

RURAL DEVELOPMENT through DECENT WORK

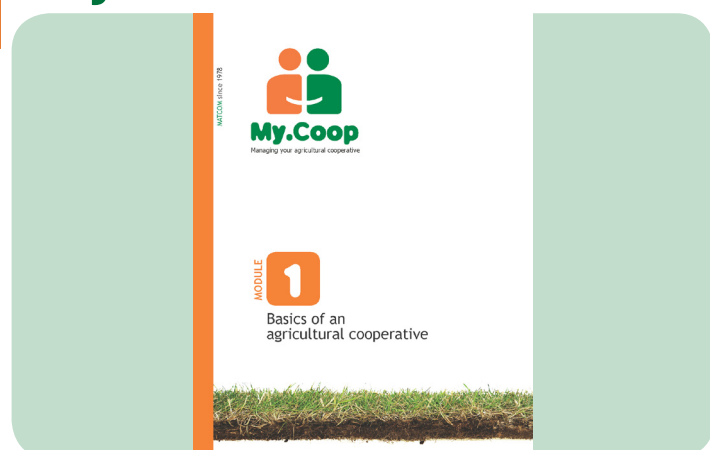
FOR GROWTH, PRODUCTIVE JOBS, INCOME, FOOD SECURITY, GOOD WORKING CONDITIONS, EQUAL OPPORTUNITIES, RIGHTS, VOICE, SUSTAINABLE DEVELOPMENT, CRISIS RESILIENCE



Rural-Relevant Tools

Themes

Managing Your Agricultural Cooperative, “My.COOP”



What is the training package Managing your Agricultural Cooperative “My.COOP”?

- A package, published in 2011, covering managerial challenges that many agricultural cooperatives face, and based on the idea that strong cooperatives are necessary for a more equitable distribution of income, democracy, and for economic and social development
- My.COOP is a partnership initiative that draws on the success of the ILO's Materials and Techniques for Cooperative Management (MATCOM) Programme (1978-early 1990s) that developed over 40 training tools

For whom?

- **Direct beneficiaries:** Trainers of cooperatives, managers of agricultural cooperatives, and members involved in managerial tasks
- **Indirect beneficiaries:** Employees and members of the agricultural cooperative and the local community

N.B: My.COOP is not designed for people starting an agricultural cooperative for the first time

For what purpose?

- Strengthen the management of agricultural cooperatives so they can offer high quality, efficient and effective services to their members
- Provide guidance to cater for member satisfaction, business opportunities and social considerations

How is it delivered?

- Training of trainers and training of managers
- Through a network of partners and trainers
- Face to face, self-learning and distance learning
- Through a My.COOP community platform where you find a series of services and tools, such as a distance learning programme for training of trainers, translated and adapted My.COOP training material, information on partners, etc.
- In a package containing the manuals and modules in booklets



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What are its components?

- The training package includes 1 trainer's manual, 4 modules and a mobile learning toolkit:
 - The trainer's manual. A series of learning activities for each Module and a sample training programme
 - Module 1. Basics of agricultural cooperatives: basics of agricultural cooperatives; challenges for cooperatives; cooperative governance; management, capital formation and finance
 - Module 2. Cooperative service provision: what are the needs of the members? ; what services to provide? ; who will provide the service?
 - Module 3. Supply of farm inputs: procurements of inputs; storage and stock management; selling the service
 - Module 4. Cooperative marketing: marketing services; strategic marketing; certification
 - The mobile learning toolkit. Learning activities using the mobile phone to enhance classroom training before, during or after the event

My.COOP partnership initiative

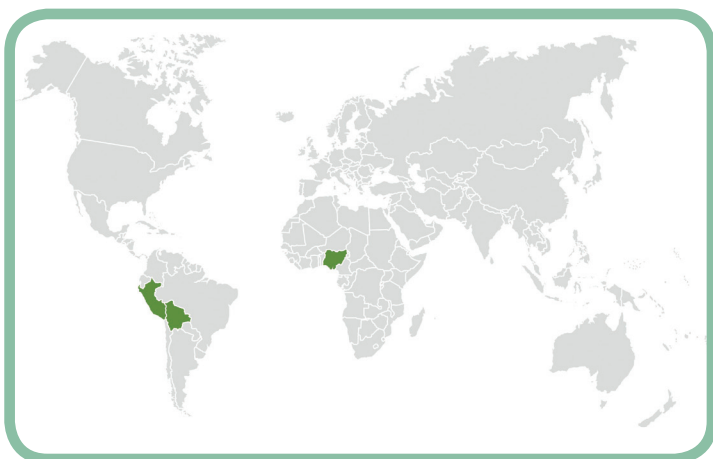
Initiated by the ILO Cooperative Facility for Africa and the ILO's Cooperative Branch, the partnership and other support organizations include: Agriterra, the Cooperative College of Kenya, the FAO, the ITC-Turin, the Kenya National Federation of Agricultural Producers, the Moshi University College of Cooperative and Business Studies, the Nigerian Cooperative Development Centre, the Royal Tropical Institute, the Uganda Cooperative Alliance and the Wageningen University and Research Centre, among others

Which technical areas are covered?

- Management of cooperatives, including: governance, service provision, inputs, storage and marketing
- Specific challenges that agricultural cooperatives face in satisfying members' interests whilst taking advantage of business opportunities and acknowledging social considerations

Can it cover more technical areas?

Yes, My.COOP contents can easily be extended to cover other areas, such as access to finance, or enlarged with management challenges for other, non-agricultural cooperatives (e.g. credit and saving cooperatives, consumer cooperatives, energy cooperatives, etc.)



Where has it been used?

Pilot trainings and country adaptations are taking place in Bolivia, Nigeria and Peru. More is foreseen in other parts of the world through the My.COOP network of partners

Which languages?

Available in one language: English
The Spanish version should be available shortly

Is it suitable for rural areas?

Yes, as agricultural cooperatives are mainly found in rural areas



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What are its strengths?

- Adaptable to local situations and contexts: modules and topics can be used independently from each other and in any given order, so that it can meet the specific needs
- Illustrated by real life cases from various parts of the world
- Provided with explanatory boxes on definitions and concepts
- Allows for self-learning, and offers self-assignments
- Allows for face-to-face and distance learning
- The My.COOP resource platform

Is there a training course in ITC-Turin?

My.COOP is one of the specialized packages of the Training-of-trainers-forum in 2012

Where to find more information?

- The my.COOP resource platform: www.my.coop
- The my.COOP mobile learning toolkit: <http://jenniferparker.posterous.com/mobile-learning-toolkit>

Who to contact?

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