



Resource Mobilization Training Workshop

***February 21-23, 2020
Vientiane, Laos PDR***



ATTITUDE

“Build your dreams or others will hire you to build theirs”.

Bangladeshi Quote





Assessment of the Status of Resource Generation of FO's/ACs

Workshop template (Example)

- Name of the Organization
- Brief history
- Mission
- Vision
- Population (Area of operation)
- Years in operation / or organized

- Number of Board of Directors (Male / Female)
- Number of employees (Male / Female)
- Number of members (Male / Female)
- Amount of Share Capital
- Amount of Savings Deposit
- Total Assets

Savings

- External Borrowings (if any)
 - Minimum of USD1.00
 - Interest rate of 3% Per Annum
 - Withdrawal monthly

Share Capital

Types of External Sources	Current Total Amount and Average Amount per member	Limitations/Challenges
Savings	<ul style="list-style-type: none"> • USD5,000.00 • USD20 per member 	<ul style="list-style-type: none"> • Very low interest rate • Members do not save regularly • No clear policy of the FO/AC
Share Capital		



Mechanics:

1. Participants will be divided into 4 groups
2. Each FO/AC in each group will do the individual assessment using the workshop template
3. Sharing of individual output among the members in the group
4. Two volunteers to present the output of their FO/AC in the plenary
5. General Sharing of learnings at the plenary






ຝຶກອົບຮົມ 1: ການສ້າງຊັບພະຍາກອນພາຍໃນ ແລະ ເຄື່ອງມື ສ້າງລາຍໄດ້ /Internal Resource Generation and Income Engines



Types of Savings Products

1. Regular Savings
2. Special Savings (Time Deposits)
3. Youth/Kiddy Savings
4. Progressive Savings
5. Forced Savings



Types of Equity Products

1. Regular Share Capital or Equity
2. Retained Share Capital or Equity
3. Preferred Shares or Equity
4. Donated Capital



Types of Loan Products

Productive Loan – any loan that generated income from the borrowers

Non-productive loan – any loan that do not generate income from the borrowers

Sample Loans Products

Productive Loans	Non-Productive Loans
1. Regular Loan	1. Emergency Loan
2. Loan Against Deposits	2. Real Estate Loan
3. Livelihood or Enterprise Loan	3. Gadgets Loan
	4. Travel/Vacation Loan
	5. Receivables Financing
	6. Educational Loan
	7. Check discounting

Income Engines

1. Interest Income from Loans
2. Service fees
 - Loans
 - Rice Milling Facilities
 - Tractors/Tresher, etc.
 - Transport/Hauling truck
 - Training
 - Other services
3. Interest on Savings Deposits in Banks
4. Income from Investments
5. Savings from Operations from Expenses





Internal/External Resource Sourcing, Projections and Management



The FO/AgriCOOP Growth Ecosystem Framework

FO/Agricultural Cooperative

Members/
Leaders/Governance
Management

Savings and Capital
Investment Capital
Loans
Grant Funding

Agri-
Enterprises

Enabling
Environment

Skills & Capacity

Financing Sources

Connecting to
SUPPLIERS &
MARKETS

Policy &
Advocacy

Regulation &
Supervision

Climate
Risk

Essential Elements: Building Blocks for Scale

Important Elements for Growth Acceleration



**Strategic
Altitude**

30,000 ft

25,000 ft

15,000 ft

Ground
Level

Mission

Primary reason of existence

Vision

Picture of the future

Values

Work Ethics and Moral Ascendency of Business Directions

Strategic Themes & Results

Main Focus or Priority Areas (pillars of excellence)

Strategic Objectives & Strategy Maps

Key strategy components connected to tell a cause-and-effect value creation story

Performance Measures

Targets that determine whether the coop's performing at the desired level or not

Strategic Initiatives

Projects and Action plans that drive results



Sources of Finances

Basis of Source of Generation

Internal

Equity Capital

Preferred Shares

Retained Earnings

Convertible Debentures

Venture Fund or Private Equity

External

Retained Profits

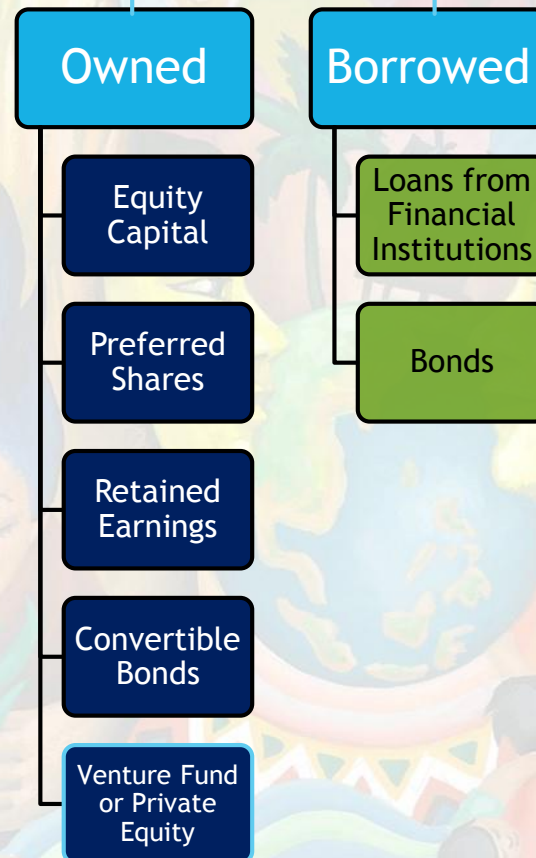
Reduction of Working Capital

Sale of Assets, etc.

Blended Financing

Sources of Finances

Basis of Ownership and Control



Sources of Finances

Basis of Time

Long Term

Equity Shares

Preferred Shares

Bonds

Term Loans

Venture Funding

International Financing

Medium Term

Preferred Shares

Bonds

Medium Term Loans

Lease Finance

Purchase Finance

Short Term

Trade Credit

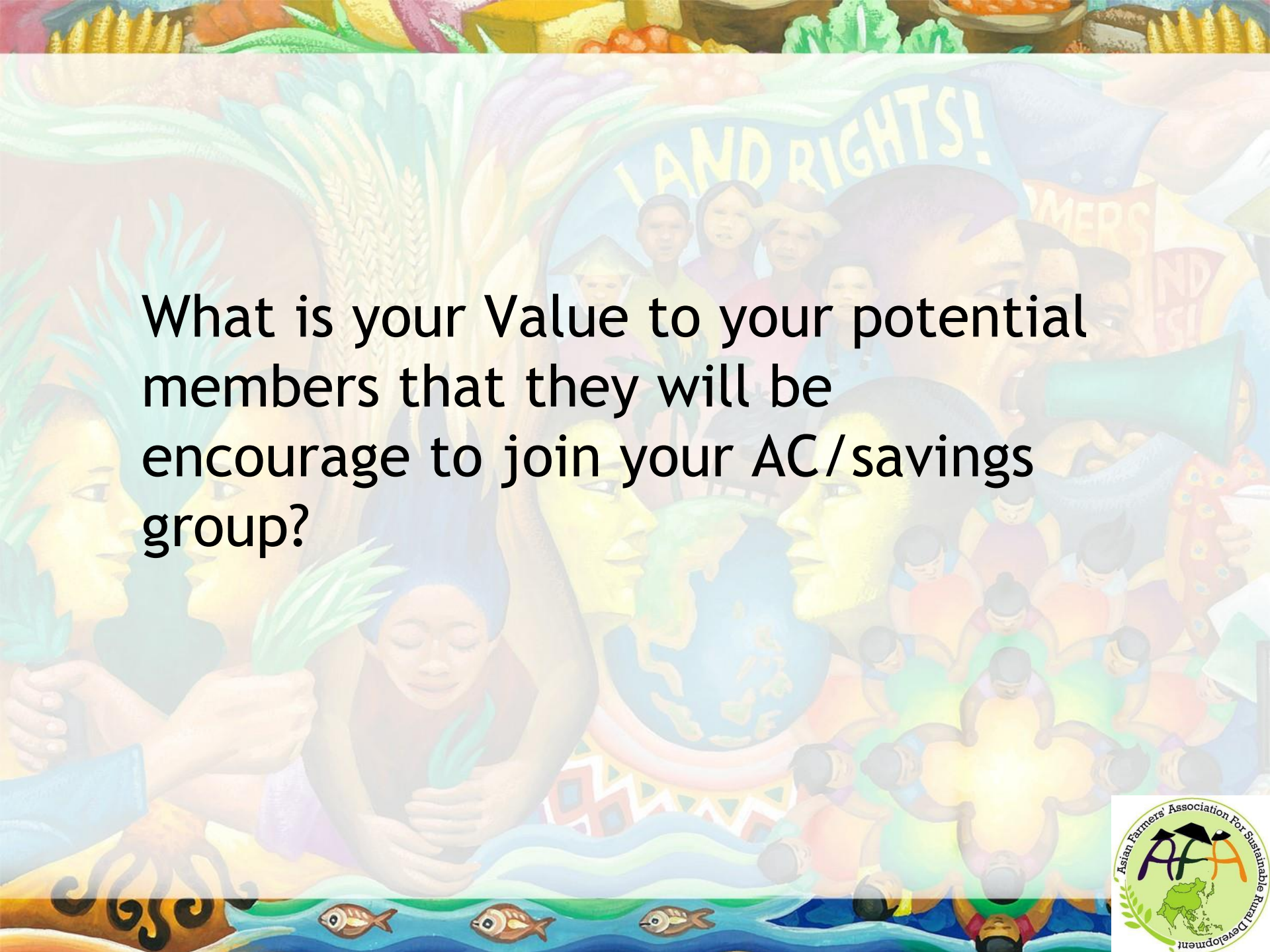
Short term loans

Fixed Deposits for < 1 year

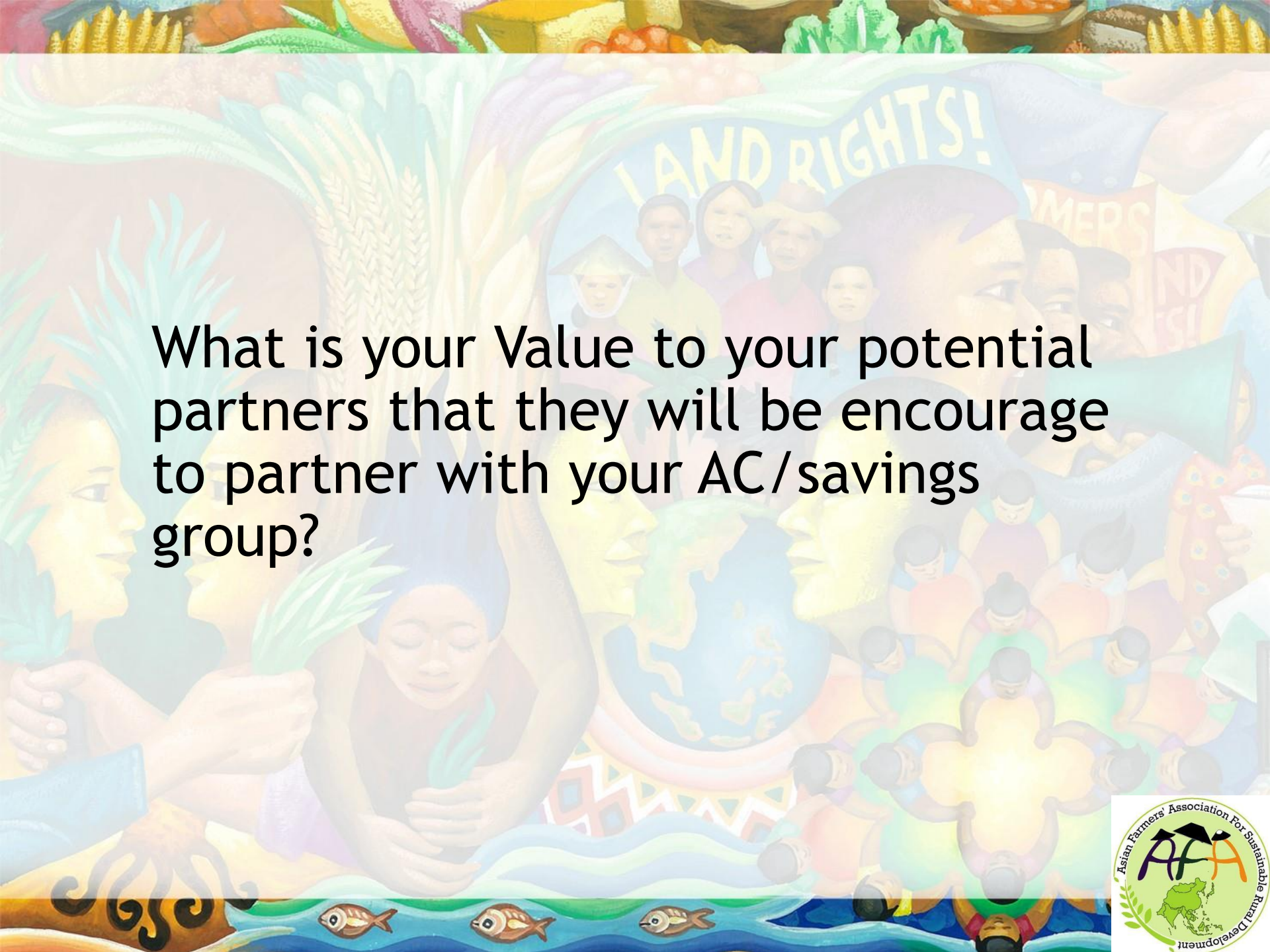
Advances from Customers

Payables

Bills discounting



What is your Value to your potential members that they will be encourage to join your AC/savings group?



What is your Value to your potential partners that they will be encourage to partner with your AC/savings group?

Potential Members/Partners	Value Proposition
	Attributes/Image/Relationship
Potential Members	<p>Attributes capture the functionality aspect of the coop's product and services</p> <ul style="list-style-type: none"> • <i>Error free</i> • <i>Reliable</i> • <i>Convenient access</i> • <i>High quality</i> • <i>Efficient on-time delivery</i> <p>Image addresses perceived brand image & reputation</p> <ul style="list-style-type: none"> • <i>Stable, secure, safe</i> • <i>Transparent</i> • <i>Knowledgeable (Financial Expert)</i> <p>Relationship addresses the interactive experience member-customers have with the coop</p> <ul style="list-style-type: none"> • <i>Personal adviser</i> • <i>Trustworthy</i> • <i>Member-customer centric</i>
Potential Partners	<ul style="list-style-type: none"> • <i>Reliability</i> • <i>Transparent</i> • <i>Accountable</i> • <i>Trustworthy people</i>





Making Projections

1. What are the targets and activities?
2. What is your projected your annual expenses?
3. How do you price your products?
4. Where do you get the money to fund your expense items?
5. What is your projected income?

Matching of Expenses and Sourcing

Services	Expense/Budget Items	Source of Expense?
Savings and Credit	Short term savings of members (1-6 months)	Short term savings deposited in banks (1-6 months) de
	Medium/Long term savings (6 months/above 12)	Medium/Long term savings deposited in banks (6 months/above 12)
	Interest expense of savings from members	<ul style="list-style-type: none"> > Interest income from short and long term loans to members (1 day - above 365 days) > Interest Income from deposits to Banks
	Short term loans to members (2%, 1 month up to 24 months)	<ul style="list-style-type: none"> ➤ Members Equity ➤ Preferred shares ➤ short or long term loans from banks (less than 2%, short or long term loans from banks) ➤ Retained earnings
	Long term loans to members (2%, more than 12 months)	Long term loans from banks (less than 2%, more than 12 months)
	Operating Expense i.e. Salaries, office supplies, electricity Capital Expenses i.e. Purchase of computer Regulatory requirements i.e. licenses	<ul style="list-style-type: none"> ➤ Member's Equity/Capital ➤ Interest Income from Loans to Members ➤ Service Fees ➤ Regulatory fees ➤ Interest Income from deposits to Banks ➤ Membership Fee ➤ Retained earnings ➤ Loans from Banks ➤ Grants from Government/donors

Services	Expense/Budget Items	Source of Expense?
	Maintenance Fee	<ul style="list-style-type: none"> ➤ Service Fees ➤ Income from Operations
	Salaries	<ul style="list-style-type: none"> ➤ Service Fees ➤ Income from Operations
	Working Capital	<ul style="list-style-type: none"> ➤ Members Equity ➤ Loans from Banks ➤ Grants from Government/Donors
	Capital Expenses, Depreciation Cost	<ul style="list-style-type: none"> ➤ Service Fees ➤ Loans from Banks ➤ Grants from Government/Donors
	Regulatory Expenses	<ul style="list-style-type: none"> ➤ Service Fees ➤ Income from Operations



Manage the stakeholders to
enhance funding

Types of STAKEHOLDERS

INTERNAL

Members

Leaders

Staff

Relatives

EXTERNAL

Community

MANUFACTURERS

PACKAGING SUPPLIERS

Gov't. Regulators

CUSTOMERS, BUYERS, USERS

Donors/Partners



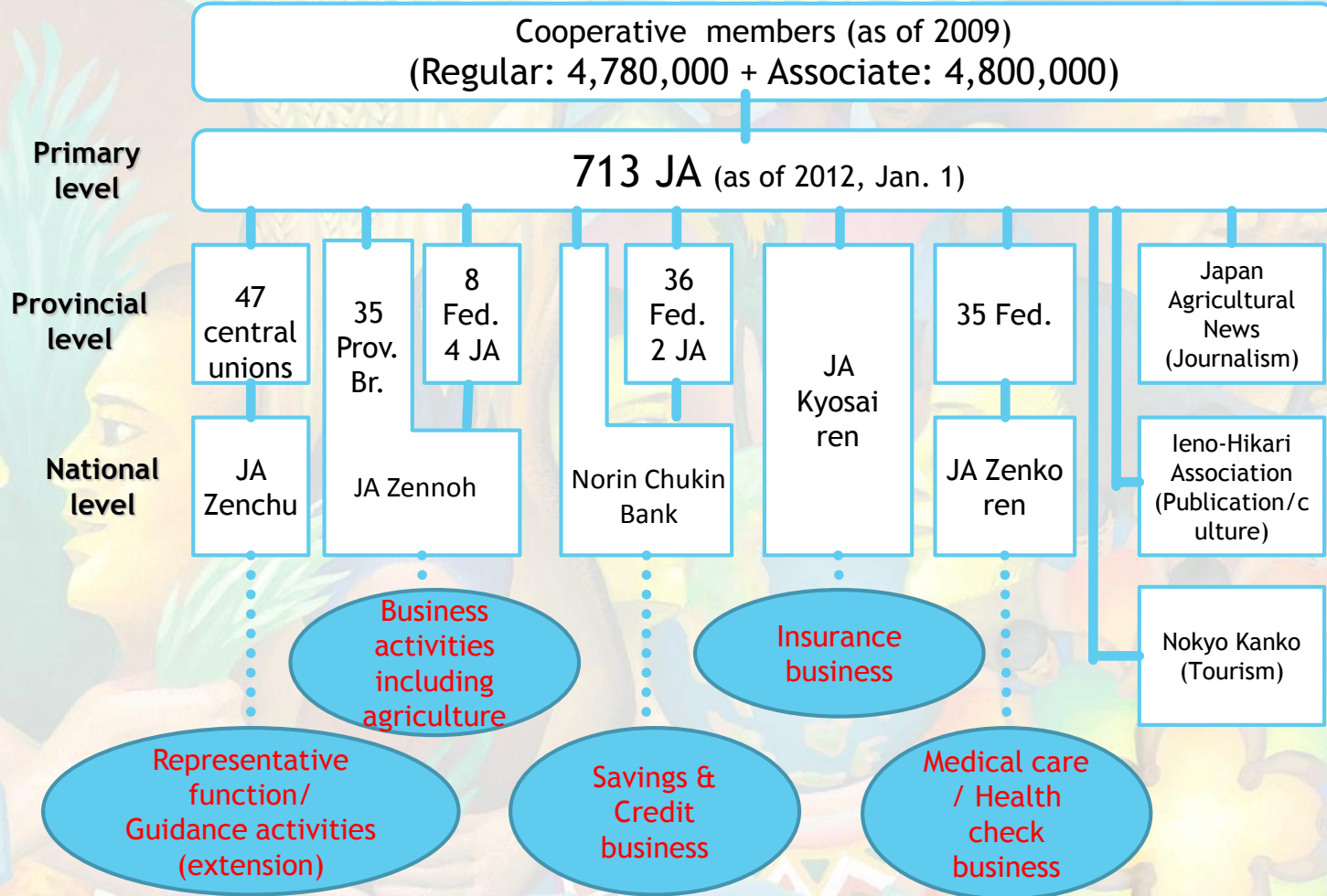
TECHNIQUE AND SKILLS for RMP

- ✓ Effective Communication Skills
- ✓ Leadership
- ✓ Credibility building
- ✓ Accountability
- ✓ Reporting and Documentation
- ✓ Implementing Skills
- ✓ Evidence/Experience based practice




INTEGRATED MODEL OF SERVICING TO GENERATE INTERNAL AND EXTERNAL RESOURCES

Organization chart of JA Group









RE-ENTRY PLANNING

Key Activities	Date	Person In Charge
1.		
2.		
3.		
4.		
5.		



Thank you!

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