companies. This can be achieved if and when:

Long term vision is combined with a business strategy containing day-to-day common sense and competitiveness with a strong identity;

The organizational structure improves its efficiency and effectiveness;

Available human, financial, and social resources are optimal, managed professionally, and in the right balance.

Cooperatives can come out of the crisis stronger... provided that...

Co-ops can revitalize that passion and motivation to act inseparable notwithstanding the profile being a member, worker, manager or a facilitator...



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# 2009 ACTIVITY REPORT ICA - ASIA PACIFIC





## CONTENTS

Classification of 2009 Activities of ICA Asia Pacific according to the Strategic Objectives of ICA .....	1
Message from the Regional Director, ICA Asia Pacific .....	2
Former Regional Director's Gratitude .....	2
Message from the President, ICA Asia Pacific .....	3
Ivano Barberini inaugurated the National Conference on Revival of Rural Cooperative Credit Structure in India .....	4
ICA-IFFCO-CLT International Conference on Enhanced Role of Cooperatives in Recovery from the Economic Crisis .....	6
Visit of Iranian delegation to India .....	7
3rd ICA-Japan Training Course on "Enhancement of Farmers' Income and Poverty Reduction through Cooperatives" .....	8
International Seminar of Coop Innovations through Consumer Cooperatives, Sri Lanka .....	9
Workshop on Development of Consumer Co-operatives in Vietnam .....	10
ACFSMC Workshop for Agricultural Exporters in held Beijing .....	10
Management Capacity Building of Women for Co-operative Development .....	11
9th ICA Regional Workshop for Managers on "Management of Consumer Co-operatives in Asia-Pacific" held in Singapore .....	12
Fact Finding Mission to Kazakhstan and Mongolia .....	12
ICA Regional Workshop on Enhancing the Role of Women in Co-operatives .....	13
Co-operative Summit and Women Conference of the Americas-2009 .....	13
4th Training Course on "Promotion of Sustainable Enterprises for Rural Women" .....	14
1st ICA-SNCF Business Seminar for Cooperative Leaders .....	15
ICA-Japan Training Project on Capacity Building for Marketing .....	16
3rd GCC Cooperative Societies' Forum-Riyadh, Saudi Arabia .....	17
ICA-CCS Conference on Co-operative Development in Myanmar .....	18
1st Meeting of the 2008 elected Regional Board of ICA-AP held in Tokyo .....	19
Special ICA Regional Board Meeting held .....	19
ICA-AP Regional Board Meeting held at Geneva .....	20
1st ICA Asia-Pacific University/Campus Cooperative Committee Meeting .....	22
ICA-AP Research Committee organises Seminar on "Co-operatives, a Better Business Model" .....	23
ICA/IFFCO/NCC Pilot Project on Empowerment of Youth and Women through Cooperatives in Sri Lanka .....	24
Mainstreaming of HIV issues in the Education and Training System of Cooperatives .....	25
Mission Report – Bangladesh .....	26
ICA's Co-operative Reconstruction support by ICA for Cyclone Affected Coops in Myanmar .....	27
A grateful Asia Pacific Cooperative Movement pays homage to Mr. Ivano Barberini .....	28

Every care has been taken while

preparing 2009 Activity Report of ICA-Asia Pacific. Any inadvertent error may please be brought to the notice of Mr. Rajiv I.D. Mehta, Dy. Regional Director, ICA-AP at his email <rajivmehta@icaroap.coop> or Skype : ridmehta

# Classification of 2009 Activities of ICA Asia Pacific according to the Strategic Objectives of ICA

## **MEMBERSHIP: *Making membership of ICA more meaningful and rewarding:***

Adoption of new ICA membership subscription criteria.

Exploratory mission to induct new members from Kazakhstan, Turkmenistan and Mongolia.

Confidence building mission to Bangladesh.

Formulation of a simple brochure on procedure to obtain membership of ICA and benefits of joining ICA.

Initiation to induct new members from the Gulf countries especially from Saudi Arabia and Baharain.

## **INFLUENCE: *Sharing of best practices and strengths of co-operatives with governments for developing co-operative movements:***

Visit of ICA President to India to address the Credit Co-operative Sector of India and deliver Vaikunth Mehta Memorial Lecture in February, 2009.

Visit of high level Iranian delegation to India to study Co-operative Government Relationship.

ICA-IFFCO-CLT International Conference on Enhanced Role of Co-operatives in Economic Recession, Thailand in July 2009.

Conference on Co-operative Development in Myanmar and Saudi Arabia.

IFFCO supported International Seminar on Coop Innovations through Consumer Cooperatives in Sri Lanka.

Uploading the website of ICA AP with membership information and details together with regular update on various technical papers presented at various conferences, meetings and seminars.

Publication of quarterly information about the activities of ICA AP.

## **DEVELOPMENT: *Creating level playing field for co-operatives and building networks:***

MAFF supported ICA-Japan Training Programs for the managers of agricultural co-operatives, women leaders on poverty reduction, skill building and marketing strategies.

SNCF sponsored training program for the managers of consumer and apex co-operatives.

Visit of the managers of agricultural co-operatives to Korea.

Post disaster co-operative reconstruction program in Myanmar.

IFFCO supported project on youth and women empowerment in Sri Lanka.

ICA-NCUI UNDP project on HIV/AIDS awareness generation in India.

## **GOVERNANCE: *Setting good example for co-operatives in the Region:***

Two meetings of the Regional Board of the ICA Asia Pacific – Tokyo & Geneva.

Approval of the Annual Activity Plan and Budget of ICA AP by the Regional Board.

Timely publication of the 2008 Annual Activity of ICA AP.

ICA AP University Co-op Committee Conference in Thailand and the 1st meeting of the officials of the committee.

Meeting of the office bearers of Agriculture, Consumer, Women and Research committees of ICA AP.

Selection of new Regional Director of ICA Asia Pacific.

## Message from the Regional Director, ICA Asia Pacific



It is my utmost privilege to report the activities of ICA during 2009. I am quite happy to have succeeded Mr Shil Kwan Lee who was at the helm of affairs of the ICA Asia Pacific during 2009 and who

also happens to be my great fraternal colleague.

The activities during 2009 were of diverse nature. The most important amongst others were an international conference in Thailand to gauge the scope of cooperatives in the post economic crisis, cooperative development conference in Saudi Arabia, ICA membership to important cooperatives from Kazakhstan, Turkmenistan and Mongolia, women and youth empowerment project in Sri Lanka, post cyclone cooperative reconstruction project in Myanmar, special seminar of university/campus cooperative committee of the ICA AP and the MAFF supported training programs in IDACA.

The interventions carried out by ICA Asia Pacific during the last year were quite meaningful and purposive. I am happy for the opportunity that

has come my way to serve the interests of the members of ICA from the Asia Pacific region and the regional co-operative movement at large. I am confident of delivering the services as efficiently as in the past and would like to compliment the team work of the ICA Asia Pacific team in New Delhi and in Singapore.

The year 2010 will be my first year as the Regional Director of this very vibrant and diverse region of the world and my priority will be to implement the activity plan for the year 2010 as prepared by my predecessor Mr Shil Kwan Lee and approved by the Regional Board of ICA Asia Pacific in Geneva in November 2009.

I count on the support and encouragement of all the members of ICA from this region and do commit to serve the cause of co-operatives in this region in an effective and diligent manner. The challenge and scope is huge but I am quite optimistic to reaching out to expectations of esteemed members with the guidance of the Regional Board and support of my team in the Asia Pacific office of the ICA.

**Dr Chan Ho CHOI**

## Former Regional Director's Gratitude



The past eight years were full of multiple challenges for the cooperatives but the undaunted spirit of the ICA members helped ICA withstood the test of trial times. The earthquake in Gujarat, India in 2001, Tsunami in India, Indonesia and Sri Lanka in

2004, Earthquake in Indonesia in 2005, Cyclone in Myanmar and Earthquake in China in 2008 besides the challenges posed by the WTO negotiations and the economic crisis were a few of notable challenges that ICA could face boldly with the cooperative support of cooperative fraternity and technical support of my committed team at the ICA office in New Delhi.

I take this opportunity to thank one and all that made my tenure member responsive and member centric. The programs and projects that have been carried out consistently with the support of

cooperative and external donors deserve a special mention and the names of MAFF Japan, JAZENCHU/IDACA, JCCU, SNCF, NACF, ACFSMC, IFFCO, Coop UK, NCUI, ICC, CURACI, AGRITERRA, European Commission assume great applause and appreciation. I am sure the length and breadth of such collaborations would attain much larger scales in the times to come.

The coming times on one hand pose big challenge before cooperatives in general and ICA in particular but on the other hand also broaden the scope of ICA in achieving the much cherished MDGs of the United Nations and the global concerns of other multi lateral institutions like the World Bank, IMF and the EU. The ICA with its restructured vision, strategic objectives and the governance regime would certainly enable ICA in repositioning the cooperatives across the world at the desired priority and preferential order.

**Shil Kwan Lee**

## Message from the President, ICA Asia Pacific



I have mixed feeling of sadness and happiness while presenting the 2009 activity report of ICA Asia Pacific. The year 2009 snatched away from us our beloved President Mr. Ivano Barberini at the time when we had needed him most. As such it was a tragic loss

to the whole cooperative fraternity and a cause of deep sorrow for ICA. But it was a great fortune of ICA to have a leader of his stature as the President of ICA and I am quite happy that we could have him for a good time. I therefore dedicate this report to Mr Barberini. He had sensed an immense responsibility on co-operatives in mitigating the impact of economic disaster and termed the crisis as L shaped and described it as moral crisis of capitalism. The ICA and the whole cooperative fraternity will never forget the great contribution of Mr. Barberini in the affairs of ICA. He was truly a great cooperative philosopher and it wouldn't be inapt to call him Robert Owen reincarnated.

The year 2009 as you all know was full of uncertainties for both investor owned corporate houses and member owned co-operative enterprises. The reason was deep economic crisis triggered on account of insatiable lust of the financial market for the profits. The crisis though severest in its form brought huge opportunity for the co-operatives to prove their mettle.

Cooperatives, along their history, have proved to build a type of economy with the following characteristics, each of which is in stark contrast with those that have brought about the economic crisis:

- It is based on needs that are basic and permanent
- It is based on ordinary citizens, and join together to solve the needs mentioned above
- It is rooted in the local community and does not delocalise
- It is not for sale and thus not dependent upon the ups and downs of the shareholders' market.
- It is based on democratic control by members-owners, with accountability and cross checks
- It plays a strong stabilising role on the markets.

Over the past few decades, cooperatives have by and large shied away from asserting themselves according to their own identity. The time is just appropriate to market the co-operative advantages and mobilize the strength of successful co-operatives to position co-operatives as reliable and sustainable form of economic models.

It is my privilege to share with you the 2009 activities of ICA Asia Pacific that were carried out in the background of economic slowdown world over and other contingencies that had gripped the region. With enthusiastic support from our regional members, a broad range of initiatives in forms of seminars, conferences, trainings courses have been implemented to strengthen the administration, brand-building, marketing, and women's leadership in cooperatives, and explore successful experiences that could help cooperatives to survive and excel. Also, by the tireless efforts of cooperatives around the world, including the significant contribution by our regional members, the United Nations proclaimed 2012 International Year of Cooperatives on December 18, 2009, a historical breakthrough and boost to the cooperative movement around the world.

While we have more than enough reasons to celebrate the success in 2009, many things remain to be done ahead of us. The cooperative movement needs to strongly develop its own sector specific standards based on its set of values and principles. Cooperatives should strengthen information and education at large, including on the successes of legendary cooperative institutions and enterprises. In particular for gaining the confidence afresh, people should be convinced to put the stakes in cooperative ventures especially in the captive market segments where cooperatives enjoy their own niche. More emphasis should be put on the cooperation between cooperatives, with concrete measures and a strategic plan.

In 2010, we will have the 9th Regional Assembly in Beijing in early September, and India ICA EXPO, the first one in our region, at the end of the year.

I am sure the year 2010 will witness more successful initiatives by ICA Asia Pacific now being led by new Regional Director, Dr Chan Ho CHOI. Before concluding I must thank Mr Shil Kwan Lee for his dynamic leadership and welcome Dr CHOI with all my best wishes.

**Li Chunsheng**

## Ivano Barberini inaugurated the National Conference on Revival of Rural Cooperative Credit Structure in India



*Mr. and Mrs. Barberini, Mr. Prakash Singh Badal, Mr. K. Sivadasan Nair and Capt. Kanwaljit Singh lighting the traditional lamp to mark the inauguration of the Conference*

The National Conference on Revival of Rural Cooperative Credit was held in Chandigarh on 9th February 2009. Mr. Ivano Barberini, President ICA together with his wife inaugurated the Conference. Hon'ble Captain Kanwaljeet Singh, Cooperative Minister, Government of Punjab had extended the invitation to Mrs & Mr Barberini to visit co-operatives in Punjab and also inaugurate the conference. Mr G.D. Amin, President of National Cooperative Union of India while taking the best advantage of Mr Barberini's visit to India had requested Mr. Barberini to deliver Vaikunth Bhai Mehta Memorial Lecture in New Delhi on 12th February 2009.

The National Conference on Revival of Rural Cooperative Credit in India was organized by NCARDBF. The inaugural session was chaired by Honorable Chief Minister of Punjab and co-chaired by Hon'ble Cooperative Minister of Punjab. Mr Barberini extended greetings on behalf of global cooperative fraternity and also congratulated the

organizers and the Government of Punjab under the leadership of Chief Minister Mr. Prakash Singh Badal for organizing this conference at the right time.

Mr. Barberini emphasized the role of financial institutions especially cooperative banks in recovering from the economic crisis and **termed this economic crisis as the moral crisis of capitalism**. He referred to the contributions made by great philosophers and scholars like; Adam Smith, the Scottish economist and philosopher, who laid down the basis for classic political economy and believed that the free market should have included values such as solidarity, generosity and the idea of the state, rather than only pursuing the goal to achieve a maximum profit; Robert Owen, the father of cooperative philosophy, who gave the idea of mutual trust and solidarity; and Nobel Prize winner for Economics, Amartya Sen, who recommended intelligent and humane use of the notion of cooperation were referred by Mr.

Barberini. He affirmed that the market economy was heavily dependent on the psychological mechanism of reciprocal trust.

Mr Barberini labeled lack of reciprocal trust as one of the most serious and evident causes of the present economic crisis and cautioned that recovering from this distrust would be a key factor for economic recovery. He also stated that the cooperatives need to understand that they must be competitive with the best companies and referred the set of guidelines for an assured success of cooperative enterprises.

The cooperative enterprises in his understanding were designed for continuity and innovation. Mr Barberini also addressed the press and media and termed cooperatives as the antidote to economic recession. Mr Barberini also responded to the request of Hon'ble Cooperative Minister of Punjab for signing a Memorandum of Understanding between Department of Co-operatives, Government of Punjab and International Co-operative Alliance for the setting-up of an International Center for Promotion and Development of Co-operatives in Punjab to benefit the cooperatives engaged in exports of food and agricultural commodities in Punjab, Haryana,

Himachal Pradesh, Rajasthan and Uttrarakhand States in northern India.

The main idea behind signing the MoU was to create a nodal agency that would provide technical advice to the governments for creation of favorable policy environment for the development of cooperatives and advise necessary improvements in the cooperative legislation for better regulation of the cooperatives. Proposed centre as per his vision must be seen as the organization capable of catalyzing and mobilizing thought churning process on relevant contextual issues affecting co-operatives so as to serve the cooperative communities well, compete with MNCs and survive successfully in the competitive market economy.

On February 12, 2009, Mr. Barberini delivered the Vaikunth Mehta Memorial Lecture on "Role of Co-operatives in Economic Recession" at NCU auditorium. He also felicitated Mr. G.D. Amin on being elected as the Vice-chair of ICA Asia Pacific Board.

Mr Barberini also addressed the press and media and held discussions with top bureaucrats, leaders and executives of cooperatives at the reception hosted by NCU.



Mr. Ivano Barberini sharing the dais with Mr. Prakash Singh Badal, Hon'ble Chief Minister of Punjab State of India



## ICA-IFFCO-CLT International Conference on Enhanced Role of Cooperatives in Recovery from the Economic Crisis



*Group photo of the distinguished delegates at the Conference*

The Conference on “Enhanced Role of Cooperatives in Recovery from the Economic Crisis” was organized by ICA Asia Pacific in collaboration with Cooperative League of Thailand and Indian Farmers Fertilizer Cooperative with the objective of creating a shared vision on the scope and role of cooperatives in the global economic crisis and devise a common strategy to reposition cooperatives as preferred form of enterprises.

Seventy-five participants from Cooperatives and Governments of 16 countries in the Asia Pacific region attended the conference. The basis of deliberations was subject specific presentations made by experts from ICA and top officials of successful cooperatives namely NACF, IFFCO, JCCU, and SNCF. The presentations were focused on impressive track record of cooperatives that had transformed the core cooperative values into practice. The conference deliberated on various critical and crucial aspects about co-operatives.

### **Main Challenges before Co-operatives :**

Over the past few decades, cooperatives have by and large shied away from asserting themselves according to their own identity. There are many

reasons but the onus lies on the cooperative leadership. The share of intra-cooperative trade and economic agreements is still far too low to ensure that cooperatives are a relevant actor in the global economy. This is not to say that cooperatives should create a parallel economy, but only that they should have a far more substantial part of trade and economic agreements than has been the case so far.

The cooperative movement needs to strongly develop its own standards based on its own set of values and principles, against those that are developing against us, such as the International Financial Reporting Standards that will destroy us if we do nothing. The cooperative standards should be better developed along the different cooperative sectors.

Cooperatives should strengthen information and education at large, including on the successes of legendary cooperative institutions and enterprises. In particular for gaining the confidence afresh, people should be convinced to put the stakes in cooperative ventures especially in the captive market segments where cooperatives enjoy their own niche.

## Visit of Iranian delegation to India



H.E. Dr. Hosseini Nia, Dy. Minister of Cooperatives, Iran, and members of the delegation with the Ambassador of Iran to India

Dr Hosseini Nia, Deputy Minister of Cooperatives, Islamic Republic of Iran along with 20 officials of most successful cooperatives from Iran visited India from 4th to 11th January 2009. The main objective of the visit was to understand the collaboration between Government and Co-operative Movement for the development of cooperatives in India.

The efficient team of FMDI, Gurgaon of IFFCO looked after the delegation on their arrival and stay in New Delhi. The delegation visited ICA to have a meeting with the Regional Director of ICA Asia Pacific and also visited NCDC for interaction with Managing Director, NCDC and Senior Staff members of NCDC.

Dr Hosseini Nia also called upon the Hon'ble Minister of State for Co-operatives, Government of India. The Ambassador of Iran in India accompanied him.

The delegation visited the National Cooperative

Trade Fair at Jaipur and a Coop Folk Village Restaurant run by Oil Seed Growers' Coop Federation of Rajasthan. The delegation had good interaction with the Registrar of Cooperatives, Government of Rajasthan Jaipur and the faculty members of the Rajasthan Institute of Cooperative Education and Management.

Later, the delegation visited Saras Dairy, the dairy cooperative of Rajasthan, State Cooperative Land Development Bank, State Cooperative Bank and also held a meeting with the Cooperative Minister of Government of Rajasthan.

A MoU was signed between the Chairman of RICEM and Hon'ble Dy. Minister of Iran for the exchange of technical know-how to manage cooperatives better and more effectively.

The Ministry of Cooperatives, Islamic Republic of Iran has requested ICA to facilitate cooperative development in Iran. The framework of collaboration is being worked out.

## 3rd ICA-Japan Training Course on “Enhancement of Farmers’ Income and Poverty Reduction through Cooperatives”



*Participants of the Training course with the officials of IDACA and President JA-Zenchu*

The 3rd Training course on “Enhancement of Farmers’ Income and Poverty Reduction through Cooperatives” was held from 07th December 2008 to 18th April 2009, with a focus on strengthening of farm guidance method, joint collection, marketing, safety and improvement of quality of farm products. The training programme was implemented by the ICA-AP in collaboration with IFFCO/FMDI, Gurgaon, Institute of Rural Management (IRMA), Anand (Gujarat), India, IDACA, Tokyo (Japan) and ICA’s member-organizations in India, Iran and Japan.

The training course was attended by the 12 participants from Cambodia, China, India, Indonesia, Iran, Malaysia, Myanmar, Nepal and Vietnam.

The participants also attended the IRMA segment of the course at the Institute of Rural Management (IRMA), Anand, from 23rd January to 22nd

February, 2009. The comparative field study visits in Iran were from 26th February to 4th March 2009 and the Part-III of the programme was scheduled at IDACA, Tokyo (Japan) from 5th March to 18th April 2009.

At the concluding session at IDACA on 17th April, 2009, Mr. Shinji Kawabe, Deputy Director, International Cooperation Division, MAFF, Mr. Shil Kwan Lee, Regional Director, ICA-AP, Mr. Higuchi, Section Chief, JA-Zenchu, Mr. Miyazaki, M.D. IDACA and Mr. A.K.Taneja, ICA-AP, addressed the participants.

This programme has immensely benefitted many agricultural cooperatives in the region. The knowledge and skills that the participants acquired have transformed the vision of agricultural cooperatives thereby serving the needs of their members in a much better way in the spirit of the cooperative and ethical values.

## International Seminar of Coop Innovations through Consumer Cooperatives, Sri Lanka



VIPs of the Cooperative Movement of Sri Lanka reciting the cooperative song of Sri Lanka at the inauguration of the Seminar

An "International Seminar on Coop Innovations through Consumer Cooperatives" was organized in Sri Lanka on 17th March 2009 at Hotel Galadari, Colombo. The Seminar was jointly organized by IFFCO, India and Coopfed, Sri Lanka. It was attended by the leaders and managers of co-operatives and senior officials from the Co-operative Ministry and Office of Commissioner of Co-operatives.

The participants included Chairmen, General Managers and Managers from 16 Multi Purpose Cooperative Societies in Sri Lanka affiliated to Sri Lankan Consumer Cooperative Societies Federation Ltd, Commissioners of Cooperatives from the Central Government, and three Provincial Governments, Secretary to the Government, Additional Secretary to the Government and special Adviser to the Ministry.

Resource Persons were arranged by the ICA AP to share their knowledge, experience and ideas

with the participants. A number of presentations were made by the experts on various issues of cooperatives, i.e., *Past and Present situations in the Cooperatives of Sri Lanka, Case study of Developing Sri Lankan Cooperative movement, Role of Cooperatives in Recovery from Economic Crisis, Market Penetration Strategy of Saigon Consumer Cooperatives in Vietnam, Tourism Delight through Cooperatives, Innovative Services through cooperatives – A case study of Rajasthan, India.*

The leaders and managers of cooperatives at the seminar expressed their happiness and appreciation for the rare opportunity they got to listen to creative and innovative approaches made by fraternal cooperators overseas. The participants felt enriched with the knowledge gained and committed themselves to plan the future progress of this sector as per the discussions and decisions taken.

## Workshop on Development of Consumer Co-operatives in Vietnam



Group photo of the participants with the Chairperson of Thuan Thanh Consumer Cooperative and Mr. Yoshi Nakamura, Special Advisor, ICA-SBO

A joint workshop with ICA-AP and Vietnam Cooperative Alliance (VCA) was held on 8-9 April 2009 at Hue City, Vietnam. 45 leaders from 15 cooperatives of Thua Thien Hue Province attended the workshop.

At the workshop, lecturers from Singapore and Japan gave suggestive presentations on "Basic Principles in Operating Small-Sized Stores", "Basic Methodology of Store Comparison" and "Home Delivery Business by Consumer Coops in Japan",

Ms. Le Thi Huong, Chairlady of Thuan Thanh Consumer Cooperative, analyzed major challenges surrounding consumer co-ops in Vietnam.

According to her analysis, average turnover of consumer co-ops in Ho Chi Min city accounts for only 10.9% of average consumption per capita, while other economic sectors serve 89.1%. She drew on the advantages of private sector and disadvantages of cooperative sector in Vietnam.

## ACFSMC Workshop for Agricultural Exporters held in Beijing

The All China Federation of Supply and Marketing Coops organized a National Workshop for Agricultural Exporters in Beijing, China from August 5 to 7, 2009.

The workshop was attended by more than 70 managers and leaders of primary agriculture cooperatives in various parts of China. The workshop was addressed by the officials from Ministry of Commerce, Vice-President of ACFSMC, experts on export policies, trade friction, import

barriers and quality management. Resource persons from USA, Japan and ICA-AP made presentations on Strategies for marketing Chinese products to US buyers, Agriculture market in Japan and marketing strategies for Japanese Buyers and Business cooperation between cooperatives in Asia Pacific Region respectively.

The workshop was quite enriching for both the participants and speakers.

## Management Capacity Building of Women for Co-operative Development



*Participants and guests of the training program in Malaysia*

Women development and gender mainstreaming in cooperatives is one of the priority areas of ICA. We are concerned about low and negligible participation of women at all levels of cooperatives in the region i.e. 30% at membership and 8% at leadership and decision-making. This is not a comfortable situation given the fact that 60-70% of farming and food production work is done by women.

Therefore, ICA-AP is implementing a number of capacity building programme for the member cooperatives for gender mainstreaming and enhancing number and quality of women participation. Towards this endeavour, a skill development programme "Management Capacity Building of Women for Co-operative Development" is being conducted regularly.

This year the programme was organized for the cooperative movement of Malaysia in Kuala Lumpur from 28 June to 3 July, 2009. This programme aimed at assisting the cooperative movement of Malaysia to review the status of gender integration and women's participation,

constraints and possible solution to enhance the quantitative and qualitative participation of women. The methodology involved presentation of status paper by ANGKASA and discussion on various aspects facilitated by resource persons. The discussion led to creating a road map followed by education and training on various skills crucial for quality participation in cooperative business and management.

Besides training on business issues, a session was also held on social and developmental issue of HIV/AIDS awareness and prevention. The main issues discussed in the programme were:

- Effective and gender-responsive leadership
- Entrepreneurship development
- Various aspects of management of a co-operative i.e. product development, member services, accounts, balance sheet, book keeping etc.
- Coping with challenges and Personal Development
- HIV/AIDS Awareness.

## 9th ICA Regional Workshop for Managers on "Management of Consumer Co-operatives in Asia-Pacific" held in Singapore

The 9th ICA Regional Workshop for Managers on "Management of Consumer Co-operatives in Asia-Pacific" was held on 24-26 August 2009 at Costa Sands Resort (Downtown East) in Singapore. Hosted by Singapore National Co-operative Federation (SNCF) and supported by NTUC FairPrice, 17 managers of consumer cooperatives from four countries (Myanmar, Singapore, Thailand and Vietnam) actively participated in the three-day workshop.

Resource persons from NTUC FairPrice covered four important areas of retail business, "Visual Merchandizing", "Store Management", "Staff Training and Development", "Basic Methodology for Store Comparison".

Ms. Eriko Sakurai (Trainer, Cash Register Group, Store Operation Department of Co-op Net Business Federation, Japan) was invited as a resource person. She made a presentation on

"Customer Service Strategy in Store Operation of Co-op Net" and conducted a practical training on customer service. All participants actively participated in the practical training and learnt the importance of finding "unconscious expectations" of customers.

The participants visited a hypermarket, a convenience store and two supermarkets of NTUC FairPrice, and its competitors' stores on the second day. They learnt about practical techniques for store operation such as merchandise assortment, display and pricing.

On the last day of the workshop, the participants were divided into 4 groups and made a group discussion on the "solutions" to the scenarios given on the first day. After the discussions, the participants made presentations on the "solutions" based on their own SWOT analysis.

## Fact Finding Mission to Kazakhstan and Mongolia



*Mr. Shil Kwan Lee, Regional Director with the leaders and officials of Kazakhstan cooperatives*

The ICA-AP Regional Director, Mr. Shil Kwan Lee, visited Kazakhstan from 9-12 June 2009. The purpose of his visit was to hold discussions with Union of Consumer Societies on strengthening the role of ICA-AP for cooperative development in Central Asia and visit some cooperatives to get acquainted himself with the cooperative situation in Kazakhstan. He met Mr. K.S. Ashlyayev, President and other senior officers of the Union. Mr. Shil Kwan Lee also visited Mongolia from 23-



*Mr. Shil Kwan Lee, Regional Director with the leaders and officials of NAMAC*

27 June. The purpose of his visit was to get a new member of ICA from Mongolia and visit some cooperatives to get acquainted himself with the cooperative situation in Mongolia. He held detailed discussions with Mr. Bayartsaikhan Nadmid, President and senior officers of National Association of Mongolian Agricultural Cooperatives (NAMAC). Both the above cooperatives later became members of ICA.

## ICA Regional Workshop on Enhancing the Role of Women in Co-operatives



*Participants of the Workshop in Manila, Philippines*

The ICA-AP organized a workshop on “Enhancing the Role of Women in Co-operative Business” for women and men cooperative leaders of the region from 8-10 September 2009 in Manila, Philippines. The consultations during the workshop focused upon cooperative endeavor to promote women’s interests for gender mainstreaming in

cooperatives. The 3 days programme consisted of one day workshop followed by 2 days study visits to few successful cooperative businesses in the country. A group of about 15 women and men cooperators from India, China, Nepal, Japan and Malaysia participated in the programme to have an exposure of gender focused best practices in the Filipino cooperatives.

## Co-operative Summit and Women Conference of the Americas-2009

The ICA Americas organized its first Cooperative Summit in September, 2009 in Guadalajara, Mexico. The chief guest of the opening was Ms. Maria Elena Herting, Deputy Director-General of ICA. The ICA America VI Continental Meeting of Women Cooperators was also held in conjunction with the Summit. The ICA Regional Office for

Americas invited Mrs. Savitri Singh, Advisor Gender Programme to participate at the Summit and continental meeting of the women cooperators. The topic of discussion was, “Global Crises Panorama and its Impact on Women’s lives”. Mrs. Savitri Singh presented a report from the ICA-AP Region.



## 4th Training Course on "Promotion of Sustainable Enterprises for Rural Women"



*Group photo of the participants of the training course*

The ICA-AP in collaboration with the JA-ZENCHU [Central Union of Agricultural Cooperatives of Japan] and the Institute for the Development of Agricultural Cooperation in Asia [IDACA] held the 4th Training Course on "Promotion of Sustainable Enterprises for Rural Women" from 20-25, September 2009 in Vietnam and Japan.

Twelve women participants – two each from Cambodia, China, India, Myanmar, Nepal and Vietnam attended the Training Course. The main objectives of the Training Course were: (a) to learn methods of enterprise development by rural women through case studies; (b) to study management methods of micro-enterprises by rural women and (c) to learn methods of encouraging women to be involved in rural communities' development.

Comparative Study Visits was held in Vietnam from 20-29, August in collaboration with Vietnam Cooperative Alliance, a member-organization of ICA. A program held at IDACA from 30th August to 25th September 2009 included extensive classroom work and study visits to agricultural cooperatives in Saitama and Aomori Prefectures of Japan. Lecture-cum-practical field study visits assignments were combined to impart necessary knowledge to the participants on the working of

women's associations and the general activities of agricultural cooperatives in Japan.

The participants were able to develop brief outlines of their Action Plans which they would be recommending to their respective organizations on return to their home countries.

Course Evaluation was conducted at the conclusion of the Training Course. The participants felt that the training course was very relevant for the women leaders of agricultural cooperatives in Asia and also expressed their greatest appreciation to the Ministry of Agriculture, Forestry and Fisheries (MAFF), Government of Japan for providing support for this Training Course. They hoped that the MAFF would continue to support this training program in the future. A Certificate of Participation was awarded to each participant at the concluding session held at IDACA. The concluding session was attended by Mr. Fuminori Miyatake, Deputy Director, International Cooperation Division, International Affairs Department, Ministry of Agriculture, Forestry and Fisheries (MAFF); Mr. Kenjiro Miyazaki, Managing Director of IDACA; Mr. K. Sethu Madhavan, Planning Officer/Program Coordinator, ICA Asia-Pacific; and other senior officers of IDACA.

## 1st ICA-SNCF Business Seminar for Cooperative Leaders



*The participants of ICA-SNCF Business Seminar in Singapore*

The 1st ICA-SNCF Business Seminar for Cooperative Leaders was held on 23-24 October 2009 in Singapore. The main objective of this seminar was to provide cooperative leaders, especially from ASEAN countries, with an insight of competitive cooperative business that will catapult their careers even on this global economic crisis and forge and foster camaraderie and integration with the different cooperatives within Asia and the Pacific region. Hosted by Singapore National Co-operative Federation (SNCF), 18 co-operative leaders from 8 countries (India, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Sri Lanka and Vietnam) participated in the two-day seminar.

Mrs. Dolly Goh, Chief Executive Office of the SNCF, welcomed all the participants and made an inspiring presentation on the Cooperative Movement in Singapore. Following her presentation, Dr. Charles Chow nominated by the Management Development Institute of Singapore (MDIS) facilitated the seminar. He gave suggestive presentations on the following topics:

- Appraisal of present co-operative business in Asia & Pacific.
- How to fulfill the crucial role of co-operatives in the recovery from economic crisis.
- Blue Ocean Strategy = value innovation
- Nine Windows : problem space and solution space
- Unique Advantage (resilience)

- Viable System Model (self-regulation)
- Hidden Champions
- Green Positioning
- Management capacity building in changing economic scenario.
- Leadership Perspective
- Leadership Endurance
- Evaluation of Business Options

On the basis of his presentations, the participants divided into four groups to discuss following themes:

- Future business options generating profit which various co-operative sectors in Asia & Pacific region can equally share.
- Detailed implementation plan for the above-mentioned business options (ownership, time frame, etc.)

As a result of the group discussion, participants chose an option standardizing education/training programs carried out at cooperative educational/training institutes in Asia and Pacific and setting up a certification business by the ICA-AP as their first choice.

The participants visited Telecoms Credit Co-operative Limited (TCC) and learnt its successful business encapsulated by the phrase "the credit co-operative with a heart". The participants shared the necessity of business collaboration across the region and the ICA-AP was requested to fulfill its role in developing business collaboration among cooperatives.

## ICA-Japan Training Project on Capacity Building for Marketing



*Group photo of the participants of the training course*

The Training Course was held in IDACA, Japan from 02-27 November, 2009. A total of 22 participants (8 women and 14 men) from 9 ASEAN countries joined the course.

The participants were middle level officers from the Agriculture Department and cooperatives from 9 ASEAN countries. The classroom lectures were held at IDACA whereas field visits were arranged at neighboring prefectures. Participants also visited the wholesale market for fruits, vegetables and flowers.

Mrs. Savitri Singh emphasized the utility of the project because of the opportunity to learn from the successful Japanese cooperative experience. She also thanked IDACA, MAFF and JA-Zenchu for their collaboration with ICA to implement this programme. Mr. Nakamura Yuichi, Deputy Director, MAFF and Mr. Sugiyama Takayuki, Staff in Charge, JA Zenchu also extended warm

welcome to the participants, explained briefly about the objectives and conveyed their best wishes for the successful completion of the programme.

Mr. Miyazaki, Managing Director of IDACA, delivered his opening address and extended a warm welcome to the participants. At the outset, he conveyed his gratitude to MAFF, JA Zenchu, ICAAP and explained the objectives of the project and hoped that participants would get useful ideas to secure income of farmers through cooperative agri-marketing.

He also briefly focused on the history and establishment of IDACA and its valuable contribution in developing co-operators and cooperatives in many countries worldwide.

A formal closing ceremony was attended by the representatives from ICA, IDACA, MAFF and JA-Zenchu. Mr. Miyazaki awarded certificates to the participants.

## 3rd GCC Cooperative Societies' Forum- Riyadh, Saudi Arabia



*Mr Shil Kwan Lee, Regional Director ICA AP sharing the dias with the leaders of coops of Saudia Arabia*

The Ministry of Social Affairs in the Royal Kingdom of Saudi Arabia organized 'The Cooperative Societies Forum' in Riyadh from 24 to 26 May 2009 with the objective of promoting the scope and potential of cooperatives in the biggest country in the GCC sub-region.

The Ministry of Social Affairs, Kingdom of Saudi Arabia introduced newly formed National Co-operative Council to the Cooperative Societies Forum in Riyadh that was attended by more than 150 delegates from Saudi Arabia and other countries of the GCC sub-region like UAE, Kuwait, Yemen, Baharain and Oman. On behalf of The Custodian of The Two Holy Mosques, the Forum was inaugurated by His Excellency the Minister of Social Affairs and addressed by key cooperators and scholars from Saudi Arabia and participating countries.

Technical presentations on global cooperative perspective were made by resource persons from ICA Asia Pacific namely Mr Shil Kwan Lee, Regional Director, Mr Rajiv I.D. Mehta, Deputy Regional Director and Mr Zee Yoong Kang the CEO of Singapore National Trades Unions Congress's Co-operative training company, NTUC Learning Hub.

The forum recognized that cooperatives in most of the developing economies have shown considerable resilience as an organizational form and as a voice for the active user members otherwise unable to attain economy of scale and co-operatives when performing efficiently represent a private sector model that provides many benefits and opportunities to its members. The resurgence of global interest in co-operatives is not a passing fashion; co-operatives represent a cost-effective and sustainable way to support private sector development ensuring inclusive growth of national economy.

The Forum remained committed to establish a strong self reliant co-operative movement in the GCC countries, for the growth and development of cooperative movement with initial government support in the form of policy, legislation and funding as happened in most of the developed cooperatives. ICA AP was entrusted with the task of providing much needed technical support and international networking for the mainstreaming of the country cooperative movements with the Asia Pacific movement and global movement at large.

## ICA-CCS Conference on Co-operative Development in Myanmar



*Technical session in progress - Chairman CCS, Myanmar seen with galaxy of Resource Persons for the Conference*

The Conference on Cooperative Development in Myanmar was held on 16 & 17 June 2009 at Yangon. The Conference was organized by ICA Asia Pacific in collaboration with the Central Cooperative Society, Myanmar with the objective of "garnering policy support from the Government of Myanmar for promoting co-operatives as an alternative of significance".

More than 70 participants from Government's Cooperative Department and various Cooperatives in Myanmar attended the Conference.

The basis of deliberations was thematic presentations made by experts from ICA-AP and top ranking officials of successful cooperatives like NACF, IFFCO and FSCT that have an established track record in transforming the core cooperative values into practice. The group came out with a set of recommendations both for the government and the cooperatives in Myanmar.

### Lessons Learned:

Considering the importance of community in mitigating the impact of disaster, lessons learned workshop was organized by ICA for the managers and leaders of cyclone affected coops in Myanmar. The objective was to assign the agenda of disaster preparedness to the cooperatives. The workshop was attended by the officers of cooperative department, leaders, managers and members of affected cooperatives and officials of CCS.

The workshop concluded with the following suggestions:

- a. The government must have well coordinated response to any disaster.
- b. The cooperatives being most legitimate community based and democratically governed organizations must be seriously considered for an important role in mitigating the impact of natural disasters.

## 1st Meeting of the 2008 elected Regional Board of ICA-AP held in Tokyo



Group photo of the distinguished participants at the ICA AP Regional Board meeting in Tokyo, Japan

The 1st Meeting of the 2008 elected Regional Board of ICA AP was held on 1st June 2009 at the JCCU, Tokyo. Twenty-five delegates from ICA AP attended the meeting. The members were informed about the sad demise of Mr. Barberini. The meeting was chaired by Mr. G.H. Amin, President NCUI and Vice Chairman of the Regional Board of ICA AP.

Mr. Amin commenced the meeting on the note of severe economic crisis that had engulfed the world and laid emphasis on the fact that the time has come to show the world about the advantages and strengths of cooperatives in standing tall during this crisis.

Ms. Tanaka made an impressive presentation on the Japanese Cooperatives with special reference to Consumer Coops catering to 25 million members with a turnover of 34.1 billion USD for the services ranging from retail sale to home delivery, medical, insurance and housing. Mr. Higuchi from JA-Zenchu made a presentation on the Agricultural Coops in Japan.

Mr. Satoshi Takano, Dy. Director, Management

Planning Department, Zenrosai, Japan made a presentation on the IAS and touched upon the peripheral issues relevant to cooperatives focusing on the basic aspect as to how should we tackle with the convergence on "Financial Instruments with characteristics of Equity" between FASB and IASB?

Mr. Shil Kwan Lee made a presentation on the interim activity report of ICA AP during first part of year 2009. He also made a presentation on the interim financial report of ICA-Asia and Pacific for 2008 and presented a forecast on the overall financial status of ICA-AP during 2009. He presented a report on the membership status of ICA AP. Mr. Lee explained about the membership expansion strategy and introduced a new brochure titled "Join ICA" recently published to market the benefits of joining the ICA network. Mr. Shil Kwan Lee also announced his decision to retire from the services of ICA after 31st December 2009. He advised the members of the Regional Board to suggest names of suitable candidates to the Director General of ICA for the appointment of his successor.

## Special ICA-AP Regional Board Meeting held

A Special Meeting of the ICA-AP Regional Board was held in Beijing, China on October 12, 2009 to transact the agenda of stronger regional representation of the Asia Pacific region in the ICA Global Board and selection of Regional Director of ICA Asia Pacific region. Regional Board having understood the Euro-centric global board of ICA

supported the idea of having stronger representation of the region in the global board. The Director General of ICA shared the details about the process adopted for the recruitment of Regional Director and announced the name of Dr. Chan Ho CHOI as the next Regional Director of ICA-AP w.e.f. January 2010.

## ICA-AP Regional Board Meeting held at Geneva



(l-r) Mr. G.H. Amin, Vice President, ICA-AP, Mr. Shil Kwan Lee, Regional Director ICA-AP, Mr. Iain Macdonald, Director General, ICA and Mr. Li Chunsheng, President, ICA-AP

A meeting of the ICA-AP Regional Board was held in Geneva on Thursday the 19th November 2009 at the International Convention Center, Geneva (Switzerland). Several leaders and officials of the ICA-AP member cooperatives besides the members of the Regional Board attended the meeting. The meeting was chaired by Mr. Li Chunsheng, ACFSMC, China and co-chaired by Mr. G.H. Amin, President, NCUI, India.

Important among the participants were: Mr. Won-Byung Choi, Chairman, NACF, Korea, Mr. Surinder Kumar Jakhar, Chairman IFFCO, Mr. Mongkalut Pukanut, Chairman, CLT, Thailand, Prof. Dr. Mohammed Ali Baharum, Chairman, ANGKASA, Malaysia, Mr. Nguyen Van Bien, Chairman, VCA, Vietnam, Ms. Dolly Goh, CEO, SNCF, Mr. Iain Macdonald, Director General, ICA, Mr. Chan-Ho CHOI, General Manager, NACF, Korea - Regional Director Select and Mr. Shil Kwan Lee, Regional Director, ICA-AP.

In his opening remarks, Mr. Li Chunsheng welcomed all the participating members of the ICA-AP Regional Board. Broaching the objective of the meeting, he highlighted the need of a coordinated action by the members of ICA from the Asia Pacific region in the voting for election of members for the ICA Global Board. He sought

cooperation of the ICA-AP board members in mobilizing effective and meaningful voting by the members from AP region. Mr Li Chunsheng extended a warm welcome to Ms. Dolly the Chief Executive of SNCF and introduced her to the members of the regional board.

Mr. Shil Kwan Lee gave a brief account of the activities carried out by ICA AP during 2009 until the end of October 09 and planned for the remaining period. He appreciated the support of IFFCO in supporting special project on women and youth empowerment in Sri Lanka and also supporting pertinent conference on role of cooperatives in mitigating the impact of global economic crisis that was held in July in Bangkok. Referring to termination of the AGRITERRA project, he made a mention about the cooperative law in Laos that would soon be passed by the Parliament. He also made a special mention of Mongolia for its networking initiatives for 2012 as the UN year of cooperatives. He referred to his visits to Kazakhstan and Mongolia and mentioned about three new members of the ICA from central Asia.

Mr. Lee briefed about the need of reconstructing the disaster affected cooperatives in Indonesia and shared the contents of the appeal issued by ICA in this context.

Mr. Rajiv Mehta presented a report on the reconstruction support given to cooperatives in Myanmar and highlighted major interventions.

Mr. Lee also presented the statement of expenditure incurred by ICA-AP until the end of October 2009.

Mr. Macdonald appreciated the efforts made by Mr. Lee in expanding the membership base of ICA in the Asia Pacific region. He further advised the ICA-AP office to explore possibilities of bringing Bhutan, Jordan, Yemen, Syria, islands in Fiji and a few more countries from central Asia in the network of ICA.

Highlighting the importance of Arabian countries, Mr. Ali Baharum advised Mr. Lee to induct a staff fluent in Arabic so as to have more members from GCC countries. Mr. Imbsen offered the services of ICA HO staff till the arrangements are made.

Mr. Li Chunsheng stressed the need of enrolling more members from the Asia Pacific region of ICA.

Mr. Lee presented the first draft of 2010 budget and activity plan of ICA-AP.

Mr. Jakhar advised the ICA-AP to pay more attention on Agriculture cooperatives and sought support of ICA-AP in facilitating a pilot initiative of MARKFED, Punjab to import agriculture machinery from Korea at a subsidized rate. Mr Choi, Chairman NACF proposed to set up a machinery bank for the cooperatives.

Mr. Pukanut, Chairman CLT stressed the need of educating leaders, bureaucrats and members of coop community in Laos and Cambodia to learn about Thai model of cooperatives so as to wash away their notion about government controlled coops.

Mr. Ali Baharum desired to have real trade facilitation by ICA-AP and advised a special supplement on trade on the ICA-AP website.

Mr. Li Chunsheng made an impressive presentation on the 9th Regional Assembly of ICA-AP in Beijing in China in September 2010.

Mr. Lee sought permission of the Chair to say good bye with a special thanks to the Regional Board members. He expressed his deep sense of appreciation to all the members of ICA from the region for their kind support and cooperation in making his tenure quite successful and rewarding. He advised the leadership of the region to take coops a step higher by taking best advantage of the Asianization process. He reposed his confidence in the team of ICA-AP.

Mr. Li Chunsheng thanked Mr. Lee for his good role and requested him to share his valuable experiences with Dr. Choi in making this region progress continuously.

The next meeting of the ICA-AP Regional Board was fixed for early April 2010 in Seoul, Korea.



*Outgoing Regional Director of ICA-AP, Mr. Shil Kwan Lee being felicitated by incoming Regional Director, Dr. Chan Ho CHOI*



## 1st ICA Asia-Pacific University/Campus Cooperative Committee Meeting



*First meeting of the Office Bearers of ICA-AP University/Campus Coop Committee in Bangkok, Thailand*

The 1st ICA Asia Pacific University/Campus Cooperative Committee meeting was held in Bangkok on 13th July 2009. Fifteen representatives from various countries who participated expressed their concept of developing university/campus coops in their respective countries.

The delegates desired to see greater participation of youths and students through the network of this committee, Malaysian delegate laid emphasis on the exchange programs among various members of the university/campus coops in different countries for better assimilation of management practices and service options, Indian delegate, termed university/campus coops as the laboratory to prepare next generation coops, Indonesian delegate wished to see experienced and committed cooperative leaders in the movement through university/campus coops so on so forth.

The membership proposal of Korea was approved

and admitted. The members also approved the Manifesto and Constitution of the Committee and also endorsed the Office Bearers of the Committee. The Chair of the Committee informed about signing a Memorandum of Student Services to the UNESCO World Conference on Higher Education and referred to last para of the memorandum that explicitly set out a stage for the ICA AP Committee.

The plan for 2009-10 was read out and it was proposed to have the Regional Conference next year by July 2010 in Indonesia preferably around the Indonesian Coop Day. He was particularly concerned about the sustainability of the activities of the committee in the wake of many private universities emerging in various countries. He suggested working out local resources for the Conference.

Considering the accessibility and resource availability the committee chose Indonesia and India as two feasible options for the next Conference.

## ICA-AP Research Committee organises Seminar on “Co-operatives, a Better Business Model”



Mr. Shil Kwan Lee, Regional Director, ICA-AP lighting the lamp at the inauguration of the seminar. Also seen are Dr. G N Saxena, Mrs. Anita Manchanda and delegates from Thailand and Mauritius

The International Cooperative Alliance-Asia Pacific in collaboration with IFFCO organized a seminar on ‘Cooperatives – a better Business Model: Emerging Opportunities’ from October 23-24, 2009 at FMDI, Gurgaon, India.

The Chief Guest, Mr Shil Kwan Lee, Regional Director, ICA Asia Pacific on this occasion said that cooperatives have by and large remained unaffected by the global economic crisis, which otherwise has severely affected the investor owned corporate structures. He further said that AMUL, IFFCO, NCCF, Cooperative Banks and state level cooperatives have continued to achieve high level of business turnover and profits. The cooperative business model being members owned, member controlled and service oriented in nature certainly deserved to be a preferred form of economic models in the context of moral crisis of capitalism. He informed the delegates from five countries about the decision of UN to declare year 2012 as year for cooperatives.

Dr. G.N. Saxena, Chairman of Research Committee

of the ICA Asia Pacific and Director, IFFCO urged the cooperative fraternity to give priority to cooperative research and studies in the region, so that the cooperatives could add on to their strength and become more competitive in the era of globalization. The ICA Research Committee will look into the problem areas, issues and suggest feasible solutions to overcome these challenges.

Mr. JNL Srivastava, Ex. Secretary, Agriculture, Government of India delivered his key note speech on the theme of the seminar and dwelled upon the values that cooperatives adhere to in terms of developing human capital that remains one of the biggest challenge before societies at large.

The deliberations at the seminar concluded on the note that Cooperatives need to showcase their strength by sharing success stories of successful cooperatives to gain confidence of the stakeholders and policy-makers; and the ICA and National Cooperative Federations should institute an Award for the best ten research papers on cooperatives in different sectors.

## ICA/IFFCO/NCC Pilot Project on Empowerment of Youth and Women through Cooperatives in Sri Lanka



*Group photo of the participants of the Youth Camp organised by the NCC, Sri Lanka*

The National Co-operative Council of Sri Lanka implemented the project on Empowerment of Youth and Women through Cooperatives. The project was funded by IFFCO in the spirit of co-operation among co-operatives.

A two day induction training program was organized in the premises of NCC, Colombo and the volunteers cum community facilitators attended the program. The ICA-AP helped the volunteers to understand the scope of the project and upgrade their skills to carryout base line survey and awareness camps.

A questionnaire was finalized according to technical advice of ICA AP and the base line data was collected in 6 districts, namely, Kegalle (Ke), Kandy (Ka), Badulla (Ba), Kurunegala (Ku), Trincomalee (Tr), Matara (Ma).

The base line survey was successfully carried out by the volunteers and critical information regarding the youth cooperative leadership was collected. The surveyors managed to collect data from the small groups as well as CBOs already engaged in MFI activities.

The survey was suggestive of the problems of women and youths on account of the lack of knowledge about governance practices, weak leadership skills, women backwardness and lack of facilities to develop leadership through training and education programs. Further it was found that unflinching leadership and irregular system in election procedures had added to the woes of second line leadership.

Two Youth Camps were strategically conducted to strengthen and improve the quality of the youth leadership, both young women and men by involving different districts representatives at the field level.

The awareness camps infused great confidence among youths and women in cooperative way of doing things. The participants learnt the intricacies of cooperative governance and empowerment practices including business and spiritual development and overall balancing of the personality.

The participation in the camps was found to be very effective and empowering.

## Mainstreaming of HIV issues in the Education and Training System of Cooperatives



*Participants of HIV/AIDS Awareness Workshop in Manipur, India*

In 2004, ICA in collaboration with NCUI conducted a National workshop in India, for sensitization of the cooperative leaders, policy makers, directors and trainers on various aspects related to the spread of HIV/AIDS. In 2006-07, ICA AP with the support of DFID implemented a project in four states namely Uttar Pradesh, Bihar, Gujarat and Andhra Pradesh. ICA has also been implementing a project "Mainstreaming of HIV issues in the education and training system of cooperatives" in 11 States (Rajasthan, Chhattisgarh, Orissa, Karnataka, Maharashtra, Tamil Nadu, Manipur, Uttar Pradesh, Bihar, Gujarat and Andhra Pradesh) with focus on 7 states in the first phase initially and 4 states in the second phase and in totality it would reach out to 230 million people.

ICA, along with NCUI and NCCT has been implementing a project on HIV/AIDS to holistically address and sustain the burden of HIV/AIDS.

The first phase (Jan 2009-July 09) of the project

was implemented and had three critical components - Sensitization Workshops, Training of Trainers and Awareness Campaigns for the cooperative leaders; out of which sensitization workshops had been successfully carried out in the respective seven targeted states of the country covering about 400 cooperative leaders and decision makers.

Fifty co-operative leaders in seven states from primary, district, and state level co-operatives actively participated in the workshop. The project strived to create an enabling environment within the National and State level Co-operative leadership and training system to mainstream HIV concerns and issues in the mandate of Co-operatives.

This initiative of ICA proved to be a serious attempt to provide a platform to the co-operative leaders and policy makers to discuss openly on the facts about the disease and make policy decisions to implement all effective means of prevention.

## Mission Report – Bangladesh



*Members of the Board of Management of BJSU with the DRD, ICA-AP*

The Dy. Regional Director of the ICA Asia Pacific, Mr. Rajiv I.D. Mehta, visited Dhaka, Bangladesh from 21 to 24 December 2009 to meet the newly elected board members of Bangladesh Jatiya Samabaya Union (BJSU) and also to meet the high ranking officials of the government dealing with cooperatives in Bangladesh.

The background of the visit was a long silence from the BJSU and their non-participation in many of ICA's important events. The following was the outcome of the mission:

1. BJSU had not paid ICA's membership subscription consecutively for two years and the matter was taken up with the members of the newly elected board members under the leadership of Mr. S.K. Nadir Hossain Lipu. The membership subscription of ICA is conventionally routed through the Registrar of Cooperatives. The board agreed to pay the overdue subscription in two installments. First they will clear dues for 2009, approx 9000 CHF and then the remaining 5000 CHF overdue amount would be released in a month. The Registrar of cooperative after a long discussion agreed to canalize this amount. A meeting was also held with the Secretary to the Government before meeting the Registrar.
2. In an effort to expand ICA's membership base in Bangladesh, meetings were held with the

elected leaders and officials of Coop Bank, Milk Vita. The interaction was quite meaningful and conclusive. Both big cooperative organizations made up their mind to apply for the membership of ICA. The matter would soon be placed before their respective boards. The Government has also welcomed the idea of more members of ICA from Bangladesh.

3. At the advice of the Registrar, a visit was made to Kingshuk Multi-purpose Coop and an instant workshop was arranged on the role of ICA in mobilizing the interests of cooperatives at global level. The workshop was attended by more than 50 officials and non-officials of the cooperative. The CEO of the cooperative explained in detail about many innovative interventions done by the coop for setting up economically viable and socially rewarding ventures like Autorickshaw Coop, CNG Gas Station, Plant Nursery of Ornamental Plants, School for the children of Coop Community, Boutique for the products of Women Groups, Micro Finance and a functional R&D unit. They finally showed immense interest in becoming ICA's member. The leaders of the BJSU showed a keen desire to visit ICA-AP Office in New Delhi to seek special support in the development of cooperatives in Bangladesh by using ICA-AP Network.

## ICA's Co-operative Reconstruction support by ICA for Cyclone Affected Coops in Myanmar



Chairman of the disaster affected Cooperative near Yangon, Myanmar welcoming DRD, ICA-AP at the reconstructed poultry shed

The disaster that struck Myanmar on 2 and 3 May 2008 in the form of cyclonic winds and rainfall killed 150,000 persons and displaced over 2 million populations. 395 co-operatives in southern and south-eastern Myanmar faced the wrath of the disaster. In all 259 members of these cooperatives died and 8544 were rendered homeless.

ICA, in response to its call to global cooperative fraternity, received a generous support from a few of its member cooperatives for the revival of most affected and marginalized cooperatives in Myanmar.

The Central Co-operative Society (CCS) Myanmar identified 09 most marginalized primary coops, 6 in Yangon area and 3 in the Ayarwaddy Delta area, for direct reconstruction support. Besides, two major interventions one the Conference on Cooperative Development in Myanmar and another Lessons Learned Workshop were also carried out jointly by ICA AP and the CCS.

CCS and the Unions of Coop Syndicate in Yangon and Ayarwaddy conducted the survey and identified following needs of each identified coop:

- Rice Mill Repair and Three wheeler in Pyapon, Mawlamyaing

- Repair of office building in Pyapon & Mawlamyaing in Ayarwaddy
- Reconstruction of Salt Iodization Unit & distribution of safety kits to salt workers in Lubutta, Ayarwaddy
- Reconstruction of Poultry unit in Tamwe & Kayan in Yangon
- Roofing and walling of warehouses in Kunchankone and Kawmu in Yangon
- Storage unit, Deep Freezer and Hand Tiller in Kawmu, Seikgyi Kha Naungto and Kyauk Tann in Yangon
- Additional support in the form of equipments, machines and office furniture.

The coop development conference was conducted at the national level with the sole objective of garnering policy support from the Government of Myanmar for promoting co-operatives as an alternative of significance.

Considering the importance of community in mitigating the impact of disaster, lessons learned workshop was organized on 16 December 2009. The workshop was attended by the officers of cooperative department, leaders, managers and members of affected cooperatives and officials of CCS.

# A grateful Asia Pacific Cooperative Movement pays homage to Mr. Ivano Barberini

## FLORAL TRIBUTES BY



*Mr. G.H. Amin,  
President, National  
Cooperative Union of India –  
Vice-President, ICA-AP  
Regional Board*



*Mr. Surinder Kumar Jakhar,  
Chairman, Indian Farmers  
Fertilizer Cooperative – ICA  
Global Board member*



*A view of the mourning silence  
observed by the leaders of  
Indian cooperative movement*

## REGIONAL BOARD MEMBERS OF ICA-AP

S.#	Name of the Member	Country	Organization	Position
01	<b>Mr. Li Chunsheng</b>	China	Vice President, ACFSMC.	Chair
02	<b>Mr. G.H. Amin</b>	India	President, NCU.	Vice Chair
03	<b>Mr. H.A.M. Nordin Halid</b>	Indonesia	President, DEKOPIN.	Member
04	<b>Ms. Hitomi Tanaka</b>	Japan	Board of Director, JCCU.	Vice Chair
05	<b>Mr. Won-Byung Choi</b>	Korea	Chairman, NACF.	Member
06	<b>Dr. Mohd. Ali Baharum</b>	Malaysia	Dy. President, ANGKASA	Member
07	(To be nominated)	Philippines	NATCCO	Member
08	<b>Mr. Chan Tee Seng</b>	Singapore	Chairman, SNCF.	Member
09	<b>Mr. Bandupala Ranaweka</b>	Sri Lanka	Chairman, NCC.	Member
10	<b>Mr. Mongkalut Pukanut</b>	Thailand	Chairman, CLT.	Member
11	<b>Dr. Nguyen Tien Quan</b>	Vietnam	President, VCA	Member
12	<b>Mr. Teo Say Hong</b>	Singapore	Youth Representative	Co-opted
13	<b>Dr. Chan Ho CHOI</b>	ICA-AP	Regional Director	Secretary

## List of Staff Members of ICA-AP

Dr. Chan Ho CHOI	:	Regional Director
Mr. Rajiv I.D. Mehta	:	Dy. Regional Director
Mr. Yoshi Nakamura	:	Manager - Singapore Business Office
Mr. K. Sethu Madhavan	:	Manager - Planning/Membership & Assistant to RD
Mr. K. Kukreja	:	Manager - Finance
Mr. A.K. Taneja	:	Manager - Admin.
Mrs. Savitri Singh	:	Advisor - Gender Programs & Communication
Ms. Payal Goswami	:	Communication-cum-Program Officer



62



## Co-operative History The Rochdale Pioneers

Co-operatives started out as small grassroots organisations in Western Europe, North America and Japan in the middle of the last century, however, it is the Rochdale Pioneers that is regarded as the prototype of the modern co-operative society and the founders of the Co-operative Movement.

In 1844 a group of 28 artisans working in the cotton mills in the town of Rochdale, in the north of England established the first modern co-operative business, the Rochdale Equitable Pioneers Society (photo). The weavers faced miserable working conditions and low wages, and they could not afford the high prices of food and household goods. They decided that by pooling their scarce resources and working together they could access basic goods at a lower price. Initially, there were only four items for sale: flour, oatmeal, sugar and butter.

The Pioneers decided it was time shoppers were treated with honesty, openness and respect, that they should be able to share in the profits that their customer contributed to and that they should have a democratic right to have a say in the business. Every customer of the shop became a member and so had a true stake in the business. At first the co-op was open for only two nights a week, but within three months, business had grown so much that it was open five days a week.

The principles that underpinned their way of doing business are still accepted today as the foundations upon which all co-operatives operate. These principles have been revised and updated, but remain essentially the same as those practiced in 1844.

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