



Cooperative Management

RECOMMENDATIONS MADE BY THE ICA/CCE/GRAMACOP
REGIONAL SEMINAR ON "COOPERATIVE MANAGEMENT"

PHILIPPINES, JANUARY 10-30, 1973

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International Cooperative Alliance

Regional Office & Education Centre for S-E Asia
43 Friends' Colony, New Delhi-110-014

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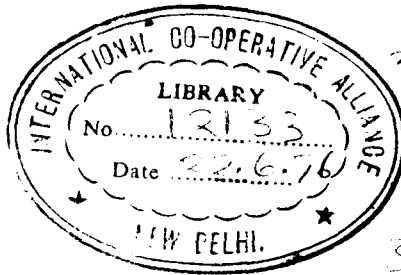
PHILIPPINES, JANUARY 10-30, 1973

J. M. RANA

Director of the Seminar

HERMAN LAMM

Co-Director of the Seminar



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INTERNATIONAL COOPERAT

Regional Office & Education Centre for
43 Friends Colony, New Delhi



Regional Seminar on

“Cooperative Management”

held in the Philippines,

January 10-30, 1973

under the joint sponsorship of

International Cooperative Alliance

Regional Office & Education Centre for South-East Asia

43 Friends Colony, New Delhi 110-014

Central Cooperative Exchange, Inc.

Rms. 113-115, Arle Building

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San Juan, Rizal. Philippines

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INTRODUCTION

1. The Regional Seminar on Cooperative Management was held in the Philippines from 10th to 30th January 1973 under the joint sponsorship of the ICA Regional Office & Education Centre for South-East Asia, the Central Cooperative Exchange, Inc., and the Grains Marketing Cooperative of the Philippines. The Seminar was inaugurated by Honourable Ramon B. Cardenas, Assistant Executive Secretary for Development Affairs, Government of the Philippines in the presence of a distinguished gathering. Thirty-two participants from the cooperative movements of the following countries and three observers from International Labour Organisation, Food and Agricultural Organisation, and Afro-Asian Rural Reconstruction Organisation attended the Seminar :

Bangladesh, India, Indonesia, Iran, Japan, Republic of Korea, Malaysia, Nepal, Philippines and Singapore. In addition, 29 cooperators from the Philippines observed the seminar proceedings.

2. The seminar discussed the subjects listed below :

1. Principles and Structure of the Cooperative Organisation.
2. Effects of Cooperative Law and Cooperative Department Regulations on Cooperative Management.
3. Internal Relations—Board-Members, Board-Manager, Manager-Staff.
4. Influence of National Economic Plans on Cooperative Management.

5. Long-term Planning of the Cooperative Movement.
6. Techniques of Long-range Planning and Budgeting.
7. Criteria of Cooperative Efficiency and Control of Business Performance.
8. Sources and Techniques of Capital Formation.
9. Techniques of Cost Control.
10. Management by Objectives.
11. Human Relations Approach to Management.
12. Monetary and Non-Monetary Incentives for Increasing Efficiency.
13. Self-awareness and Self-Development.
14. Staff Training and Career Development.

2.1 The seminar programme was carried out in the form of lectures and discussions, group discussions, group assignments, case studies, business games and study visits. The present document does not give the full report of the work done by the seminar. Programme followed by the seminar is given on page 13.

3. A list of participants appears on page 17.

4. The seminar was directed by Mr J. M. Rana, Director (Education) of the ICA Regional Office & Education Centre, Mr Herman Lamm, Joint Director in the ICA Regional Office & Education Centre assisted as the Co-Director of the seminar. Atty. Bienvenido P. Faustino, General Manager, Central Cooperative Exchange, Inc., Manila, was the officer responsible for all practical arrangements and he also assisted in the conduct of the seminar.

Recommendations

I. COOPERATIVE LAW

5. The seminar took note of the changes made in cooperative laws in various countries of the Region during the past few years and felt that stringent provisions in cooperative laws have been introduced in several countries which tend to limit the autonomy of cooperative organisations. In some cases the changes in cooperative laws were so drastic as to seriously affect the character of the cooperative movement. The seminar felt that it was becoming more difficult to carry out efficiently the management of cooperative organisations due to restrictive legal provisions.

6. It was mentioned at the seminar that changes in cooperative laws were being made on account of the requirements of economic planning and in the interest of the economic development of the country as a whole. The seminar, however, felt that the cooperative movement would be able to make its due contribution to economic development if it could maintain its cooperative character and function according to the Principles of Cooperation adopted by the International Cooperative Congress, held in 1966. The seminar, therefore, suggested that cooperative laws should be carefully examined by the national cooperative movements and the governments in the Region in order to ensure their conformity with cooperative principles so as to promote genuine cooperative development.

7.1 The seminar observed that the proper application of the cooperative laws was also of great importance in fostering cooperative development. For this purpose, it is necessary that the Registrar of cooperative societies and other officials of the government cooperative department have the necessary attitudes, knowledge and skills. Adequate training of these personnel was, there-

fore, regarded of vital importance. The seminar felt that political factors quite often influenced the decisions of the Registrar or the government with regard to the implementation of the cooperative laws in such respects as supercession and dissolution of the Boards of Director of cooperatives. In view of this, the seminar felt that with regard to the implementation of cooperative laws and taking major decisions affecting cooperative development, Cooperative Councils should be constituted in various countries, comprising the representatives of the movements as well as the governments. Persons possessing professional competence such as economists or sociologists should also be appointed on the Councils. The representatives of the movements should be nominated by the National Cooperative Unions, and in countries where such unions do not exist, jointly by the national cooperative business federations. Where it is necessary to constitute Councils at the provincial level, the principle mentioned above should be followed.

7.2 It should be mandatory on the Registrar of cooperative societies to exercise his authority with the concurrence of the Cooperative Council in respect of the following, where, by law, such powers are vested in the Registrar of cooperative societies :

- (a) taking decisions with regard to supercession and dissolution of the Boards of Directors of societies ;
- (b) making nominations to the Bords of Directors where government has given substantial equity and/or long-term loan capital ; and
- (c) compulsory amalgamation, division or reorganisation of societies.

7.3 The seminar further emphasized that changes in cooperative laws should be proposed to the legislative bodies only after consultation with the Cooperative Councils.

8. The seminar suggested that cooperative laws should not have provisions restricting a board-member or an office-bearer as regards the number of terms he can serve. The seminar also suggested that provisions be made in the by-laws to provide

adequate representation on the Boards of Directors, where necessary, to safeguard the interests of the weaker sections of the community.

9.1 The seminar felt that at present the Registrar has wide powers and responsibilities vis-a-vis the cooperative movement. Some of these powers and responsibilities rightfully belong to the cooperative movement. In view of this, the seminar suggested that, to begin with, the function of cooperative education and training should be transferred to the apex bodies of the cooperative movement, which should carry out this function in collaborating with their affiliates. When feasible, the apex bodies should take over supervision and even statutory audit.

9.2 The seminar suggested that the apex bodies should make adequate arrangements for carrying out the functions of organisation and internal and/or concurrent audit of cooperative societies.

9.3 The ideal situation would be that eventually the functions of the Registrar should mainly be registration of societies, prevention of the registration of bogus or pseudo cooperatives and cancellation of registration of societies which cease to function on genuine cooperative lines.

10. The seminar recommended that the ICA Regional Office should create a section for the purpose of reviewing from time to time changes that are being made in cooperative legislation in the Region. Member organisations should supply on their own the required information to the ICA Regional Office in order to facilitate such review. In cases where legal provisions exist or are proposed which (would) adversely affect the autonomy of cooperatives, the ICA should contact the governments concerned to reconsider such provisions. When needed, the ILO and the FAO should also be approached by the ICA with a request that they present the correct cooperative standpoint to their concerned member governments.

II. COOPERATIVE PLANNING AND GOVERNMENT

11. The seminar welcomed the formulation of cooperative development programmes by governments in the Region as part of their overall economic plans. However, it noted that at present it is the government cooperative departments which mainly formulate cooperative development programmes, although in some cases individual cooperators are associated in this process.

12.1 The seminar emphasised that the governments as well as the cooperative movements have identical objectives insofar as the development of agriculture, fisheries, and cottage and small industries and promoting consumer welfare were concerned. In view of the planning that is being done by the governments for uplifting socio-economic conditions of people of moderate means and in view of the special capacity of the cooperatives to assist these people to improve their socio-economic conditions, the seminar felt that the governments should increasingly utilise the cooperative movement for development purposes. Cooperative development programmes would be successful to the extent that the cooperative movements are involved in formulating and implementing cooperative development programmes. The seminar, therefore, recommended that there should be a partnership between the apex bodies of the cooperative movements and the governments in the Region in formulating and implementing cooperative development policies and programmes.

12.2 The seminar recommended that in view of the above, governments in the Region should not establish competing agencies of farmers or fishermen in forms other than cooperatives in order to avoid creating confusion in the minds of the people and in order to enable cooperatives to function smoothly.

13.1 In view of the fact that the cooperative movement comprises people of moderate means, government should provide sufficient

assistance to the cooperatives in order that they can fulfil their objectives and thereby play an important part in the overall development plan of the country. The seminar recommended that government should provide tax exemptions, grants-in-aid and long-term loans at concessional rates to cooperatives. It was also felt necessary to provide subsidies to societies for managerial staff on a tapering basis and to give adequate grants for building up the required facilities for member-education and training of cooperative personnel. The seminar emphasised that this assistance should be provided by the government in such a manner as would not affect the autonomy of the cooperative movement but would assist in the promotion of a strong and voluntary cooperative movement. In this context, the seminar suggested that special steps should be taken to strengthen the apex cooperative organisations.

13.2 The seminar suggested that the cooperative movement should spell out the quantum, forms and timing of assistance needed from the government so that it can fulfil the expected role in the execution of cooperative development programmes formulated by the government in consultation with the movement.

14. The seminar noted that in some countries there exist National Cooperative Unions which serve as the sole spokesmen of the movements vis-a-vis the governments and which could take part in formulating cooperative development programmes. In other countries, however, such unions do not exist. In view of this, the seminar recommended that National Cooperative Unions should be established in such countries and, wherever necessary, governments should provide adequate assistance for the establishment of these unions.

15. The seminar felt that the ideal situation with regard to cooperative planning would be that the National Cooperative Organisations should formulate their own long-term cooperative development plans (e.g. 5 years). These plans can then be incorporated in the economic development plans formulated by the governments after necessary adjustments that may be required on the basis of discussions between the movements and the governments.

III. INTERNAL RELATIONS

16. The seminar noted that the size of the primary societies was increasing in many cases and felt that in such large societies the basis of constituting the general assemblies required a change. It was suggested that in a large society the authority of the general assembly should be vested in the meeting of the delegates who would be elected on the basis of membership, e.g. one delegate for every 100 members.

17. The seminar also discussed the question of the constitution of a general assembly in a secondary society. In this regard the seminar suggested that, as a matter of principle, individuals should not be members in a secondary society and that the membership should be restricted only to societies. The basis of constituting the general assembly in a secondary society should be that the affiliated societies should have the right to send delegates on the basis of membership. However, in order to protect the interests of the smaller societies, maximum limit should be placed on the number of delegates from large societies. In addition, the affiliated societies should have the right to send delegates in proportion to their business transactions with the secondary society so that those doing more business with the secondary society have greater representation than those doing less business. A maximum limit should be placed on the number of delegates from societies on the basis of trade as well.

17.2 The seminar was of the opinion that the above basis recommended by the ICA Commission on Cooperative Principles would correct the insufficient representation of large societies on the boards of secondary and tertiary societies which is the situation at present prevailing in most secondary and tertiary societies. The present situation is an important factor for the relative passivity of affiliated large societies in the affairs of the latter, and their lack of adequate patronage.

18. In the case of a large primary society and a secondary society, the Board of Directors should be elected by the general delegates' assembly. The assembly should also elect the auditors.

19. The seminar felt that in many cases there were no clear demarcations of authority and responsibility between the Board of Directors and the General Manager. This situation hampered the efficient management of the society. In view of this, the seminar suggested that the Board of Directors should mainly confine itself to the following functions :

- (a) Setting objectives and formulating policies;
- (b) Controlling the business through regular reports to be submitted by the General Manager;
- (c) Appointment of the General Manager and other executives;
- (d) Decisions concerning investments and large financial transactions; Specific limits should be fixed above which the Boards' approval should be obtained;
- (e) Formulation of policies regarding salaries, leave, other benefits and disciplinary measures for the employees; and
- (f) Submitting reports and statement of accounts to the general assembly.

20. In addition, the seminar felt that the Board should actively assist the general manager in the recovery of loans and should take special interest in member-relations, member-information and member education programmes.

21. The powers not mentioned above should be delegated to the General Manager. The General Manager in turn should delegate some of his authority to divisional heads after obtaining the approval of the Board.

22. The seminar suggested that an executive committee composed of three to five persons should be constituted for the purpose of taking decisions on matters requiring approval of the Board during the period in between Board meetings.

23. The seminar emphasised that the members of the Board of Directors have authority only when acting as a board in a meeting. No individual member has any responsibility of the Board, unless specifically authorised by the Board.

24. The seminar suggested that the President of the Board should mainly act as Chairman of the Board of Directors and if executive powers are to be given to him, they should be limited and well-defined so that the General Manager is not hampered in carrying out his functions.

25. The seminar suggested that rules for travelling, per diem and other allowances as well as any other facilities which may be required by the Board members and the President should be approved by the general assembly.

IV. OPERATIONAL ASPECTS

26. The seminar discussed a number of management and operational aspects as listed in Annexure-I. However, for the sake of brevity, discussions on these questions are not given in detail here.

27. The seminar emphasised the need for cooperative organisations to have long-range planning and budgeting. It was also suggested that the apex bodies should assist their affiliates in this regard.

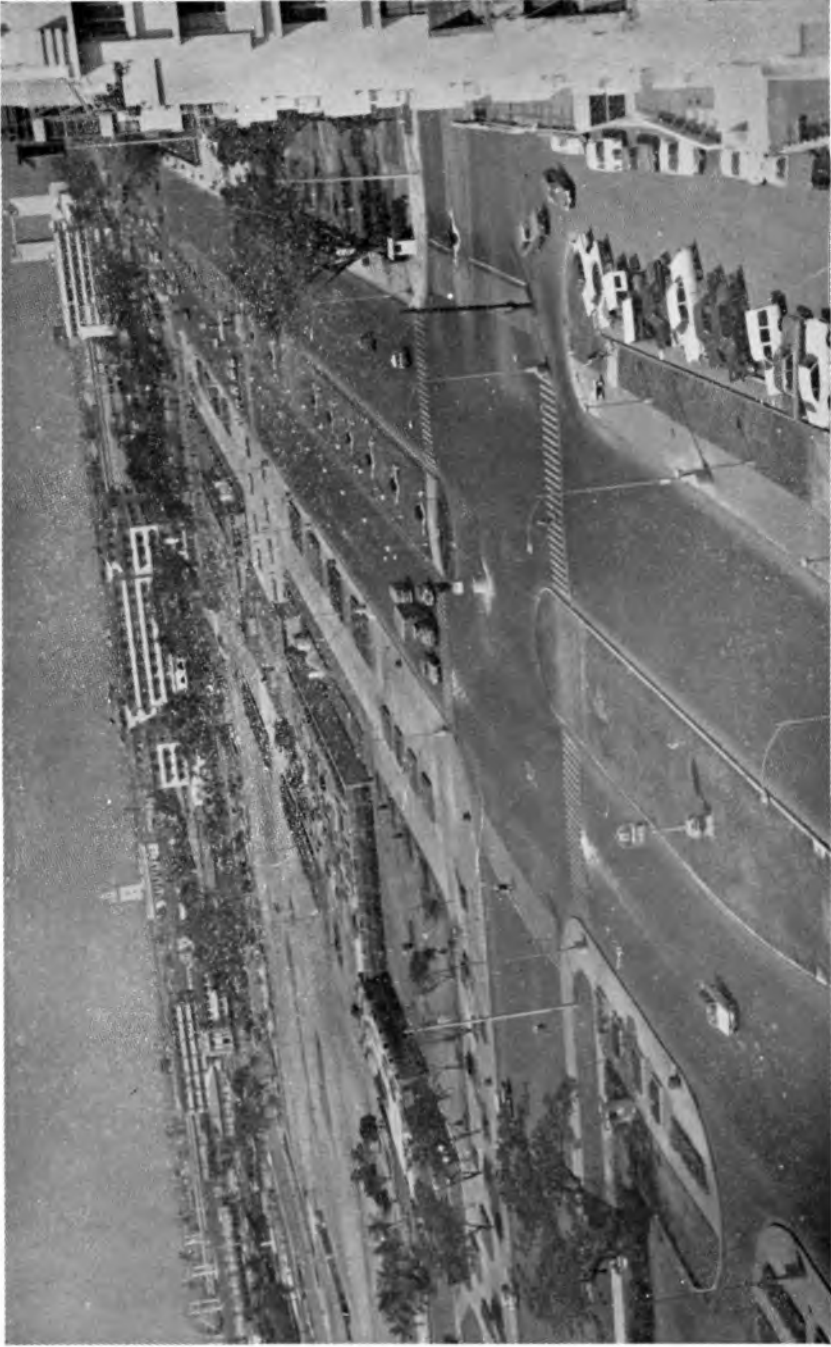
28. The seminar emphasised the importance of building up sufficient own capital through increased share holdings of members and ploughing back of surpluses into reserve funds as well as building up revolving funds through deposits or retaining patronage refunds. While borrowing from external sources, necessary prudence should be exercised in order that excessive liabilities are not created.

29. The adoption of proper budgetary control and cost control was recommended by the seminar so as to ensure maximum and efficient utilisation of physical and financial resources. The seminar commended the adoption of Management by Objectives and recommended fostering of a proper climate within the cooperative organisations as well as a system of monetary and non-monetary incentives for securing the best possible performance of the employees.

30. The seminar strongly recommended that cooperative organisations at all levels should formulate adequate plans for member information and member relations in order to ensure maximum participation of members. Apex business federations and unions have a special responsibility in this regard.

31. The seminar recommended that the ICA Regional Office and Education Centre should give more increased emphasis to management training in its educational programmes.

32. The seminar expressed its deep appreciation of the excellent practical arrangements made by the Central Cooperative Exchange, Inc., and especially its General Manager Bienvenido P. Faustino and his colleagues. The seminar requested Atty. Faustino to convey its appreciation to Mr. Teofilo Azada, Administrator of the Agricultural Credit Administration and to other organisations which collaborated with the Central Cooperative Exchange, Inc., in hosting the seminar. □□



Aerial view of Manila City, Rizal Park. (Photo by Gurcharan Singh)



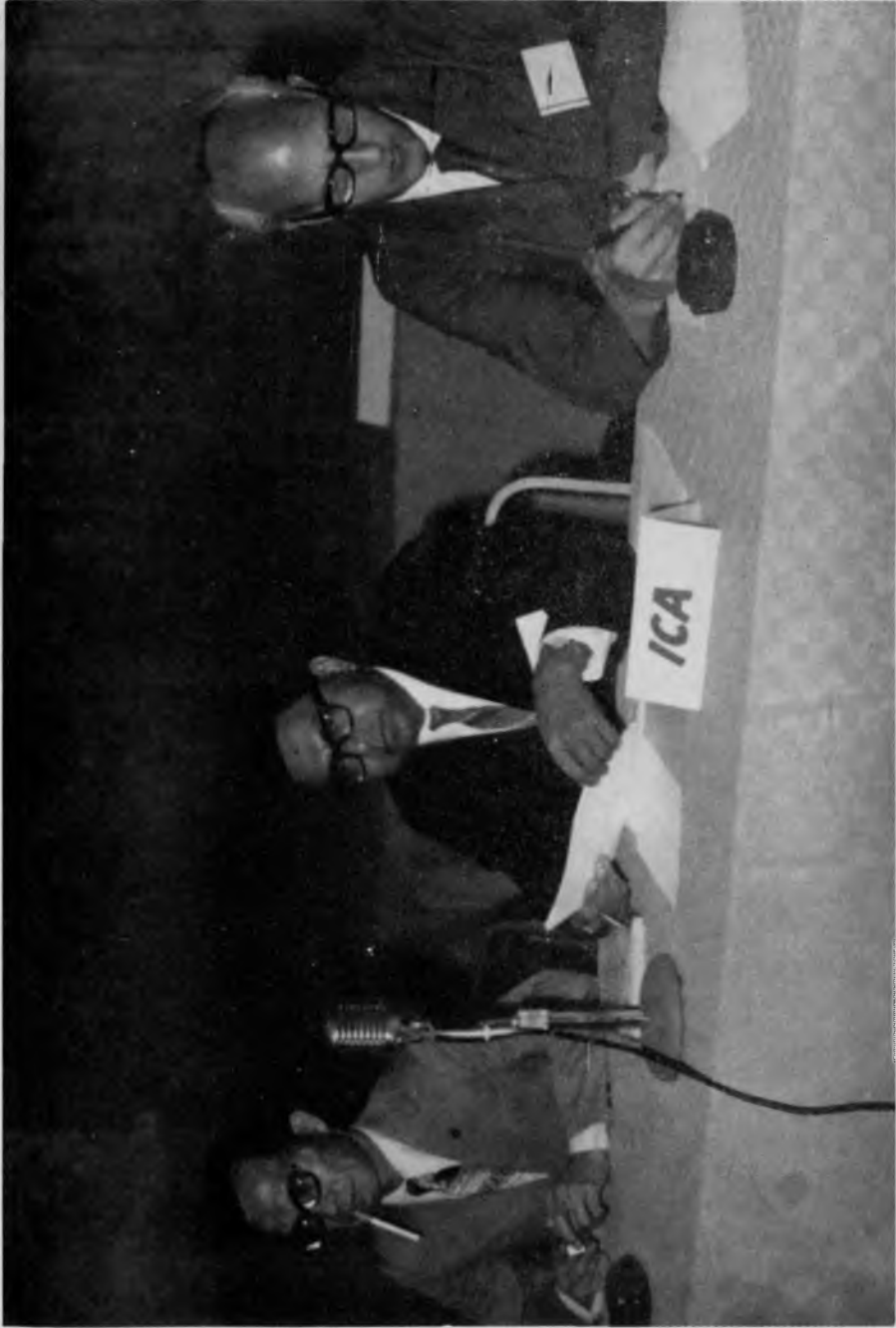
Hon'ble Ramon B. Cardenas, Assistant Executive Secretary for Development Affairs, Government of the Philippines, delivering the inaugural speech to the distinguished gathering at the Seminar.



Mr J. M. Rana, Director (Education), ICA Regional Office & Education Centre, delivering his speech at the inauguration of the Seminar.



Distinguished gathering at the inauguration of the Seminar.



At one of the Seminar sessions (l-r) Mr. B. P. Faustino, General Manager, Central Cooperative Exchange, Inc., Mr. J. M. Rana and Mr Herman Lamm, Seminar Director and Co-Director respectively.



Mr C. Pradhan, participant from Nepal (centre) presenting his background paper.



During his stay in the Philippines, Mr Herman Lamm, Specialist in Consumer Cooperation delivered a lecture to the participants of the National Seminar on Consumer Cooperation.



Mr P. E. Weeraman, ICA Regional Director for South-East Asia (seated left) with the distinguished Cooperators and Government Officials on the occasion of ICA Dinner at Manila.

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ANNEXURE: 'A'

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PROGRAMME

Venue : Bay View Hotel, Roxas Boulevard, Manila

Wednesday, 10th January

9:00-12:30

Inaugural Session

Introductions

Working Methods of the Seminar

2:30- 5:00

Presentation of Background Papers
on Management Questions concerning
Participants' Organizations

Thursday, 11th January

9:00-11:00

Lecture: Principles and Structure
of the Cooperative Organization

11:30-12:30

Discussion

2:30- 5:00

Presentation of Background Papers
(continued)

Friday, 12th January

9:00-11:00

Lectures (two): Effects of Coopera-
tive Law and Cooperative Depart-
ment Regulations on Cooperative
Management

11:30-12:30

Discussion

2:30- 5:00

Group Discussion on Effects of
Law and Cooperative Department
Regulations on Cooperative
Management

Saturday, 13th January

9:00-11:00 **Lecture: Internal Relations—Board-Members, Board-Manager, Manager-Staff**

11:30-12:30 **Discussion**

2:30- 5:00 **Plenary on Group Discussion on Effects of Cooperative Law and Cooperative Department Regulations on Cooperative Management**

Sunday, 14th January

F R E E

Monday, 15th January

9:00-12:30 **Group Discussion on Internal Relations—Board-Members, Board-Manager, Manager-Staff**

2:30- 3:30 **Lecture: Influence of National Economic Plans on Cooperative Management**

4:00- 5:00 **Discussion**

Tuesday, 16th January

9:00-12:30 **Study Visits to ACA
Briefing on the Agricultural Co-operative Credit and Marketing Movement in the Philippines**

2:30- 5:00 **Plenary on Internal Relations—Board-Members, Board-Manager, Manager-Staff**

Wednesday, 17th January

9:00-11:00 **Lectures (two): Long-term Planning of the Cooperative Movement**

11:30-12:30	Discussion
2:30- 5:00	Briefing on CCE, GRAMACOP and other cooperative operations, and on study visits

Thursday, 18th January

09:00-11:00	Lectures (Two): Techniques of Long-range Planning and Budgeting
11:30-12:30	Discussion
2:30- 5:00	F R E E

Venue : ACCI, College, Laguna

Friday, 19th January Depart for College, Laguna

10:30-12:00	Tour of premises
2:30- 5:00	Briefing on IRRRI activities

Saturday, 20th January

9.00-11:00	Lectures (Two): Criteria of Cooperative Efficiency and Control of Business Performance
11:30-12:30	Discussions
2:30- 5:00	Assignments on Criteria of Cooperative Efficiency and Control of Business Performance

Sunday, 21st January

9:00-12:30	Briefing on ACCI activities and tour of premises
2:30- 5:00	Plenary on Assignment Reports on Criteria of Cooperative Efficiency and Control of Business Performance

Monday, 22nd January Depart for Nalinac Beach Resort Bauang, La Union

Venue : Nalinac Beach Resort Hotel

Tuesday, 23rd January	Study visits in three groups
Wednesday, 24th January	
9:00-12:30	Group Work on Long-range Planning Assignment on the basis of study visits
2:30- 5:00	Lecture: Sources and Techniques of Capital Formation
Thursday, 25th January	
9:00-11:00	Lectures (Two): Techniques of Cost Control
11:30-12:30	Discussion
2:30- 5:00	Plenary on Group Work on Techniques of Long-range Planning and Budgeting
Friday, 26th January	
9:00-10.00	Lecture: Management by Objectives
10:00-11:00	Discussion
11:30-12:30	} Lectures: Business Games and Case Studies on :
2:30- 5:00	
Saturday, 27th January (Sunday, 28th January FREE	} Human relations approach to management } Monetary and non-monetary incentives for increasing efficiency } Self-awareness and self-development } Staff training and career development
Monday, 29th January	
9:00-12:30	
Tuesday, 30th January	
9:00-12:30	Final Plenary Presentation of Reports Evaluation

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Mr. Ruben G. Dayao —Auditor

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Coop. Officer

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