



# Business Development of Cooperative Societies in Sri Lanka -CEFE –Coop



Earlier the appearance of the Coop CITY



New Coop CITY building has been declared opened.



Entrance to the coop Bank before the program



More customer orientation at the entrance to the Bank



Finally awarded as best Coop CITY

## In Brief

CEFE Net Sri Lanka launched above project with the financial assistance from the Swedish Cooperative Capacity Development project of the National Cooperative Council of Sri Lanka.

Objective of the program was to make the businesses of Cooperative societies' environment friendly and sustainable at all time.

The same approach was later introduced to UNDP – Rural agriculture and livestock project with little adjustment to develop selected Cooperative society business in the Northern Province covering 4 districts, 20 Coop societies.

## Outcome

- 60 cooperative business counsellors were trained and commissioned to carry out all in-house business counselling activities of cooperatives
- Around 30 Coop retail outlets were transformed to become customer and environment friendly businesses through the interventions of newly commissioned Business Counsellors.
- Improvement in the profits generated and environment friendliness of the Coop businesses.

## Instruments

### 1. Need assessment of the Coop businesses

Need identification with particular reference to business development and environment protection

### 2. Developing a team of Small Business Counsellors

60 selected participants were trained in CEFE-Small Business Counselling course

### 3. Practical assignment on Cooperative Business Counselling

Trained counsellors were assigned the task to conduct business diagnostic studies of selected Coops and make recommendations to improve coop business and environment friendliness.

**4. Preparation of business counselling reports for future implementation** The teams of trained counsellors presented their Business Counselling reports to the respective cooperative presidents and discussed implementation of recommendations.

### 5. Mentoring support on implementing the counselling report

The suggested solutions were implemented within the respective Cooperative Societies with business counsellors providing on the spot counselling and mentoring support to Coop management

### 6. Training in other related subject matters

Training programmes were conducted on productivity improvement and quality management and financial literacy to upgrade the capacities and competencies of the business counsellors further.

**Duration of Service** has been 90 man-days spread over a period of six calendar months

**Target Group** consists of Agriculture/ Livestock/ Trading/Production and Service oriented cooperative societies.

**Potential Target groups:** The same approach could be replicated to similar set ups targeting Producer Organizations/ Micro finance institutions/ Financial and credit institutions etc;

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