

MY.COOP

AGRITERRA TRAINING PROGRAMME



INTRODUCTION

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

It is 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 International Labour Organisation's (ILO) Materials and Techniques for Cooperative Management (MATCOM) Programme (1978-early 1990s) that developed over 40 training tools.



PARTICIPANTS

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.



OBJECTIVES

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



DELIVERY

- 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



Proper management enables cooperatives to offer high quality, efficient and effective services to their members.





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; 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



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, face-to-face and distance learning
- The My.COOP resource platform



TECHNICAL AREAS

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.).

MY.COOP PARTNERSHIP INITIATIVE

Initiated by the ILO Cooperative Facility for Africa and the ILO's Cooperative Branch, the partnership and other support organisations include: Agriterra, the Cooperative College of Kenya, the Food and Agriculture Organisation (FAO), the International Training Centre (ITC) in 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

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Agriterra is an agri-agency founded by the Dutch agricultural sector that professionalises farmer organisations and cooperatives worldwide in order to better serve the needs and interests of their member farmers.

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