

# 2009 ACTIVITY REPORT ICA - ASIA PACIFIC



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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@icaroop.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.

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## 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 Uttararakhand 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*

**D**r 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, Indi, 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 main-streaming 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 NCU 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, NCUI.	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



## 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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