



# ICA ASIA PACIFIC ANNUAL ACTIVITIES REPORT 2008

## Contents

Message from the President, ICA-AP .....	1	Study Tour to Agricultural Co-operatives in the Republic of Korea .....	14
Message from the Regional Director, ICA-AP .....	2	Workshops on University/College Co-operatives .....	15
ICA-AP Regional Assembly, 2008 .....	3	Enhancing the Role of Women in Cooperative Development, China .....	16
Statement Issued at the 2008 Regional Assembly .....	4	Management Capacity Building of Women for Gender Integration and Cooperative Development .....	17
ICA Extraordinary General Assembly 2008 and Special Meeting of ICA-AP Standing Committee held in Rome .....	5	Regional Youth Conference and 2nd Meeting of ICA-AP Youth Committee, Hanoi .....	17
ICA-AP Cooperative Forum 2008 held in Hanoi .....	6	5th Regional Women's Forum and Meeting of ICA Regional Women's Committee, Hanoi .....	18
Co-operative-Government Dialogue held in Abu Dhabi, UAE .....	7	Meeting of ICA Committee on Agriculture, Hanoi .....	19
Recommendations at the end of the Dialogue .....	8	Seminar on Networking of Coop Training Institutions & HRD Committee Meeting, Hanoi .....	20
ICA Conference on Co-operative Development in South Pacific held in Fiji .....	9	Meeting of Regional Coop Banking Association .....	20
ICA International Conference on Co-operative Tourism held in India .....	10	Meeting of ICA-AP Consumer Committee .....	21
2nd Training Course on Enhancement of Farmers' Income and Poverty Reduction through Co-ops .....	11	ICA-AP Standing Committee Meeting in Philippines .....	21
3rd Training Course on Promotion of Sustainable Enterprises for Rural Women .....	12	Project on Promotion of Sustainable Model of Agricultural Co-ops for Poverty Alleviation of Farmers .....	22
Training Project on Capacity Building for Marketing .....	12	ICA's Intervention in Mapping the Scope of Co-operatives in the Economy of Maldives .....	23
ICA Training Program for Managers of Consumer Co-ops held in Japan .....	13	ICA/IFFCO/NCC Pilot Project on Empowerment of Youth and Women through Co-ops in Sri Lanka .....	23
ICA Committee on Co-operative Research in Asia Pacific 13		ICA Headquarter visits ICA-AP office in New Delhi .....	24
Regional Workshop for Managers on Management of Consumer Co-operatives .....	14	ICA-AP welcomes New Members from the Region .....	24



## Message from the President, ICA-AP

ICA, a global networking organization, is a worldwide representative of co-operative organizations of all kinds. ICA is also the custodian of cooperative values and principles and its principal role is to provide forum for the exchange of ideas, experiences, concerns and trade among co-operatives.

ICA over the years has been lobbying with the governments for the creation of favorable policy environment for the development of cooperatives and advising necessary improvements in the cooperative legislation for better regulation of the cooperatives.

Cooperatives are now significant economic and social actors with a membership of approximately 800 million people throughout the world. The primary benefit of cooperatives as we all know lies in their instrumentality in enabling people with limited individual resources in a market economy to pool their resources to acquire the economies of scale usually only attainable by larger, well-financed market players.

Cooperative enterprises are uniquely characterized by the qualities and processes such as member-owned; democratic management; driven by a balance between profit motives and the interests of their membership and the community. As such, ***cooperatives are idealistic form of corporate structures and it is never easy to follow the path of idealism due to self-interests that often become more dominating than the common interests.*** But the successes of co-operatives in different parts of the world prove the feasibility and effectiveness of value based economic enterprises.

The world, as we all know, is facing a major crisis that is economic, social and cultural but is also a ***clear crisis of values and ethics.*** The global recession, that began only a few months ago, has spread with a speed that we have not experienced since the Great Depression of the 1930's and it is becoming increasingly worse, with strongly-felt repercussions, not only on our standards of living, but also on perspectives for medium to long term development.

At this critical hour, several avenues of approach need to be considered seriously both by the Governments and the Co-operatives.

They include:

1. Reaffirming and deepening our commitment to ethical and co-operative values and renewed emphasis on their relevance to business activities.
2. Strengthening cooperation between cooperatives at all levels – national, regional and international.
3. Strengthening and expanding knowledge networking, education, training and research at national, regional and global level.
4. Strengthen cooperatives as effective businesses, able to compete equally with the other business frameworks, particularly in this time of crisis.
5. Recognition by Governments about the important and special role, which cooperatives can play in the face of today's crisis.

Time has come when we need to reassess the importance of cooperatives in balancing the national, regional and global economy after the global economic meltdown. Companies that make significant profits but don't share the bounty with customers will find it tough to survive. The seismic shift with interventions ranging from nationalization to salary capping are enough to prove that THE CHANGE IS DESTINED and any company that could be perceived to be acting against the public good will fall in the line of fire and the mandates rather than voluntary measures will become the norm because in an interconnected world we stand or fall together.

I strongly feel that the time is most opportune to garner policy support of the Governments in the Asia Pacific region for promoting co-operatives as an ethical alternative of significance. I am glad to lead the region where co-operatives are emerging as a force to reckon with and the governments are overwhelmingly supporting the idea of inclusive growth through cooperatives.

The year 2008 witnessed a series of meaningful interventions facilitated by the dynamic team of ICA-AP under the leadership of Mr. Shil Kwan Lee, Regional Director of ICA-AP. I am happy to lead the region and present the 2008 report card of ICA-AP for your kind perusal and remarks.

– Li Chungsheng



## Message from the Regional Director, ICA-AP

It gives me enormous pleasure to present the 2008 Activity Report of the ICA Asia Pacific.

ICA-AP was actively engaged in several cross-sector initiatives that carry great potential in terms of creating wider understanding of the co-op business model and stimulating development of cooperative initiatives as solution to the current challenges being faced by the world.

Some of the significant activities towards achieving this were, Government – Co-operative Dialogue held in Abu Dhabi in June 2008 to execute the Declaration of 8th Ministers' Conference on Cooperative Legislation and Policy held in Kuala Lumpur in March 2007, 5th Asia Pacific Cooperative Forum to understand cooperative advantages in the Global Economic Crises, Draw strategy for Co-operative Development and Legislation in Cambodia, Workshop on setting up University/Campus Co-operatives in Iran, and International Conference on Co-operative Tourism.

Besides, ICA-AP continued to update information and knowledge on Cooperative management practices through various interventions like training programs, seminars and other capacity development interventions in collaborations with member organizations in cooperatively advanced nations.

In the current global scenario future of Cooperative is filled with both challenges and opportunities. It's inevitable in the current economic situation to think in isolation about the country's economic struggles. We in the co-operative community need to assert and recognize the important role co-operatives can – and should – play in the regeneration of the economy.

As the governments and community at large search for affordable and trust-worthy solutions for daily living in these difficult economic times, co-ops should be posed for a period of expansion. *The challenge, as always, is to increase public understanding of the benefits of co-op membership and to motivate people to become members.* The Co-operatives too on their part have to make considerable efforts in this dynamic and changing economic environment to become a more relevant, responsive, and results oriented development partners.

The Asia and Pacific region, with a combined population of over three billion, has had three decades of strong economic growth. Yet, the region is still home to nearly 900 million poor people, or two-thirds of the world's poor. Alleviating the plight of the poor is of paramount importance for sustained development of the region. To achieve this, hunger, malnutrition and deprivation need to be eliminated. The poor need to have access to opportunities and be empowered to shape their own destiny for present and future generations. All this will require cooperation and the shared vision of both developed and developing cooperative in this region.

Economic cooperation is vital for the development process. Integrated regional and sub regional cooperation not only enables countries to enjoy greater complementarities and economies of scale, but also contributes substantively in building synergy and networking, an important precondition for sustainable economic development and prosperity.

ICA-AP is all committed to advocate the role of Cooperatives in attaining inclusive growth of economy and to provide effective networking forum for the exchange of knowledge, experience and business interests among members of ICA-AP.

The Extraordinary General Assembly of ICA in 2008 was a step towards recognizing the strength of membership base of the cooperative so as to signify the role of large membership based co-operatives in the global cooperative movement.

I take this opportunity to formally thank all the members of the ICA from Asia Pacific region for their very cooperative response, kind understanding coupled with unstinted cooperation and generosity towards the cause of ICA.

I do look forward to serving the interests of millions of cooperators in the region during 2009 together with the team of ICA-AP through of course the kind cooperation of all esteemed members of ICA in the region.

– Shil Kwan Lee

# ICA-AP Regional Assembly, 2008

## Cooperative Advantage in the Global Economic Crisis

The 8th ICA-AP Regional Assembly was held at Melia Hotel in Hanoi, Vietnam on 5th December 2008. The meeting of the Regional Assembly was chaired by Mr. Li Chungsheng, Chairman of the Regional Assembly. 195 participants from 24 countries and three international organizations attended the meeting. The joint opening ceremony of 2008 Regional Assembly and Co-op Forum was held at My Dinh National Convention Center on 3rd December which was attended by more than 900 people.

The inaugural address was delivered by H.E. Nguyen Phu Trong, Chairman, National Assembly of Socialist Republic of Vietnam. ICA-AP revised its rules according to the new rules of ICA approved by the Special General Assembly at Rome on 6th June 2007.



*Mr. Li Chungsheng addressing the delegates of the Regional Assembly*

The Regional Assembly unanimously approved the new rules of ICA-AP. The Regional Assembly also approved the constitution of the ICA-AP Committees on Cooperative Research and University/Campus Co-operatives.

The Regional Director, Mr. Shil Kwan Lee, presented the account of the ICA-AP activities carried out from January to November 2008 and also presented the financial report for the period January to September 2008. The Regional Director placed before the house the ICA-AP Strategic Plan/Multi-Annual Budget for 2009-2012 and the Work Plan for 2009 which was unanimously approved.

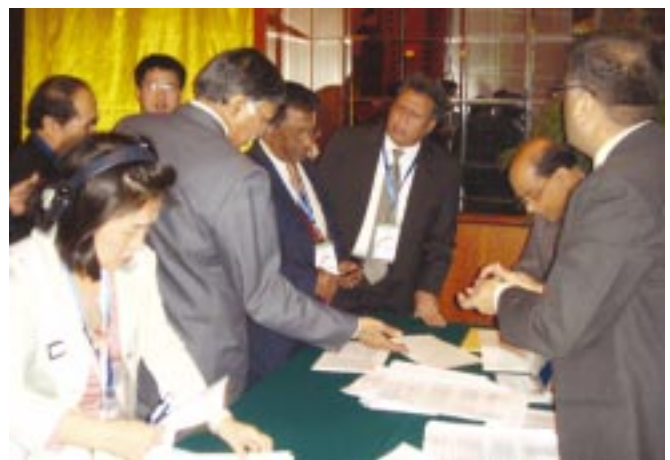
*Mr. Shil Kwan Lee presenting the Report before the Regional Assembly*

The proposal of All China Federation of Supply and Marketing Co-operatives (ACFSMC) to host the next meeting of ICA-AP Regional Assembly

in China in 2010 was accepted by the house.



*A cultural show presented at the Regional Assembly*



*Members casting their vote to elect new Members of the Regional Board in Hanoi*

# Statement Issued at the 2008 Regional Assembly

## Cooperative Advantage in the Global Economic Crisis

International Co-operative Alliance (ICA) that represents the global co-operative community, since 1895, and presently consisting of more than 800 million individual members has issued an open **letter to the Governments of the G8 expressing the shock and serious concern on the Global Economic Crisis** triggered by the melting down of some of the giant global financial structures.

It is a fact that vast amounts of taxpayers' money has been committed by many Governments to control the impact of ***economic crisis created on account of predatory speculative practices of corporate giants***. The chain reaction of the financial disorder has started seriously impacting the regional economy of Asia Pacific in the form of business losses, retrenchments, liquidity crunch etc. thereby making weaker segments of the society more vulnerable and fragile than before.

Considering the deterioration of the situation day by day, WE, the representatives of ICA member co-operatives from the Asia Pacific region, apprehend that the crisis may engulf our region also and accordingly take the note of ***negative growth of economy with likely serious repercussions on the stability of the global economy***.

Co-operatives being the value-based **enterprises with unique blend of economic and social responsibilities soaked with a different ethos that employ 100 million people across the world** need to be considered as a preferred option to **stimulate the economic growth**.

**Co-operatives worldwide have been known as secure, stable and sustainable models of business**

***enterprises*** owned and controlled by the people who in pursuit of their common economic need pool their resources for common good.

***Co-operatives being different form of business models as compared to the capital-intensive corporate structures are not linked with stock markets*** because they rely on members' funds for a realistic value; and are not subject to manipulation and greed since the members of their communities control them.

***Co-operatives are the businesses where the profits are not just distributed to their shareholders, but are returned to those active members who transact with the business of the co-operative***, thus keeping the wealth generated by local businesses in the local community for the good of the local environment and families.

Co-operatives do have the inherent features of being modest and realistic in planning the growth of the business with ***manageable control on costs and aspirations*** giving them a greater power of resilience.

***In order to contain ill effects of the global economic recession***, WE the representatives of co-operatives from the Asia Pacific region strongly recommend that significant role of ***co-operatives in the process of economic recovery should be given due recognition by the policy makers at global and national level and therefore urge upon the governments to establish good partnership with co-operatives to protect economically vulnerable population so as to minimize the impact of global economic meltdown at the ground level***.

**Present Economic Crisis is the  
Moral Crisis of Capitalism ...**

**– Ivano Barberini  
President, ICA**

# ICA Extraordinary General Assembly 2008 and Special Meeting of the ICA-AP Standing Committee held in Rome

An extraordinary General Assembly of the ICA was held at Salone delle Fontane, Italy, Rome on 5-6 June 2008 in order to seek the approval of amended ICA Rules and ICA Bye-Laws by the General Body of ICA. More than 200 delegates from close to 70 countries attended the meeting.

A special informal meeting of the ICA Asia Pacific Standing Committee was also held in Rome on 4 June 2008, a day before the General Assembly.

All the members except from Nepal and Philippines attended the meeting. Mr. Li Chungsheng, President, ICA Asia-Pacific in his opening remarks appreciated the role of ICA-AP for

pushing the agenda of Revised ICA Subscription Formula in the larger interest of the ICA Asia Pacific members.

Mr. Lee presented the salient features of improved subscription formula and pointed out that the number of primary members is the basis of new subscription formula. Mr. Iain Macdonald, Director-General of ICA addressed the

members of the ICA Asia Pacific Standing Committee and said that the new system in long run would definitely increase the membership base of ICA and eventually make co-operatives appreciate about the merits of active user members in the development of co-operatives.



*Delegates at the Extraordinary General Assembly 2008, Rome*

The New ICA Membership subscription formula was adopted with a thumping majority at the Extraordinary General Assembly of ICA in Rome, Italy on 5th June 2008



*ICA-AP Board members at the special meeting of Standing Committee*

The Strategic Objectives of ICA in the light of globalization and increased competition to survive in the market were unequivocally accepted at the Rome General Assembly of ICA

## ICA-AP Co-operative Forum 2008 held in Hanoi

The joint opening of ICA Asia Pacific Regional Assembly and Coop Forum was done by H.E. Mr Nguyen Phu Trong, Hon'ble Chairman of the National Assembly of the Socialist Republic of Vietnam on 3rd December, 2008 at My Dinh National Convention Centre, Hanoi, Vietnam.

Mr. Ian Macdonald, Director General of ICA and Mr. Chan Tee Seng, Chairman of Singapore National Cooperative Federation of Singapore presented their papers on "Cooperative Advantage in the Global Economic Crisis". Mr. Paul Hazen, CEO and President of NCBA, USA and Dr. Sanjiv Chopra, Secretary of Agriculture, Government of West Bengal, India presented their papers on "Enhancing Management Capacity of Co-operatives", while Mr. Bruno Roelants, Secretary General, CICOPA and Mr. Chan-Ho-Choi, General Manager, International Department, NACF, Korea presented their papers on "Co-operative Advantages in Ensuring Inclusive Growth of Economy". Mr. Jito Ito, Manager, International Relations at the JCCU, Tokyo, Japan made his presentation on "Business Networking to position Co-operatives as a Preferred Brand".

The Forum turned to leaders of the world and asked them to recognize the important and special role, which cooperatives can play in the face of today's crisis. This is particularly true with regard to the general masses of the population, which will of course be hit hardest by the results of today's crisis. The Forum called on them to ensure that a level playing field exists for co-operatives as for all other formations. As Asia Pacific region grows in global significance, so do we, the cooperatives can play a significant role.

The Forum also felt that there is an urgent need to increase business efficiency, through proper education and training and emphasize and re-emphasize cooperative reality as businesses with values, as economics with a human face.

We must indeed be and become more, much more, widely known as a "Global Alternative of Significance" remarked by Dr. Yehudah Paz, who synthesized the presentation at the forum.

*Mr. Ian Macdonald  
Director General ICA*



*Mr Chan Tee Seng,  
Chairman of Singapore  
National Cooperative  
Federation*



*Mr. Paul Hazen, CEO and  
President of NCBA, USA*



*Dr. Sanjiv Chopra,  
Secretary of Agriculture,  
Government of West  
Bengal, India*



*Mr. Bruno Roelants,  
Secretary General,  
CICOPA*



*Mr. Jito Ito, Manager,  
International Relations  
JCCU, Tokyo, Japan*



## Co-operative–Government Dialogue held in Abu Dhabi, UAE

A “Government-Cooperative Dialogue” in conjunction with 2nd Cooperative Forum of GCC countries was jointly organized by ICA-AP and the Ministry of Social Affairs, Government of UAE at the Abu Dhabi National Exhibition Center from June 1-3, 2008 under the patronage of H.E. General Shaikh Mohammed bin Zayed Al Nahyan, Abu Dhabi Crown Prince and Deputy Supreme Commander of the UAE Armed Forces, to finalize the framework for the implementation of the Declaration of 8th Ministers’ Conference on Cooperative Legislation and Policy, held in Kuala Lumpur, Malaysia in March 2007.

Ms. Mariam Al Roumi, Hon’ble Minister of Social Affairs, Government of UAE inaugurated the event on 1st June 2008. Mr. Ivano Barberini, President of ICA together with the Secretary General of Gulf Cooperation Council presided over the Opening Ceremony.

The Minister of Social Affairs, Ms Mariam Al Roumi said that the government promotes co-operatives as an alternative to the investor-owned private sector and that both are integral to the foundation of economic growth and development in a country. She further stressed that co-operatives should play an important role in the

diverse and innovative sectors such as construction, health, education, tourism, insurance and others Mr. Ivano Barberini, President ICA, referred to the advantages of co-operatives in carrying out the task of micro-economic development with a strong flavor of social responsibility, emphasized on the harmonious relations between co-operatives and called upon the delegates to discuss in depth the role of co-operatives in tiding over the crisis of natural disasters, food insecurity and the threats emerging from global warming..

The Secretary-General of GCC expressed the need of enacting uniform legislation for co-operatives in the GCC nations and appreciated the role of ICA in this task.

Papers were presented at the workshop on Governance in Co-operatives by Mr. Sanjiv Chopra; Social Responsibility of the Co-operatives by Mr. Zulkifli Mohammad; Food Security through co-operatives by Mr. T. Haque; and Multi-functionality of Co-operatives by Mr. Won-Byung Choi, President of NACF, Korea.

There were more than 110 delegates from 25 countries participated in this special event hosted by the Ministry of Social Affairs, Government of UAE.



*Mr. Ivano Barberini, ICA President, speaking at the Government Co-op Dialogue*



*Ms. Mariam Al Roumi, Hon'ble Minister of Social Affairs, Government of UAE speaking at the Government Co-op Dialogue*

## Recommendations at the end of the Dialogue in Abu Dhabi

The Dialogue between Governments and Cooperatives from 26 countries in the Asia Pacific region concluded with the following set of guidelines to implement the Declaration of 8th Ministers' Conference on Co-operative Policy and Legislation:

- Government should recognize cooperatives as institutions playing important role in national economy,
- There should be a consistent national policy on cooperatives to facilitate inclusive growth of economy for attaining more holistic and balanced socio economic growth of a country,
- Appropriate support measures for co-operatives, both legislative and fiscal, should be introduced and carried forward in general and also in innovative sectors like infrastructure building, service industry, formal schooling, education, health care, women and youth empowerment, disaster mitigation and preparedness, food crisis and climate protection,
- The text of the cooperative policy and law should be in clear and simple terms for better appreciation and understanding of the members of cooperatives,
- Pre-registration audit for cooperatives, need for approval before registration, need to meet certain minimum standards must be in accordance with the viability norms required in local context,
- Legislation on cooperatives must protect democratic control of cooperatives and insist on professional management of cooperatives by clearly setting out who decides the policy and who executes the policy,
- The promoters and regulators of cooperatives must be adequately **trained and groomed** for their work with special service conditions to remain motivated for their difficult and challenging task,
- Institutional characteristics of cooperatives should be made visible by ensuring practices of effective governance, greater responsibility towards community and society and multiple functioning of cooperatives,
- Cooperatives should reassess their strengths, core competence and comparative advantages in emerging market economy,
- Cooperatives must staying away from party politics so that co-operatives could not be used for pursuit of political careers and become the instruments for implementation of political programs,
- Cooperatives need to aggressively **market the cooperative advantages** that evidently distinguish them with other corporate structures,
- Cooperation among cooperatives at local, national and global level must be explored by using ICT and providing online information on trading of commodities and services and maintaining a knowledge bank to bring harmony in the co-operative laws of different countries.



*Mr. Abdulla Alsuwaidi, Dy. Minister, Social Affairs, Govt. of UAE summing up the recommendation*



*A view of the dignitaries at the inauguration of the Dialogue*



*Mr. S.K. Jakhar, Chairman IFFCO cum Global Board Member of ICA at the concluding session*

# ICA Conference on Co-operative Development in South Pacific held in Fiji

The ICA-AP, in collaboration with the Government of Fiji, the Fiji Cooperative Union and the Integrated Human Resource Development Programme (IHRDP) of the ILO in Fiji, organized a Regional Conference on Co-operative Development for South Pacific islands. The Conference was inaugurated by Mr. Tom Rickett, Minister for Information, Trade, Tourism and Communication. Mr. Rickett in his speech emphasized the importance of co-operative development for overall economic development of the country. Mr. Sevanaia Bilivalu, Acting Registrar of Co-operatives, Fiji and Mr. Shil Kwan Lee, ICA Regional Director, welcomed the delegates to the Conference.

Technical presentations were made by Mr. Bilivalu on the Present Policy of the Government of Fiji on Co-operative Development; Co-op Policies, Legislation and Potential of Co-operatives in globalized economy by Mr. Are Wakowako; The Overall Situation of Co-operative Development in the Asia Pacific Region by Mr. Shil Kwan

Lee, ICA Regional Director. Dr. Chan Ho Choi of National Agricultural Co-operative Federation of Korea on Agricultural Co-operative situation in Korea, Dr. Bhagwati Prasad, Chief Executive of National Co-operative Union of India and Chair of the ICA Global Committee on HRD, spoke on the Co-operative Development Situation in India and

also on Networking of HRD institutions globally, including the global HRD portal. Mr. Jiro Ito, Manager, International Department of Japanese Consumers Co-operative Union and Chair of the ICA Committee on Consumer Cooperation for Asia-Pacific, talked about Consumer Co-operatives and Micro-insurance initiatives of consumer co-operatives in Japan.

Mr. Ramsey Margolis, Chief Executive of New Zealand Co-operatives Association spoke on Dairy Co-operatives in New Zealand and the Co-operative Competitiveness in

Market Economy. Mrs. Savitri Singh, Gender Programme Advisor, ICA-AP, spoke on Gender Issues in the Region, while Mr. P. Nair of ICA-AP spoke on Youth and University Co-operative Development in the Region and the ICA's efforts in this direction. Ms. Banuvane Kanmaito ya, Permanent Secretary to the Ministry of Industry, Tourism, Information and Trade of the Government of Fiji, Mr. Agnideo Singh, Chair of the Fiji Teachers' Union



*ICA Conference on Co-operative Development in South Pacific*

Thrift and Credit Co-operative Society and Dr. Ropate Qalo of the University of South Pacific, Suva, also spoke at the Conference. The Conference was attended by 85 delegates from all parts of Fiji, Papua New Guinea and resource persons from Korea, India, Japan, New Zealand and ICA-AP.

*“Co-operation, by definition, is an undertaking together and on equal terms – a choice bringing together business and solidarity and therefore, useful and effective in our present situation, as was also the case at the beginning of the last century. Often all this has been achieved contrary to the dominant economic culture and globalization processes, mainly characterized by a sort of “escape from responsibility”.*

– Ivano Barberini, ICA President, Oslo General Assembly

## ICA International Conference on Co-operative Tourism held in India

An International Conference on Cooperative Tourism was jointly organized by ICA Asia Pacific and RICEM, Jaipur on the 14th & 15th of October 2008 at Hotel Ramada. The event was mainly sponsored by IFFCO. *The theme of the Conference was "Friendly Tourism through Co-operatives"*. The Conference was inaugurated by Dr. N.S. Gurjar, Minister of Co-operatives, Government of Rajasthan, and presided over by Mr. Rajiv Agrawal, Managing Director of NCDC.

Secretaries of Co-operatives to the Governments of Rajasthan and West Bengal, Registrars of Co-operatives and Directors of Tourism from Rajasthan, Goa, Jharkhand, Kerala and Himachal Pradesh attended the Conference. Besides, there were representatives from the National Co-op Federations and tourism related coops from New Delhi, Goa and Mangalore.

Presentation outlining the concept and integral components of Coop Tourism and Tourism with Conviviality was made by Mr. Rajiv I.D. Mehta, Director Development ICA-AP. Paper on New Trends in Tourism Sector was presented by Mr. Benjamin Carey and Mr.

Christopher Imbsen of Dunira Strategy, UK. Policy & Strategy – to overcome challenges before tourism industry – Focus on SAARC Region was presented by Mr. Sanjeev Chopra.

Case Studies on tourism related activities of co-operatives in Japan, Korea, Malaysia, Sri Lanka, Iran and India were presented by delegates. Networking solutions to position Tourism Co-op as a reliable and responsible brand was jointly addressed by Dunira Strategy and TICA. Open House Discussions on "co-operative forte in thematic tourism" and "networking among co-operatives for the promotion of tourism business" were held to yield recommendations of the Conference.

Mr. Tushar Pandey, Head of Strategic Initiatives and Advisory, Yes Bank, New Delhi made a presentation on Public Private Partnership (PPP) in tourism sector.

The closing session was addressed by the Registrar of Co-operatives, Government of Rajasthan, Registrar of Kerala and TICA Chairperson.

The Conference was attended by more than 70 delegates from India and 9 other

countries namely Iran, Italy, Japan, Korea, Malaysia, Maldives, Norway, Sri Lanka and UK.



*Panelists at the concluding session of the Conference*

### Recommendations on Co-operative Tourism

- A vision and goal statement in the policy of the Governments and Cooperatives for promoting tourism through cooperatives is fundamental
- Incorporation of the options to institutionalize (networks and structures) tourism development through cooperatives is mandatory
- Setting the standards (domestic and international) on demand and supply for the tourism initiatives taken by cooperatives is essential
- Guidelines, certification procedures for tourism through cooperatives are important
- Strategic choices to carve out coop tourism market niche and mainstreaming the brand are prerequisites in finding a place in the market
- Model projects to illustrate best practices are valuable demonstrative tools.

## 2nd Training Course on Enhancement of Farmers' Income and Poverty Reduction through Co-ops

The 2nd ICA/Japan Training Course was held from 19th December 2007 to 19th April, 2008 under the training Project on “Enhancing Farmers’ Income and Poverty Reduction through Co-operatives”. Twelve participants from ten countries, namely, Cambodia, China, India, Indonesia, Iran, Laos, Myanmar, Nepal, Thailand and Vietnam attended the course. The course was formally inaugurated by Mr. D.K. Bhatt, Marketing Director, IFFCO, at the Fertilizer Marketing Development Institute (FMDI) of IFFCO on January 11, 2008.

The inaugural session was attended by Mr. Shil-Kwan Lee, ICA Regional Director (Asia-Pacific), Mr. Bhagwati Prasad, Chief Executive of National Co-operative Union of India (NCUI), Mr. M. Sato, Manager (General Affairs Department), IDACA, Tokyo (Japan), Mr. D. Bhattacharya, General Manager (PA&HRD), IFFCO, Dr. R.N. Kundu, Deputy General Manager (Trg.), FMDI and Mr. Prem Kumar, Consultant from ICA Asia-Pacific. Inaugurating the course, Mr. Bhatt drew the attention of everyone to the fact

that agricultural co-operatives represent the most down-trodden and under-privileged section of the society and their success would be counted on the basis of helping the members rather than making profits.

Mr. Shil Kwan Lee, ICA Regional Director (Asia-Pacific), welcomed all the participants and appreciated the Government of Japan for its continued support for the development of agricultural co-operatives in the region through ICA/ Japan Training Courses. He said that this course is playing an important role for the development of co-operatives in this region.

Mr. Bhagwati Prasad, Chief Executive, NCUI, welcomed

the participants and said that the participants will find various opportunities which will enhance their knowledge. Mr. M. Sato, Manager (General Affairs Dept.), IDACA, Tokyo (Japan) expressed his happiness that the present series of ICA-Japan Training Course is proving an important tool in helping the co-operatives in Asia-Pacific region in introducing the project, its objectives, countries of participants etc. Mr. D. Bhattacharaya, General Manager (PA & HRD), IFFCO, at the end of the programme extended a vote of thanks to the dignitaries for their valuable presence in the opening session.

The participants, after completing the FMDI segment were at IRMA, Anand, where they were given classroom sessions and also contained some study visits to co-operatives. The participants then proceeded to Thailand, where they were exposed to the working of various co-operatives.

As the final leg of the course, the participants arrived in Japan and had classroom sessions at IDACA, Japan. They were also taken on field visits to various

agricultural and agriculture-related co-operatives and facilities both of JA and Zennoh in various provinces Nagano, Fukuoka, Hiroshima, etc. After useful classroom sessions and field visits, the participants were requested to prepare projects for their respective countries, which were very exhaustive. They also had an end-of-the-course evaluation session, wherein the participants came out with their views on the effectiveness of the course, etc.

Course certificates were issued to them at the concluding session, which was attended by Mr. Kasuo Tsukada, Executive Director, IDACA and Mr. Shil Kwan Lee, ICA Regional Director.



*Participants of Training Course at the FMDI, Gurgaon, India*

## 3rd Training Course on Promotion of Sustainable Enterprises for Rural Women

The International Cooperative Alliance-Asia and Pacific [ICA-AP] in collaboration with the JA-Zenchu [Central Union of Agricultural Co-operatives of Japan] and the Institute for the Development of Agricultural Cooperation in Asia [IDACA] carried the 3rd Training Course on "Promotion of Sustainable Enterprises for Rural Women" from 15th August to 20th September 2008 in the Philippines and Japan. The financial assistance was provided by the Ministry of Agriculture, Forestry and Fisheries [MAFF] of the Government of Japan to conduct this program.

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

The Part-I of the Program – Comparative Study Visits – was held in the Philippines from 15th to 24th August in collaboration with the National Confederation of Co-

operatives [NATCCO], a member organization of ICA.

The Program held at IDACA from 25th August to 20th September 2008 included extensive classroom work and study visits to agricultural co-operatives in Gifu Prefecture 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 co-operatives in Japan.

The concluding session was attended by Mr. Toshiya Yamaguchi, Section Chief, Int'l 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-AP; and other senior officers of IDACA. Twelve women participants – two each from China, Indonesia, Malaysia, Nepal, Philippines and Thailand attended the Training Course. An end-of-the Course Evaluation was conducted at the conclusion of the Training Course.



*Participants of the Training Course at IDACA*

## Training Project on Capacity Building for Marketing

The 1st Training Project for "Capacity Building for Marketing- 2008" was formally inaugurated on 24th July 2008 at IDACA, Japan by Mr. Yamaguchi Toshiya, Section Chief, Int'l Cooperation Division, International Affairs, Dept., Ministry of Agriculture, Forestry and Fisheries, Government of Japan. Mr. Kazuo Tsukada, Executive Director, IDACA and Mr. A.K. Taneja, Program Officer, ICA-AP addressed the Inaugural Session.

The Ministry of Agriculture, Forestry and Fisheries (MAFF) of the Government of Japan funded the programme. The main objectives of the training project were as follows:

- To study marketing methods for farm products by theory and case study;
- To study the methods for the rural development

Nineteen participants – two each from Brunei, Cambodia, Laos, Malaysia, the Philippines and Vietnam and three from Indonesia and four from Thailand attended the

Training Programme.

The emphasis during the Training Project was on the methods and techniques adopted by various organizations and JA group in distribution of agricultural products and marketing business in Japan.

At the Valedictory Session, Mr. Miyatake Fuminori, Assistant Director, Int'l Affairs Department, Minister's Secretariat, (MAFF), Government of Japan, Mr. Yasuyuki Kobayashi, Assistant Manager, WTO/EPA Office, Agricultural Policy Department, Central Union of Agricultural Co-operatives (JA-Zenchu), addressed the participants. The participants also held country-wise group discussions and prepared brief reports on the experiences gained by them. An end-of-the-Course Evaluation session was also held.

The 2nd ICA Japan Training Project for Capacity Building for Marketing was also held in Japan during 05-30 November, 2008. There were 20 participants from 9 ASEAN countries.

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

The ICA Training program for “Managers of Consumer Co-ops” is being organized since 2001. Twenty-four managers who work for consumer co-operatives applied for the program in Japan.

Three participants from Vietnam, two each from India and Singapore, one each from the Philippines and Thailand had the opportunity to learn about the history of consumer cooperatives in Japan, Japan's retail industry, store operation, joint-purchasing system, home delivery system,

merchandizing policy, sales promotion, development of PB products, quality assurance, members' participation. They also visited co-op stores and competitors, fresh food processing centers, and sorting centers for home delivery.

All the trainees made presentations on the post training action plans in their own country, and also pledged to bring the knowledge and skills into practice in their respective consumer cooperative.

## ICA Committee on Co-operative Research in Asia Pacific

The Third ICA Regional Research Conference was held at the Melia Hotel, Hanoi on 2nd December, 2008. Several researchers from India, Indonesia, Japan, Malaysia, Sri Lanka and Vietnam participated in this Conference.

Six researchers from India and one from the Philippines were awarded scholarships of US\$500 each by the Consumer Cooperative Institute of Japan. Prof. Vrij Lal Sapowadia of IIM Ahmedabad; Dr. T. Pranjoti, Secretary, NCTT, New Delhi; Dr. Rajendran of Periyar University, Salem; Dr. G.N. Saxena, Director, Cooperative Development, IFFCO, India; Mr. B.D. Sharma, Consultant, ICA Asia-Pacific; Dr. Nguyen Dac Tang, Vice-Chairman of Vietnam Cooperative Alliance; and Mr. Rajiv I.D.Mehta, Director Development, ICA-AP presented papers at the Conference.

Dr. G.N. Saxena of IFFCO was unanimously elected as the Chairman of the Research Committee for a period of four years. Mr. Kurimoto was unanimously elected as Vice-Chairman of the Committee also for a period of four years.



*Dr. G.N. Saxena, the newly elected Chairman of Regional Research Committee presenting the report before the Regional Assembly.*

Mr. Kurimoto congratulated Dr. Saxena on his election and expressed his confidence that Mr. Saxena would be able to guide the committee to higher level cooperative research and that IFFCO, India would offer support to the Committees' activities in future.

Dr. Saxena thanked Mr. Kurimoto and other researchers for electing him as the Chairman of the Committee and requested for their support on cooperative

research in the Region and the activities of the Committee.

## Regional Workshop for Managers on Management of Consumer Co-operatives

The 8th ICA Regional Workshop for Managers on “Management of Consumer Co-operatives in Asia-Pacific” was held on 12th-14th August 2008 at Costa Sands Resort (Downtown East) in Singapore.

The workshop was hosted by the Singapore National Cooperative Federation (SNCF) and supported by the NTUC FairPrice. Eighteen managers/members of consumer co-operatives from six countries (Indonesia, Malaysia, Philippines, Sri Lanka, Thailand and Vietnam) actively participated in the three-day workshop.

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

operation division of Co-op Sapporo, the second biggest consumer co-op in Japan, was invited as a resource person this year. He made a presentation on “Raising Competitiveness through Customer Service and HRD”.

The main lectures from NTUC FairPrice covered four important areas of store management:

- Store Management
- Staff Training and Development
- Visual Merchandizing
- Basic Category Management.

The participants visited a hypermarket 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,



*Delegates visit a FairPrice Co-op supermarket*

display and pricing. On the last day of the workshop, the participants shared action plans for achieving their own target after the workshop.

## Study Tour to Agricultural Co-operatives in the Republic of Korea

A Joint Workshop on Agricultural Cooperatives was organized by the ICA-AP in collaboration with the National Agricultural Cooperative Federation (NACF) from 8-13 September 2008 in Seoul, Korea.

Mr. Jae Keun Park, Executive Vice-President, NACF, Korea; Mr. Shil Kwan Lee, Regional Director, ICA-AP and Dr. Chan Ho Choi spoke at the Opening Session of the workshop.

The objectives of the Workshop were to familiarize the participants from Asia-Pacific region, to the well



developed agricultural cooperative system (Agri-marketing, Banking) and role of cooperatives in the Korean economy.

A study visit was also organized to show practical farm experience in Korean villages and understand the functioning of Co-operatives. Nine participants from six countries, i.e. Cambodia, Indonesia, India, Malaysia, Myanmar, and

Philippines attended the programme. The programme was coordinated by Mr. Gwangseog Hong from NACF, Korea and Mr. Kulbhushan Kukreja, Finance Officer of ICA-AP.



## Workshops on University/College Co-operatives – Iran/Indonesia/India

A workshop was organized in Tehran, Iran, for setting up University/Campus co-operatives in the Islamic Republic of Iran from 5-6 May, 2008 by the Iran Central Chamber of Co-operatives with the support of other ICA member organizations in Iran and the Ministries of Co-operatives and Higher Education.

The Minister for Co-operatives inaugurated the Conference in the presence of the Deputy Ministers of Co-operatives, Deputy Minister for Higher Education, and faculty of various universities.

Dr. Y. Dongre, Prof. of Economics and Commerce, University of Mysore, India; Mr. Rajiv ID Mehta, Director-Development, ICA-AP; Mr. P. Nair, Communication & Programme Officer, ICA-AP; Mr. Mohd. Reza Ramezani, Secretary General of Iran Central Chamber of Co-operatives, Eng. Alavi; Dr. Hosseini Nia, Dr. Samari, Mr. Babak

Lalfarm, Dr. Yahoo Ghadledgi and Dr. Azizollah Tajiv Esmal'eeli, presented papers at the workshop. Dr. T. Pranjothi, Secretary General of National Council for Cooperative Training, India, sent a presentation, which was circulated amongst the delegates.

A report from the National Federation of University Co-operative Associations of Japan was also circulated and a video presentation was made. A message from Dr. Kokichi Shoji, Chairperson of the ICA Consumer Sub-Committee on University/Campus co-operatives, was read out by P. Nair on his behalf. Both Mr. Mehta and Mr. Nair mentioned that Mr. Shil Kwan Lee, the ICA Regional Director for Asia-Pacific was keen about the developments in Iran and sends his best wishes for the endeavor.

The workshop was attended by a total of 186 delegates, students, cooperative leaders from all the 31 provinces of Iran and representatives from the Ministries of Co-operatives and Higher Education. The Ministry confirmed and promised that at least four university co-operatives will be set up in each of the 26 provinces in Iran and that the Ministry and the universities will provide support in terms

of infrastructure, allocating time of the professors, etc. The workshop was concluded with the emphasis on the offer of the government and also detailed discussion on the future course of action.

Another seminar-cum-workshop was organized at Purwokerto, Indonesia hosted by the University Co-operative of Jenderal Soedirman in collaboration with the Institute of Co-operative Development Studies of Indonesia (LSP2I). There was complete support from the Ministry of

State Co-operative and Indonesian Small and Medium Enterprises. The National Federation of University Co-operative Associations (NFUCA) collaborated and participated at the event. 19 student representatives, lecturers and some co-operative academics participated, apart from representatives from Japan, Malaysia, Philippines and India. Prof. Kokichi Shoji,

Chair of the ICA Sub-Committee on University/Campus Co-operatives participated and spoke to the gathering. Mr. Yoshimitsu Nakamura of ICA and Mr. Tosaiaki Wada, CEO of NFUCA participated at the conference. The conference was convened and organized by Mr. Suroto, Director of the Institute for Co-operative Study and Development.

A third workshop was organized at the Kerala Agricultural University in Thrissur, Kerala (India). Dr. T. Paranjothi, a member of the sub-committee and Secretary to the National Centre for Co-operative Training in India coordinated the workshop.

Mr. Bhagwati Prasad, Chief Executive of National Co-operative Union of India, Mr. E. Narayanan, Chairman of the Kerala State Co-operative Union, the Vice Chancellor of Kerala Agricultural University, Mr. P. Nair, representing ICA in Asia-Pacific all presented and welcomed the delegates and actively participated at the workshop. Dr. Y. Dongre of Mysore University and other academic leaders and students from Kerala, Tamil Nadu, Karnataka, etc. participated at the workshop.

The workshop was attended by almost 90 participants.



*A view of the Workshop on University/College Co-operatives, Iran*

## Enhancing the Role of Women in Cooperative Development, China

A Seminar on “Enhancing Women’s in Role Co-operative Business” was organized by ICA-AP in Beijing, China from 23 -25 September, 2008.

Exchange of information took place on day one, followed by visits to various co-operatives and related institutions on the second and the third. Mr. Li Chun Sheng, Mr. Shil Kwan Lee and co-coordinator of the programme, Mrs. Savitri Singh who gave a brief introduction of the background of the programme were the opening speakers.

The Regional Director of ICA-AP spoke of ICA’s concerns on women empowerment and gender integration in co-operatives and about problems faced by women, with “one member-one family” norm being the biggest constraint, which could only be mitigated by encouraging joint membership of husband and wife. He particularly mentioned 30 % reservation of seats for women at all levels of co-operatives in Asia Pacific region (Tagaytay Conference-2006).

Mr. Li Chungsheng, President, ICA-AP and Vice-President of ACFSMC, delivered the opening address on behalf of the ACFSMC expressing his concern on the low women participation in co-operatives, particularly China but in brief.

Dr. G.N. Saxena, Director of Cooperative Development

Division of IFFCO was there on a special mission, representing Shri S. K. Jakhar, the Chairman of IFFCO and Board of Director of ICA, and announced on his behalf that IFFCO would contribute US\$ 25000 each to China and Myanmar for the rehabilitation of earthquake affected co-operatives and presented the letter of announcement to Mr. Lichun Sheng and Mr. Lee.

During the business session the following programme was conducted:

- Presentations on “Enhancing Women’s Role in Cooperative Business”, including best practices in China by ACFSMC
- Gender integration and situation of women in co-operatives in Asia Pacific by Mrs. Savitri Singh.
- Success case/best practices presentation and information sharing by total of 15 persons, 12 cooperative leaders (11 women and 1 man) from 5 countries viz. India, Nepal, Vietnam, Philippines and Malaysia and 3 women co-operators from China.

The participants also visited the Duck Cooperative and Poultry Cooperative in Zhuozhou, Hebei Province. The programme was hosted

by All China Federation of Supply and Marketing co-operatives.



*Women delegates and others pose for a group photo in Beijing*



IFFCO contributed US\$ 50,000 for the reconstruction of disaster affected cooperatives in China and Myanmar

## Management Capacity Building of Women for Gender Integration and Cooperative Development

The ICA Training Programme on Management Capacity Building of Women for Gender Integration and Co-operative Development was held from 7-11 January 2008 at CLT Training Centre, Bangkok. Twenty-eight women co-operative leaders and managers from all over the country attended 4 day programme.

The second Training Programme was held in Kathmandu from 28th April-3rd May 2008, in collaboration with Nepal Cooperative Federation. Dr. Suvedi, a Member of Parliament from Nepal, Mr. Deepak Baskota, Chairman of National Cooperative Federation of Nepal (NCF) and Ms. Bui Thi Lan, Country Representative, FAO, Nepal and Mrs. Savitri Singh from ICA-AP were the speakers at the opening. Ms. Archana Singh, ILO Programme Officer, Aruna Thapa, UNIFEM, Nepal, Smita Premchander from

Sampark, India and Savitri Singh from ICA-AP were the main resource persons.

These training workshops were organized with the objective of raising awareness of women and men leaders and members of cooperatives on gender issues, on the manifestations of gender bias (against women) in cooperatives, and on the effects of gender discrimination on the personal and interpersonal growth of its leaders and members as well as on the organizational development of cooperatives. It also aimed on building up the capacity of current and potential women leaders of cooperatives by equipping them with knowledge and skills on nature of co-operatives, effective and gender responsive leadership, co-operative enterprise management, coping with challenges and personal development.



*Organizers of the Training Programme in Nepal*

## Regional Youth Conference and Second Meeting of the ICA-AP Youth Committee, Hanoi

The ICA AP organized a Youth Conference at Melia Hotel, Hanoi on 1st December, 2008, in conjunction with the Regional Assembly. The Conference was inaugurated by Dr. Nguyen Tien Quan, President of Vietnam Co-operative Alliance. More than 60 delegates from India, Indonesia, Japan, Malaysia, Philippines, Singapore, Sri Lanka and Vietnam participated. Many youth delegates from the College of Technology and Management, College of Vocational Training, Technical and Fine Art and other affiliated units of VCA also participated.

The theme of the Conference was Co-operatives and Youth Entrepreneurship. Mr. Shil Kwan Lee, Regional Director, welcomed the delegates on behalf of ICA-AP. Dr. T. Paranjothi, Secretary, NCCT, New Delhi and Dr. A. Fronda from the Philippines, Mr. Rajiv Mehta, Director Development, ICA-AP and Mr.

Teo Say Hong, Chairperson of the ICA Youth Committee for Asia and the Pacific made presentations on youth aspects and their employment. Mr. K. Limzon from the Philippines and the VCA representative acted as MCs at the Conference. The VCA also organized a cultural show for the participants.

After the Conference, the second meeting of the Youth Committee for the region was held. The meeting discussed the activities held since the last meeting in Singapore and the action plan for the coming year.

Mr. Teo Say Hong was re-elected as Chairperson of the Committee, while Ms. Nguuyen Thi Thu Hao of VCA and Mr. Ilham Nassai from Kopindo, Indonesia were elected as Vice Chairs. Mr. Teo Say Hong also suggested that the Chairperson of the Regional Youth Committee represent the proposed global Youth Committee.



*Delegates at the Regional Youth Conference*

## 5th Regional Women's Forum and Meeting of ICA Regional Women's Committee, Hanoi

The 5th Cooperative Regional Women Forum was held on 2nd December 2008 at Melia Hotel, Hanoi, Vietnam. The theme of the Forum was "Advantage of Gender Integration in the Economy of Co-operatives in Asia Pacific". About fifty delegates (both women and men) from eight Asian countries participated at the Forum.

The Chairperson of the ICA Regional Women's Committee, Ms. Hitomi Tanaka welcomed the guests and participants of the forum and thanked them for their presence.

Dr. Nguyen Tien Quan, the President of Vietnam Cooperative Alliance delivered the opening address and declared the forum open. Mr. Shil Kwan Lee, Regional Director of ICA-AP and Mr. Ivano Barberini, the President, ICA also addressed the forum and reaffirmed their commitment for achieving total gender integration in co-operatives. The keynote speech on the theme "Advantage of

Gender Integration in the Economy of Co-operatives in Asia Pacific" was delivered by the speaker, Ms. Bui Thi Lan, Food and Agriculture Organization (FAO) Representative from Nepal. She talked about the significant contribution of women as food provider for the family as well as the community.

Ms. Maria Elena Chavez Hertig, Deputy Director General of ICA and Secretary of the Gender Equality Committee read out the paper on Women's Entrepreneurship Development for Economic Growth by Ms. Marcone.



*Delegates at the Regional Women's Forum*

The ILO Country Director from Vietnam spoke on 'Equity and equality in co-operatives for economic development'. Ms. Fukushiro from Japan and Ms. Armi Zainuddin from Malaysia presented on 'country perspective and best practices'.

The regional perspective was presented by Ms. Sally Ganibe, Executive Director of AWCF, Philippines.

### The Forum concluded with the following observations:

- The Declaration of the 8th Minister's Conferences (i.e.) 4th-8th Declaration must be acted upon urgently;
- All the ICA member co-operatives, associate members, and partners must amend their respective cooperative law to accept dual membership of spouse in all type of co-operatives and especially in agri-culture co-operatives;
- Women's participation be ensured as minimum 30% in membership, management and leadership position of the co-operatives;
- All co-operatives should collect and provide information on best practices in respect of cooperative legislation;
- Capacity-building of women through various media forms be ensured by co-operatives;
- Strengthen partnership with men towards gender equality and women empowerment;
- Training programmes of co-operatives should include gender awareness and family enrichment sessions;
- The ICA should ensure a time line for the compliance of recommendations by the members in the region.

## Meeting of ICA Committee on Agriculture, Hanoi

The 38th Meeting of the ICA Asia Pacific Agriculture Committee was held on 2nd December, 2008 at Melia Hotel soon after the ICAO Conference on “Protection of Small Family Farmers through Co-operatives”. The Theme was: *Quality Production – Quality Food and Quality Trade through Co-operatives*. The VCA President welcomed the participants at the inauguration. The ICAO Secretary General, addressed the delegates, followed by the keynote address by the Chairman NACF.

Case studies on best practices in ‘promoting the interests of small family farmers’ were presented by Mr. Ma Qi,

Director of Technology Extension Centre, ACFSMC, China; Dr G.N. Saxena, Director – Cooperative Relations, IFFCO, India; Mr. Chan – Ho Choi, Korea; the Secretary General ICAO and by Dr Yehuda Paz, Chairman, NISPED, Israel. Mr. Sanjiv Chopra, Secretary Agriculture, Government of West Bengal, India, gave a presentation on ‘Indian e-marketing Case Study – Safal Exchange Model’. Thirty delegates from India, Indonesia, Israel, Japan, Kuwait, Korea, Sri Lanka and Vietnam attended the Conference and the 38th ICA-AP Agriculture Committee meeting.

The Chairman of the ICA Asia Pacific Agriculture Committee, Mr. Chan-Ho- Choi steered the meeting as per the agenda and following decisions were made:

- UCCS Kuwait would be inducted as a new member of the Committee.
- A Conference would be held in early 2009 to assess the “Impact of Global Economic Meltdown on Food Security and Agricultural Co-operatives”. The Conference would be a joint sponsorship of IFFCO, UCCS Kuwait and ICAO.
- Mr. Chan-Ho-Choi while relinquishing his charge of the Chairman, ICA Asia Pacific Committee on Agriculture proposed the name of Mr. N.P. Patel, Vice Chairman of IFFCO, India. All the members unequivocally

supported the proposal and Mr. Patel was elected as Chairman of ICA AP Agriculture Committee for a period of four years. Mr. Sunil Silva, General Manager, NCC, Sri Lanka was also unanimously elected as the Vice Chair of the Committee for a term of four years.

- Mr. Rajiv I.D. Mehta was asked to continue as the Secretary General of the Committee.

The meeting ended with remarks from newly elected Chairman of the commit-

tee, Mr. N. P. Patel, who thanked Mr. Chan-Ho-Choi, Secretary General ICAO for hosting the 38th Meeting of the ICA Asia Pacific Agriculture Committee and also thanked the participants and resource persons for making impressive and thought provoking presentations.



*Mr. N.P. Patel (with muffler) elected as the Chair of the ICA Regional Agriculture Committee seen with Mr. Barberini, President ICA and other colleagues.*

A Special Conference on the Enhanced Role of Cooperatives in Post Economic Crisis was agreed in the first half of 2009.

## Seminar on Networking of Coop Training Institutions & HRD Committee Meeting, Hanoi

The seminar on 'New Dimensions of Cooperative HRD Institutions in the Globalised Environment' and the 21st Meeting of ICA Committee on Human Resource Development (HRD) for Asia and Pacific was held on 3rd December 2008 at Melia Hotel, Hanoi. The opening session was attended by Mr. Nguyen Van Bien, Vice-President of VCA; Mr. Shil Kwan Lee, Regional Director of ICA-AP; and Mr. Bhagwati Prasad, Chief Executive of NCUI.

The following four presentations were made at the seminar:

- 'Global HRD Networking Centre' by Mr. Bhagwati Prasad, Chief Executive of NCUI, India.
- 'Networking among Cooperative HRD Institutions – Significance and Challenges' by Mr. Yuzri Suhud, Secretary General of DEKOPIN, Indonesia.
- 'Strategies for Networking' by Ms. Julia Bee Bte Ramjan, Deputy Director, Cooperative College of Malaysia.
- 'Role of HRD Institutions in Capacity Building for Good Governance and Professionalization' by Mr.

Zulkifli Mohammed, Chief Executive, SNCF, Singapore.

The seminar was followed by the 21st meeting of HRD Committee which was presided over by Mr. Bhagwati Prasad, Chairman of the Committee who welcomed the members. He stressed on the importance of Global HRD Networking ([www.hrd.coop](http://www.hrd.coop)), developed and maintained

jointly by National Cooperative Union of India and Vaikunth Mehta National Institute of Cooperative Management in collaboration with the ICA. He said that the HRD portal was restructured in 11 languages and registration of experts of co-operatives also got included in the new portal. The meeting decided to continue the trend of seminars on HRD Best Practices in the 2009 also. Country reports on initiatives on HRD were presented by members from India, Israel, Malaysia and Sri Lanka. The theme of the seminar in 2009 would be "Role of HRD Institutions in Changing Economic Scenario".

Thirty seven participants from 10 countries; India, Indonesia, Israel, Korea, Kuwait, Malaysia, Pakistan, Singapore, Sri Lanka and Vietnam attended the seminar/meeting.



*Mr. Shil Kwan Lee addressing the HRD committee meeting*



*Mr. Bhagwati Prasad addressing the HRD committee meeting*

## Meeting of Regional Coop Banking Association

The 10th Meeting of the Regional Cooperative Banking Association (RCBA) was held in Hanoi on 1st December, 2008.

Mr. Nguyen Xuan Hien welcomed all the members to Hanoi. In his opening speech, he said, "Although in Vietnam there has not been any cooperative banking association, we hope that in this meeting we can share valuable experience and accumulate useful information to establish a cooperative bank in the future".

In the absence of Mr. Vishwanathan, the Chairman of the committee, Mr. B.D. Sharma, Sr. Consultant with ICA-

AP read out his speech. Mr. Vishwanathan had reiterated the need for cooperation among cooperative banks at local, regional, national and global level in view of the global economic crisis.

Mr. B. Subrahmanyam, member from India, highlighted on the issues such as need for networking among cooperative banks and the need for appreciating the concept, importance in identifying the indicators and implementing corporate social responsibility.

The meeting was attended by representatives of India, Korea, Sri Lanka and Vietnam.

## Meeting of ICA-AP Consumer Committee

The 42nd meeting of the ICA Committee on 'Consumer Cooperation for Asia Pacific' was held on 3rd December 2008, in conjunction with 8th Regional Assembly and 5th Cooperative Forum at Hanoi.

Fifteen participants from India, Indonesia, Japan, Singapore, Sri Lanka and Vietnam attended the meeting. Mr. Nguyen Cuu Quoc, Vice President of Vietnam Cooperative Alliance delivered the welcome speech and Mr. Jiro Ito, Chairperson of the

Committee presided over the meeting.

A special presentation on Store Development on "Saigon Co-op: The way to become Vietnam's leading retailer" was presented by Ms. Tran Thi Kim Ouyen.

Another special presentation was made by Mr. Poh Leong Sim, Vice Chair of the Committee and Group Company Secretary & Director (Legal) of NTUC Fair Price, Singapore on "How NTUC Fair Price help consumers cope with the cost of living in Singapore".



*Delegates at the Consumer Committee meeting*

## ICA-AP Standing Committee Meeting in Philippines

The meeting of ICA-AP Standing Committee (Regional Board) was held at Manila Hotel on 27th March 2008. The meeting was chaired by Mr. Li Chungsheng, ICA Vice-President and Chairman of the Standing Committee. Twenty-three persons including members, observers and ICA Officers attended the meeting.

Mr. Li Chungsheng said that this meeting was very important since it would be discussing the new Subscription Formula. Mr. Guillermo P. Cua welcomed all the Standing Committee members on behalf of NATCCO and the Cooperative Movement of the Philippines. Mr. Shil Kwan Lee presented the financial report of ICA-AP for the period January to December 2007.

Mr. Shil Kwan Lee explained in detail the proposed subscription formula and the amount to be paid by each organization. He said that the main concern of the region was the

subscription formula which is at present based on business turnover and the proposal of the Restructuring Working Group (RWG) is based on total membership. So the subscription formula ought to be worked out very carefully. He further said that the new ICA Subscription Formula would be applicable from January 2009 onwards. The year 2008 would be a transition period.

The Standing Committee discussed various aspects of the new Membership Subscription Formula and agreed to send a Recommendation to ICA Board for its consideration. Mr. Shil Kwan Lee also informed the meeting that the current "Strategy and Priorities of ICA-AP" would be over by end of 2008 and new Strategies and Priorities for the year 2009-2012 have to be prepared.

Mr. Rajiv Mehta, Development Director of ICA-AP, presented the Strategic Plan of ICA Geneva for the year 2009-2012.



*Standing committee members at the meeting in Philippines*



*Mr. Gill P. Cua, speaking at the Standing Committee meeting*

# Project on Promotion of Sustainable Model of Agricultural Co-ops for Poverty Alleviation of Farmers

The project, which is supported by AGRITERRA of Netherland, was scheduled to be operational in Afghanistan, Cambodia and Laos. However, due to procedural delays at the level of respective governments in Afghanistan and Laos, the project could be operational only in Cambodia. The principal objective of the project is to evolve a workable sustainable model of Agriculture Cooperatives by sensitizing the policy makers and farmers in selected areas of the country.

The important activities undertaken by the project in Cambodia included:

## **Income generating activities in target cooperatives:**

Income generating activities with particular focus on women self help groups were initiated in target cooperatives to enhance the economic potential of the economy. On the basis of their understanding of the business concepts and assessing the local market potential,

these co-operatives started grocery shops selling petrol, animal feed, insecticides, pesticides etc. The total beneficiaries of this activity were 223 males and 82 females.

**Entrepreneurship development programme:** The project conducted entrepreneurship development programmes, as a result of which three cooperatives, viz. Somrourng Premprey, Chivapheap Rong Reung Kimrieng and Bankong Angkor took initiative to start the economic activities e.g. dress making, processing paddy for consumption, rice marketing businesses, vegetable pickle making,

and rice milling businesses. The project granted 400 Euros to each co-operative as capital support. The profit earned by the target co-operatives is shared among all members.

Besides this, other prominent activities included, comprehensive capacity building programmes for co-operative leaders, Board members and members of Agricultural co-operatives in the areas of Financial Management, Marketing and Micro-finance activities



*Mr. Shil Kwan Lee speaking at the National Workshop, Cambodia*

## **Strategy for Co-operative Development and Legislation in Cambodia:**

In order to evolve a National Co-operative policy and a comprehensive framework of co-operative legislation for Cambodian agricultural cooperative, a national level workshop was convened as an important intervention of the project. After extensive deliberations of two days, the

workshop produced important recommendation on:

1. National Strategy of cooperative development.
2. Suitable Framework of Cooperative legislation for Cambodia.
3. Supportive steps required to catalyze the process of cooperative development in Cambodia.

These recommendations will be helpful to the Government of Cambodia to map out future strategies for the promotion of cooperatives as an instrument of economic development.

*"The Cooperative Movement is one of the largest organised segments of civil society, and plays a crucial role across a wide spectrum of human aspiration and need. Cooperatives provide vital health, housing and banking services; they promote education and gender equality; they protect the environment and workers' rights ... As models of self-help and solidarity, cooperatives understand better than most that ... progress does not happen by itself, but rather through sustained individual and collective action."*

– Kofi Annan, Secretary-General,  
United Nations:1997-2006



## ICA's Intervention in Mapping the Scope of Co-operatives in the Economy of Maldives

In order to draw a framework for the involvement of co-operatives in conventional and innovative sectors through a set of strategic initiatives in Maldives, ICA Asia Pacific held two days brainstorming session with the officials of the Ministry of Economic Development & Trade, Ministry of Atolls and officials of co-operatives and Island Development Committees on 10th & 11th September 2008.

Maldives has recorded remarkable economic growth over the past two decades, especially compared with the rest of the South Asian countries and is on the threshold of graduating from a Less Developed Country (LDC) status to the middle income group.

Maldives economy is dominated by two sectors; tourism and fisheries generating an estimated 31 percent of GDP but with an increasing regional disparity between northern and southern atolls. Consequently, the country is experiencing rising unemployment (14%) especially among the youth (33%).

Although there is still great scope for tourism market

development, the country's product line appears vulnerable. Therefore, the concept of cooperative tourism is of great relevance.

The Director Development ICA-AP made a presentation on new perspective on co-operatives, co-op legislation and policy in the region and shared examples of a few successful co-operatives in the region. Discussions were held on "Role of Co-operatives in Economy of Maldives". The following conclusions were drawn after the discussions :

- ICA would provide technical input in rewording the law for the co-operatives.
- ICA would provide a framework for the setting up of a National Cooperative Development Centre in Male.
- ICA would provide technical support in the development of cooperative ventures of various kinds in Maldives.

The Government of Maldives will involve ICA-AP as the technical resource agency for the development of co-operatives in Maldives.

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

The ICA-AP/IFFCO/NCC together started a Pilot Project on 'Empowerment of Youth and Women through Co-operatives' in Sri Lanka for a period of 1 Year i.e. October 2008 to September 2009.

In order to implement the project the following would be carried out as has been outlined; a Pilot district would be identified in Sri Lanka, and thereafter a format would be developed to conduct base line survey of the target groups so as to assess their needs and constraints. Once it is finalized, the coordinators and volunteers would be inducted to conduct the base line survey made by the Director Development, ICA-AP and General Manager, NCC. Following this, there would be compilation and analysis of the survey findings which has to be done by the end of December 2008. As a next step there would be thematic workshop to empower the youths and women through group based small enterprises funded by local Rural Banks which is to be done by as early as January 2009, and

finalization and appraisal of the proposals at the end of the workshop. The schedule for implementation of the proposals – would be from Feb. 2009 to Sept. 2009 and simultaneously there would be monitoring of the implementation and facilitation for the desired outcome. As the last step of the exercise, there would be workshop on the lessons learnt and strategic policy initiatives for the replication of the interventions by October 2009.

NCC has agreed to contribute local cost by providing its training premises for the induction, review and thematic workshops and local communication and transport cost for the meetings. ICA will provide technical support in the form of designing the survey formats, benchmarking, curriculum and manual for the training of trainers and members of the community and networking at international level.

IFFCO has agreed to provide the financial support to the extent of 80% of the total cost of the project.

## ICA Headquarter visits ICA-AP office in New Delhi

Mr. Ivano Barberini, ICA President and Mr. Iain Macdonald, Director General, visited the ICA-AP offices in New Delhi, during the 15th Congress of the Indian Co-operative Movement, from 21 -22 January, 2008.

There were discussions on the ICA's regional activities for the year 2008. There were also discussions on the ICA's membership subscription strategy and related issues. Mr. Shil Kwan Lee, ICA Regional Director, ably supported by the staff, stressed upon the need to re-work the

membership subscription formulae, in view of the large number of small member organizations affected in the region.

Mr. Guy Malacrida, Finance Director and Mr. Jan-Eirik Imbsen, Director-Development of ICA visited ICA-AP during 15-17 January, 2008. The activity plans for the region for the year 2008 were discussed at the meeting with the Regional Director and his staff.



*Mr. Ivano Barberini ICA President, Mr. Iain Macdonald, Director-General, and Mr. Hubert Thibault from DiD, Canada at the ICA-AP Office, New Delhi.*



*Shil Kwan Lee, RD, ICA AP, Mr. Jan-Eirik Imbsen, Director Development of ICA and Mr. Guy Malacrida, Finance Director of ICA at the planning session at ICA-AP*

## ICA-AP welcomes New Members from the Region to ICA

### 1. Fiji Co-operative Union

Vanua Houe, 5th floor  
PO Box 235, Government Buildings,  
Suva, Fiji  
Chairman: Mr. Ilaita Uuniyam Yawa  
Secretary & Registrar: Mr. Sevania Bilivalu  
Tel: +679-314359  
E-mail: logavakarau@yahoo.com

### 2. Sharjah Co-operative Society

PO Box 5435  
Sharjah, United Arab Emirates  
Tel: +6-5665644  
E-mail: ashraft.hr@hotmail.com  
HR and Admin Manager : Mr. Ashraf A. Mossaed

### 3. Indian Farm Forestry Development Cooperation

401-402, Laxmi Bhawan,  
72, Nehru Place  
New Delhi-110 019  
Tel: 91-11-26481606, 26446415  
E-mail: iffdc@iffco.nic.in  
Chief Executive : Dr. K.G. Wankhede

We feel happy to welcome our new members and hope to work with them on co-operative development efforts in their respective countries. We are certain that the ICA will get strengthened with the association of these new members.

# ICA Member Organisations in Asia and the Pacific

1. Capricorn Society Ltd., Western Australia
2. Bangladesh Jatiya Samabaya Union (BJSU), Dhaka, Bangladesh.
3. All China Federation of Supply and Marketing Co-operatives (ACFSMC), Beijing, China.
4. Fiji Co-operative Union Limited, Fiji
5. National Co-operative Union of India, New Delhi, India.
6. National Co-operative Consumers' Federation (NCCF), New Delhi, India.
7. Indian Farmers' Fertiliser Co-operative Ltd. (IFFCO), New Delhi, India.
8. Indian Farm Forestry Development Coop Ltd. (IFFDC), New Delhi India.
9. National Agricultural Co-operative Marketing Federation (NAFED), New Delhi, India.
10. National Co-operative Agriculture and Rural Development Banks' Federation, Mumbai, India.
11. National Federation of State Co-operative Banks Ltd., Mumbai, India.
12. Krishak Bharati Co-operative Ltd. (KRIBHCO), Noida, Uttar Pradesh, India.
13. National Federation of Urban Co-operative Banks and Credit Societies, New Delhi, India.
14. Dewan Koperasi Indonesia (DEKOPIN), Jakarta, Indonesia
15. Central Organisation for Rural Co-operatives of Iran, Tehran, Islamic Republic of Iran.
16. Central Union of Rural Agricultural Co-operatives of Iran, Tehran, Islamic Republic of Iran.
17. Iran Chamber of Co-operatives (ICC), Tehran, Islamic Republic of Iran.
18. Mollah Al-Movhedin Credit Co-operative (MAMCC) Ltd., Iran
19. Central Union of Co-operative Societies in Israel, Tel Aviv, Israel.
20. Co-op Israel, Jerusalem, Israel
21. The Kibbutz Movement, Tel Aviv, Israel
22. Central Union of Agricultural Co-operatives, (JA-ZENCHU), Tokyo, Japan.
23. Japanese Consumers Co-operative Union (JCCU), Tokyo, Japan.
24. National Federation of Fisheries' Co-operatives, Associations (Zengyoren), Tokyo, Japan.
25. National Federation of Forest Owners' Co-operative, Associations (Zenmori-ren), Tokyo, Japan.
26. The Norinchukin Bank (Central Co-op Bank for Agriculture & Forestry), Tokyo, Japan.
27. National Federation of Agricultural Co-op. Associations (Zen-Noh), Tokyo, Japan.
28. IE-NO-HIKARI Association (Association for Education & Publications on Agricultural Co-ops), Tokyo, Japan.
29. National Mutual Insurance Federation of Agricultural Cooperatives (ZENKYOREN), Tokyo, Japan.
30. The Japan Agricultural News, Tokyo, Japan.
31. Japanese Workers' Co-operative Union (JIGYODAN), Tokyo, Japan.
32. The National Federation of University Co-operative Associations (NAFUCA) Tokyo, Japan.
33. National Federation of Workers and Consumers Insurance Co-operatives (ZENROSAL), Tokyo, Japan.
34. Union of Consumer Societies, Almaty, Kazakhstan.
35. iCOOP Solidarity of Consumer Coops, Gyeonggi-do, Republic of Korea.
36. National Agricultural Co-operative Federation, Seoul, Republic of Korea.
37. National Federation of Fisheries Co-operative Associations, Seoul, Republic of Korea.
38. Korean Federation of Community Credit Co-operatives (KFCCC), Seoul, Republic of Korea.
39. National Credit Union Federation of Korea, (NACUFOK), Seoul, Republic of Korea
40. National Forestry Co-operatives Federation (NFCF) Seoul, Republic of Korea.
41. Union of Consumer Co-operative Societies, Safat, Kuwait.
42. National Co-operative Organisation of Malaysia, (ANGKASA), Petaling Jaya, Malaysia.
43. National Land Finance Co-operative Society Ltd., Kuala Lumpur, Malaysia.
44. Central Co-operative Society, Yangon, Myanmar.
45. National Co-operative Federation of Nepal Ltd. (NCF) Kathmandu, Nepal.
46. New Zealand Co-operatives Association, Inc., Wellington, New Zealand.
47. National Confederation of Co-operatives Inc. (NATCCO)
48. The Karachi Co-operative Housing Societies Union Ltd., Karachi, Pakistan
49. Singapore National Co-op Federation Ltd., Singapore
50. National Co-operative Council of Sri Lanka, Colombo, Sri Lanka.
51. Federation of Thrift & Credit Co-op Societies Ltd. (SANASA), Colombo, Sri Lanka.
52. Consumer Co-operative Societies' Federation (Sri Lanka), Colombo, Sri Lanka.
53. National Institute of Co-operative Development, Polgolla, Kandy, Sri Lanka.
54. Co-operative League of Thailand, Bangkok, Thailand.
55. Sharjah Co-operative Society, Sharjah, United Arab Emirates.
56. Vietnam Co-operatives Alliance (VCA), Hanoi, Vietnam.

## ASSOCIATE MEMBERS

1. National Co-operative Development Corporation (NCDC), New Delhi, India.
2. Institute for Indonesian Co-operative Development, Studies (LSP 21), Jakarta, Indonesia.
3. Co-operative College of Malaysia, Petaling Jaya, Selangor Darul Ehsan, Malaysia

## INTERNATIONAL MEMBER ORGANISATIONS

1. Association of Asian Confederation of Credit Unions, (ACCU), Bangkok, Thailand.



## 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.

### ICA ASIA-PACIFIC: ANNUAL ACTIVITIES REPORT 2008

Published by the ICA Asia-Pacific (April 2009)

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

Tel.: 91-11-26888250 Fax: 91-11-26888067 Email: [info@icaroap.coop](mailto:info@icaroap.coop) Website: [www.icaroap.coop](http://www.icaroap.coop)