Why did we start this?

As a development NGO worker, everyone comes to a point when one asks, ‘how did others overcome the issue I am struggling with?’ or ‘are there any best practices out there on the issue I am dealing with?’ or simply ‘what activities are other GN partnering countries doing, under what theme? How much did it cost?’ There are simply too many questions whilst one’s job but not sure who to ask.

On the other hand, some colleagues and friends of yours just have great inspirational idea sparking stories to tell and you just want to shout out to your friends to share the stories you heard, but did not have the time or an appropriate channel to do so.

Through this Social Economy News, we wish to share these stories of our partner countries and events happening today. We hope this is used as an useful source of information that can lead to active conversation and sharing of experiences.
COOP CASE STORY: BANGLADESH

Bangladesh COOP Story

- GN Bangladesh introduced the cow project in Sirajganj in 1999.
- Because of high demand for beef and milk, owing to the cultural and religious reasons, there is distinctive mismatch between the supply and demand.
- Considering the nutritional factor, milk collection is needed for children and youth.

SWOT Analysis

- S: High market demand
- W: Current project participants are small in number
- O: Expanding a cooperative project into a bigger scale project with a market-oriented approach
- T: Existing internal/external competitors

By considering the socio-economic impact, GNGIF recommend the cow project to be redesigned and implemented as follows.

Our feedback and recommendation

- **Solution 1: Bundling**
  - “Bundling” is an activity of choosing and merging cooperatives within a CDP or a region/country, to link producers within specific industry or a value chain of a region or a country, so that the “bundled group” can perform as if they are a private enterprise by dividing business operation functions; production, distribution, marketing and sales.
  - Through the “bundling” process, scales of economic benefits can also be gained by participating coop members, which can be applied whilst raw material purchases, or securing farming resources. Such benefit induces larger profit gain, and/or rooms for sellers to sell goods at a lower price than the competitors, giving them a competitive advantage.
  - If there are any need for cow projects in other CDPs, within the same regions, bundle the group for the same purpose as

- **Solution 2: RF Management**
  - With the given information by GNB, it is hard to track down how the Coop. manages the revolving funds for this project.
  - It is recommended to introduce ways of how the COOP can plan to operate the fund as an investment to expand the current project.

- **Solution 3: Social Contribution Scheme**
  - Based on the economic development through the cow project, what sort of social contribution has been made?
Launching Story of Kyrgyzstan Kyrkhsh Felt Products

Project development story (2nd project)

Interview
- Feedback from 1st project
- Discover needs of co-op
- Secure raw materials

Sampling
- Product development
- Capacity building
- Sampling

Production
- Contract
- Production (new line of home shoes)
- Shipping

Sales
- Promote sales
  (On-line: WADIZ, Givestore, 29CM, 10X10, HAGO)
  (Offline: Understand Avenue)

Social Impact

Monthly income of co-op members increased by 150%

Interview

"I realized I can do things too. I felt very proud of making the felt products."
Baseline survey becomes MANDATORY

Why do we do baseline survey?

✓ Know the **differing conditions** of each country by gathering basic information of field country, co-op, and individual data.
✓ To get a sense of **coop’s capacity** and **possible product development scope** and plan realistic product development period, quality according to countries.
✓ To effectively **measure the impact** of Merrycoop activities (before/after) and tell **stories** to the donors and customers.

How do we do baseline survey?

- **Template for basic information** (document)
- **Co-op and staff Q&A** (document)
- **Co-op and staff Interview** (Skype)