

THE 3<sup>RD</sup> ASEAN RURAL DEVELOPMENT  
AND POVERTY ERADICATION  
LEADERSHIP AWARDS:  
**PROFILES OF THE AWARDEES**



one vision  
one identity  
one community





The 3<sup>rd</sup> ASEAN Rural Development and  
Poverty Eradication Leadership Awards:  
**Profiles of the Awardees**

ASEAN Secretariat  
Jakarta

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.  
The ASEAN Secretariat is based in Jakarta, Indonesia.

For inquiries, contact:  
The ASEAN Secretariat  
Community Relations Division (CRD)  
70A Jalan Sisingamangaraja  
Jakarta 12110, Indonesia  
Phone : (62 21) 724-3372, 726-2991  
Fax : (62 21) 739-8234, 724-3504  
E-mail : public@asean.org

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## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO:

Majlis Perundingan Kampung Kapok (Mpk Kapok)

### Focal Point of the NGO/CSO:

Name : Yang Mulia Hj Awang Marali Bin Hj Ahmad  
Designation : Village Head  
Address : No 3 Simpang 239-30 Jalan Kapok Kanan, Kampong Kapok  
Phone : +6732770598  
Fax : +6738788498  
Email(s) : mpk.kapok.muara@gmail.com  
Website : Not Available

## Organisational Profile

### Date and year of establishment:

12 February 1993

### Background of establishment:

1. The village consultative council was established in all four districts on the 12 February 1993.
2. The activities of the MPK Kapok is administered by a village council which is also divided into 9 bureaus such as;
  - a. Education Bureau
  - b. Arts, Culture/ Community Bureau
  - c. Economy Bureau
  - d. Sports Bureau
  - e. Security Bureau
  - f. Women Bureau
  - g. Youth Bureau
  - h. Information and Communication Bureau
  - i. Religious Bureau

### Vision / mission

1. Strengthens the effectiveness of Mukim Penghulu and Village Head as the core of grassroots leadership.

2. Fostering the spirit of good citizenship in support of the leadership of His Majesty the Sultan of Brunei Darussalam
3. Designing and implementing programs for the welfare of the people

### **Number of staff :**

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25 elected members in the administration of the council including elected Chairman, Deputy Chairman, Secretary, Deputy Secretary And Treasurer

### **Programmes / areas of work :**

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- ▷ The areas of work within the village is done via the established 9 bureaus, namely;
  - a. Education Bureau
  - b. Arts, Culture/ Community Bureau
  - c. Economy Bureau
  - d. Sports Bureau
  - e. Security Bureau
  - f. Women Bureau
  - g. Youth Bureau
  - h. Information and Communication Bureau
  - i. Religious Bureau
- ▷ Each bureau is responsible for the layout and implementation of an annual work plan of activities within each theme.

### **Achievements**

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- ▷ MPK Kapok has been chosen to be nominated as the recipient of the award based on its achievements in organizing various activities and programs to enhance the well-being and socio-economy of the local community.
- ▷ MPK Kapok was also the recipient of the Bronze Award in National Anugerah Kampung Cemerlang (AKC) in 2014.
- ▷ At the recent evaluation for the 4<sup>th</sup> AKC in 2016, MPK Kapok has also successfully pursued its excellence with the best score nationwide.

### **Other information**

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#### **The Establishment of the Bureau/Functions and Roles**

##### **CHAIRMAN**

- ▷ Responsible to chair all committee meetings
- ▷ Sharing meeting outcome as required by the committees / board of management of the village / mukim / district council
- ▷ Responsible for maintaining all decisions or ideas that have been approved and formulated jointly by the committee members

- ▷ The chairman is entitled to hold a special meeting at any time to address any arising disputes

#### DEPUTY CHAIRMAN

- ▷ To attend all the meetings during the absence of the chairman. (Equal responsibility above the above-mentioned)

#### SECRETARY

- ▷ Executing all correspondence matters either legally or not in any matter and interest
- ▷ Responsible for providing at the same time signing an invitation letter from the meeting of the committee from time to time
- ▷ Prepare internal and external documentation such as programs / media / Print Media/ reports
- ▷ Prepare annual statements or reports for the village consultative committee

#### DEPUTY SECRETARY

- ▷ Assisting secretarial tasks in all areas of directed and working together to divert the resulting problems
- ▷ Taking over all the duties and responsibilities of the secretary in his time
- ▷ Serves as a body of information and communication within and outside the village
- ▷ Provide and communicate government information, consultation to villagers and vice versa
- ▷ Provide, gather information about project, activities and village affairs
- ▷ Strive to produce / publish appropriate materials / information for village residents

#### TREASURER

- ▷ Responsible for preparing financial reports and account activity
- ▷ Responsible for the Bureau of Economics / Welfare and Social Affairs Division

#### BUREAU OF ARTS, CULTURE AND SOCIETY

- ▷ Identifying and implementing welfare activities such as charity work, mutual co-organizing prayer gathering and so on
- ▷ Plan, organize community development projects
- ▷ Conduct collections / greetings / gatherings for charitable purposes
- ▷ Conduct voluntary campaign campaigns
- ▷ To organize cultural activities to bring the nation's cultural heritage. Participate in cultural activities at village / mukim / state level
- ▷ Establishing the possession and traditions of traditional music
- ▷ Joint ventures with other organizations inside and outside the camp

#### ECONOMIC BUREAU

- ▷ It functions as a responsible body in the economic activities of the village
- ▷ Responsible for establishing a co-operative / Co-operative Company
- ▷ Savings, investment and share activities
- ▷ Hold courses, seminars in economic entities to improve the economy in the village
- ▷ Work with other parts of the organization to earn and raise money to fund negotiating activities

#### WOMEN BUREAU

- ▷ Coordinating activities that benefit women
- ▷ Encourage women participation in the village
- ▷ Organize cleaning campaigns
- ▷ Conduct appropriate cultural and sporting activities

#### RELIGIOUS BUREAU

- ▷ Designing religious activities such as organizing religious, muqadam and al-Quran classes for children and villagers
- ▷ Conducting religious celebrations such as Maulud Nabi Muhammad S.A.W, Early Hijrah, Israk Mikraj
- ▷ Organizing lectures / seminars and others
- ▷ Organizing courses and counseling Ain and Fardu Kifayah, establish classes for dhikir

#### EDUCATION BUREAU

- ▷ It functions as a body that cares for the education of the youth, youth and the elderly in the village
- ▷ Collaboration with school and education ministries in matters related to the education of village boys
- ▷ Provide guidance classes for pupils and students who need help from teachers and anyone with the abilities and experience
- ▷ Organize education / motivational awareness workshops for teens and youths

#### SPORTS AND SPORTS BUREAU

- ▷ It functions as a body of information and communication within and outside the village
- ▷ Providing and submitting government information, consultation to villagers and vice versa
- ▷ Provide, gather information about the projects, activities and affairs of the village
- ▷ Strive to produce / publish appropriate materials / information for village residents

#### INFORMATION BUREAU AND RELATIONSHIP

- ▷ Function as a body of information and communication within and outside the village
- ▷ Providing and submitting official information to the government, consultation to villagers and vice versa
- ▷ To provide and gather information on the projects, activities and affairs of the village
- ▷ Strive to produce and publish informative materials for village residents

#### YOUTH BUREAU

- ▷ Be responsive to Youth and friends and monitor the other parts of the organization
- ▷ Assemble and provide information about project projects, planned activities are hosted
- ▷ Participate in sports activities at the village / mukim / district / Country level
- ▷ Conduct appropriate cultural and sporting activities

#### SAFETY BUREAU

- ▷ Always be close to the chair in any discussion with regard to safety and how to take action
- ▷ Collect and provide information on security from time to time
- ▷ Often make monitoring of village security and keep in touch with any security where any suspicious things should be taken

### Description of Milestone Project(s)

#### 1. One Village One Product (IKIP)

##### **Time of implementation**

- The project was launched in mid May 2012 until present.
- It was launched by Villages Councils Bureaus, Woman Bureaus, and the villagers in mid May 2012.

##### **Location**

All activities take place at the residence of the Ketua Kampong Residence (temporary)

##### **Objectives**

“To Generate Excellent Attitude To Go Further And Proactively In The Village Products In The Future”

##### **Target groups**

Women in the village

### **Outputs/outcomes/impacts**

- ▷ Generate excellence attitude, be willing to go further and more proactive.
- ▷ The products such as banana chips, dry jelly in different flavors have been prepared locally in groups by the village members, to ensure
- ▷ Assistance in the form of equipment has been received from the government and local companies to accelerate manufacturing of products.
- ▷ The forms of product marketing are done via direct sales, online, expo and etc. as this has faster returns than supplying direct to local supermarkets. Attention to various kinds of retail packaging is also ensured to attract consumers.
- ▷ The proceeds of the sales are also distributed to its members.
- ▷ The Economic Bureau has also participated in the exhibition organized by the Ministry of Home Affairs, other government organizations and visitors of Kampong Kapok. The exhibition also highlighted the local products and has inspired the MPK Kapok to improvise in manufacturing the products more widely.

## **2. Village Security Bureau**

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### **Time of implementation**

Since 20 October 2014

### **Location**

Police Muara Branch

### **Objectives**

Reducing rate and preventing crime cases in Kampung Kapok

1. To maintain good relationship amongst members and villagers
2. Neighborhood Surveillance.
3. Provide assistance and cooperation to the Royal Brunei Police Force.
4. Transmit information relating to crime incidents and immoral activities happening in the village to nearby police stations.
5. Responsible for participating in crime prevention operations
6. Planning and implementing welfare and social programs together with the police officials
7. Attending meetings, permits, meetings and meetings
8. Participate in events that have been arranged and provided
9. To provide constructive views, share any suggestions and advice during meetings with the police.

**Target groups**

The project aims to involve villagers to ensure security and promote vigilance within the local community.

**Outputs/outcomes/impacts****3. Incentive Scheme (Education)**

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**Time of implementation**

Still ongoing

**Location**

Multipurpose Hall of Kapok Village Mosque

**Objectives**

Enhancing the achievement of the children education through extra tutoring for those who will sit for the examination.

**Target groups**

- Children and students of the villagers
- Local school administration who help assist in the identification of students with potential

**Outputs/outcomes/impacts**

Encourages a caring society and motivation for children in the village.

**4. Village Library (Education)**

---

**Time of implementation**

Established since June 2012

**Location**

Multipurpose Hall Kampung Kapok Mosque

**Objectives**

Enhancing the achievement of the children education through extra class for those who will sit for the examination.

**Target groups**

- Students of the villagers
- Teaching staff are fellow villagers who are qualified educators or tutors, done voluntarily

**5. Religious, Welfare, Charity, Sports, Cultural and Security**

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**Time of implementation**

Celebration welcoming HIJRAH, Maulud Nabi, Israk Mikraj, Prayer congregation, reading Surah Yasin in conjunction with the birth of His Majesty.

**Location**

Multipurpose Hall Kampung Kapok Mosque

**Objectives**

Encouraging the youth to gather in the mosque and to foster a cordial relationship among the villagers.

**Target groups**

Youths and villagers

**Outputs/outcomes/impacts**

- ▷ Establishment of special funds for the assistance of the villagers
- ▷ Establishment of a special fund for prayer halls
- ▷ Establishment of special funds for Majlis Korban
- ▷ Donations for the orphans/needers/old folks
- ▷ Donations and assistance to families who their house was on fire
- ▷ Projects and welfare activities, such as cleaning campaign and etc

## 6. Village Cleanliness and Well Being

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**Time of implementation**

Ongoing

**Location**

Kampung Kapok area. The Village Councils featuring the villagers organizing cleaning campaigns with MPK Kapok in promoting the spirit of cooperation and tolerance among the villagers and share responsibilities in maintaining community hygiene and living in harmony amongst villagers.

**Objectives**

To promote the spirit of cooperation and tolerance among the villagers and share responsibilities in maintaining community hygiene and living in harmony.

**Target groups**

The villagers and their families

**Outputs/outcomes/impacts**

- Cleaning campaign often held along the village, Primary school and local cemeteries.
- Specific programs
  1. Cleaning competition for every houses especially their drainage area.
  2. Typical landscape – Village Landmarks
  3. Planting of Pokok Kapok as the village landmark and landscape at “Rekreasi Bukit Tempayan Pisang”



- 4. Other projects has been planned and implemented such as;
  - ▷ Land site for planting MPK Kapok project which is planting of banana trees
  - ▷ Land site to build *Produk MPK Kapok* building
  - ▷ Construction of road connecting from Kg Kapok to Kg Serasa

*Photo(s), Video(s) and other Documentation(s) of Projects*

**One Village One Product (IKIP)**



Visit from Director of ASEAN Agriculture on 26 June 2014



Family Sports Day



Community cleaning campaign



Religious charity event



Community Library



Educational tutor program



Education Incentive scheme



## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

Bank Islam Brunei Darussalam

### Focal Point of the Private Sector (1):

Name : Nazmie Omar  
Designation : Head of Corporate Social Responsibility  
Address : Lot 159, Jalan Pemancha, Bandar Seri Begawan BS8711,  
Brunei Darussalam  
Phone : +673 2269769  
Fax : +673 2222432  
Email(s) : Nazmie.omar@bibd.com.bn  
Website : www.bibd.com.bn

### Focal Point of the Private Sector (2):

Name : Shairazi Zainuddin  
Designation : Corporate Communications Manager  
Address : Lot 159, Jalan Pemancha, Bandar Seri Begawan BS8711,  
Brunei Darussalam  
Phone : +673 2269 817  
Fax : 222 2430  
Email(s) : Shairazi.zainuddin@bibd.com.bn  
Website : www.bibd.com.bn

## Organisational Profile

### Date and year of establishment:

2005

### Background of establishment:

Islamic Bank

### Vision:

Serving Brunei through Islamic Solution as its leading financial institution (Benchmark Institution and Point of Reference – Responsible Fusion of Islamic Values, Real Economy and Finance)

**Mission:**

To become THE FIRST CHOICE institution for Employees, Customers, Stakeholders

**Number of staff:**

< 1000

**Programmes / areas of work:**

Islamic banking, financial services provider

**Achievements:**

(Appendix 1)

**Description of Milestone Project(s)****1. BIBD ALAF Programme ((Advocating Life- long Learning for an Aspiring Future)****Time of implementation**

11<sup>th</sup> May 2013, It was officially launched under the patron of Yang Teramat Mulia Paduka Seri Pengiran Anak Isteri Pengiran Anak Sarah Binti Pengiran Haji Salleh Ab Rahaman, Royal Consort to Duli Yang Teramat Mulia Paduka Seri Pengiran Muda Mahkota Pengiran Muda Haji Al Mutadee Billah ibni Sultan Haji Hassanal Bolkiah, the Crown Prince of Brunei Darussalam

**Location**

Bandar Seri Begawan

**Objectives**

“to generate excellence in education for the underprivileged communities and then secure for career or employment through a systematic sponsorship scheme”.

**Target groups**

Students from low income families with the potential to excel in education

**Outputs/outcomes/impacts**

Generate excellence in education, to contribute achieving Zero Poverty and Zero Illiteracy in Brunei Darussalam, in line with His Majesty The Sultan and Yang Di Pertuan of Negara Brunei Darussalam Vision 2035,

to invest in Human Capital and Resources by providing Bruneian Youths with proper education and nurture future leaders”.

BIBD ALAF has successfully sent one of it's recipient, Dyg Nurhafikah Bte Awg Hj Bakri to the University of Al-Azhar, Egypt to pursue her double degree in Bachelor of Law and Bachelor of Syariah Law.



## 2. BIBD ALAF Education Support

### **Time of implementation**

Every 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> School Holiday

### **Location**

Offsite, hotels, cinema, and museum visits; historical landmark visits both local and overseas, and career orientation visits.

### **Objectives**

Support educational growth and personal development of students under the ALAF Programme. Includes all sorts of extra curricular development such as debate sessions, team building, public speaking and social interactions.

### **Target groups**

All ALAF Students

### **Outputs/outcomes/impacts**

Increased focus on educational and self-development.



BIBD ALAF Students in a career orientation visit to the AGC Office.

### 3. BIBD ALAF Boot Camp

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#### **Time of implementation**

During 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> School Holiday

#### **Location**

Offsite, hotels, etc

#### **Objectives**

To motivate the students with poor & declining educational performance of selected ALAF students.

#### **Target groups**

Selected ALAF Students

#### **Outputs/outcomes/impacts**

Increase morale, educational performances and self- confidence.



ALAF Students listening and participating in a session with an invited motivational speaker

### 4. BIBD ALAF Singapore Discovery Program

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#### **Time of implementation**

4<sup>th</sup> quarter of the year

#### **Location**

Singapore

#### **Objectives**

To enhance the ALAF student's knowledge on different environments, appreciate different cultures and at the same time expanding their horizon through discovery and exploration.

#### **Target groups**

Selected ALAF Students (Top 10 Performers for both Junior and Senior Category of ALAF Students)



BIBD ALAF Students at the Merlion Statue in Singapore.

### **Outputs/outcomes/impacts**

Increase morale, educational performances and self- confidence.

## **5. BIBD ALAFCON**

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### **Time of implementation**

1<sup>st</sup> quarter of the year

### **Location**

Local and Overseas

### **Objectives**

An incentive travel trip for BIBD ALAF Students to experience well developed ASEAN Countries. An introduction to urbanization development, economic development & multi-racial harmonization.

### **Target groups**

BIBD ALAF Top Achievers for the previous year.

### **Outputs/outcomes/impacts**

To be able to differentiate community lifestyle, social interaction, religious observation and gender diversity. This incentive will inculcate education capacity empowerment in BIBD ALAF Student for their future career development.



BIBD ALAF Students at a historical landmark in Malacca, Malaysia.

## 6. Education Intervention Program

---

### **Time of implementation**

Ad hoc basis

### **Location**

ALAF Tuition Sessions, ALAF Office, etc

### **Objectives**

To improve declining educational performance of selected ALAF students.

### **Target groups**

Selected ALAF Students

### **Outputs/outcomes/impacts**

Increase morale, educational performances and self- confidence.

## 7. BIBD Charity Expedition

---

### **Time of implementation**

Bi-Annually

### **Location**

Bandar Seri Begawan

### **Objectives**

It is a charity run open to the public both local and overseas that aims to create awareness for the BIBD ALAF Program. This funds are collected to help sustain the ALAF Program and its intentions to promote educational progression to its students in a systematic sponsorship scheme. By doing so, BIBD is also promoting the healthy lifestyle amongst the community.

### **Target groups**

BIBD ALAF Students and the general public



The participants of the BIBD Charity Expedition gearing up for the flag-off of the run.



### **Outputs/outcomes/impacts**

Promotion of health lifestyle and at the same time aid in the educational progression of students through the BIBD ALAF Program.

## **8. BIBD Program Sirah Amal**

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### **Time of implementation**

The month of Ramadhan (Annually)

### **Location**

Nationwide

### **Objectives**

The initiative is intended to provide underprivileged families with timely support and comfort for them to perform their fasting duties.

### **Target groups**

Underprivileged families

### **Outputs/outcomes/impacts**

This heart warming initiative is a reflection of BIBD's Bruneian at Heart commitment in providing support and assistance, especially to the community in need.



BIBD ALAF Employees with the recipient of the Sirah Amal Program.





## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO

Heifer International-Cambodia

### Focal Point of the NGO/CSO:

Name : Ms. Keo Keang

Address : #6-8, Street 502, Phsar Doeum Thkov, Chamkar Morn, Phnom Penh.

Phone : +855 23 221 195 / 023 211 323

Email : Keang.Keo@heifer.org

## Organisational Profile

### Date and Year of Establishment

1999

### Background Information on Establishment

Heifer International Cambodia was officially registered and opened office in Phnom Penh in 1999, with the goal of responding to community development and ensuring the food security of the rural smallholder families, and gender equality in a sustainable and environmentally sounds manner.

Up to date, Heifer Cambodia has operated its work in 12 provinces throughout the country and has supported over 43,000 smallholder farming families (around 200,000 individuals) by assisted them to form themselves into 1,800 self-help groups and 64 Agricultural Cooperatives (ACs) followed capacity building both technical and non-technical trainings to improving on-farm production, market driven agribusiness development and access to finance.

### Vision/Mission/Goals

**Mission:** To work with communities to end hunger and poverty and care for the earth.

**Vision:** Poor rural communities are empowered to become self-reliant and live together in harmony and prosperity and in a healthy environment.

**Goal:** to assist 300,000 families to move from poverty and vulnerability to sustainability and resilience, and to live in a healthy environment.

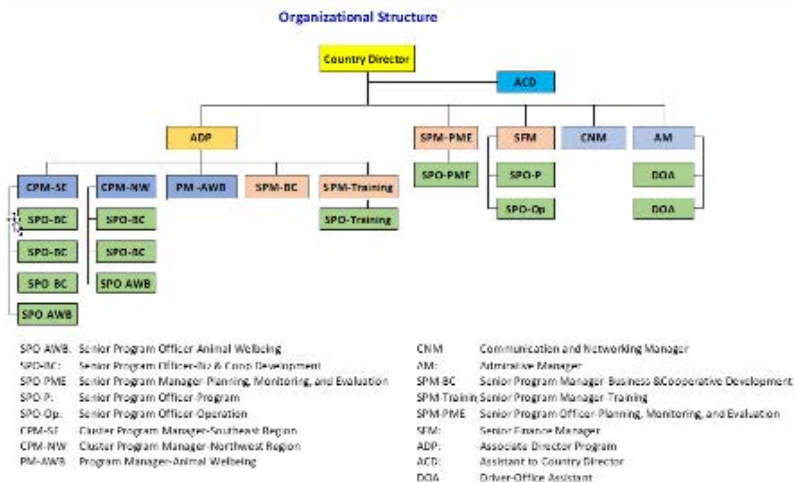
## Areas of Work

Livelihood and food security (agriculture and agribusiness development), Environment and Climate Change Adaptation, Nutrition and WASH, and Gender/Women Empowerment and Social Capital.

## Programmes and Projects

INCOME and Inclusive Market for Smallholder Farmers Projects

## Organizational Structure



## Number of Staff

24 (Cambodian)

## Company Logo or Emblem



## Description of Milestone Project(s)

### 1. INCOME and Inclusive Market for Smallholder Farmers

#### Period of Implementation

2015-2021

#### Location

Heifer Cambodia projects have operated its work in 12 provinces:

1. Svay Rieng
2. Prey Veng
3. Takeo
4. Kampot
5. Sihanoukville
6. Kampong Speu
7. Kampong Chhnang
8. Pursat
9. Battambang
10. Banteay Meanchey
11. Siem Reap and
12. Kampong Thom

#### Project Objectives

- ▷ To strengthen smallholder farmers institutions as business-oriented entities
- ▷ To Increase production and productivity of local chickens, swine, and safe/organic vegetable and other subsidiary commodities through the adaptation of environmentally friendly technologies and climate smart agriculture technologies.
- ▷ To improve market linkages and public/private sector engagement
- ▷ To improve nutrition and environment through climate smart agriculture practices
- ▷ To improve enabling environment for target value chains.

#### Target Group/Beneficiaries

35,000 families

#### Outputs or Outcomes

The Project has applied the Value Based Community Development and Value Chain approaches as a vehicle to Increase income of 35,000 smallholder families toward sustainable livelihoods and resiliency through local chicken, swine, safe/organic vegetables and other

commodity value chains; and to improve nutrition and environment through climate smart production practices.

Since the project started in November 2015, through working in partnership with local NGO/CBOs and with relevant government agencies, the project has significant impact on the lives of the project families and communities as the following below:

- ▷ **Women Empowerment and social capital:**
  - 1,400 women led-Self-Help Groups (SHGs) and 64 Agricultural Cooperatives (ACs) and 2 AC business Union have been formed
  - The percentage of families experiencing domestic violence decreased from 23% to 9%.
  - The percentage of women have shared decision making within families increased from 84% to 99%.
- ▷ **Increase in Income:**
  - Family annual income have increased from USD 2,208 to USD 3,970.
  - The average number of chickens raised per family increase from 19 to 100 heads, and the number of pigs increased from 2 to 12 heads.
  - SHGs saving have increased up to around US\$4.2 Million while ACs capital has increased up to US\$720,000.
- ▷ **Food security, Nutrition, and WASH**
  - 96% of families have year-round food security compared with 64% baseline data.
  - The percentage of families with safe drinking water increased from 75% (baseline) to 87%.
  - The percentage of families using sanitary latrines increased from 37% (baseline) to 77%
  - More than 80% of project families have home gardens
- ▷ **Environment and Climate Change Adaptation**
  - The number of families using biogas and solar increased from 14% to 30%.
  - More than 900,000 trees planted by the project families.









## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

SentoSaSilk

### Focal Point of the NGO/CSO:

Name : Ms. Seng Takakneary / Ms Onie Luna

Designation : Managing Director / Consultant

Address : No. 33 corner St. Sothearos and St. 178, Sangkat Chey Chumnaes, Khan Daun Penh, Phnom Penh, Cambodia 12206

Phone : +85512962911 / +85510351111 / +85523212174

Fax : -

Email(s) : md@sentosasilk.com / office@sentosasilk.com

Website : -

## Organisational Profile

### Date and year of establishment

2004

### Background of establishment

SentoSaSilk started its operations in a small flat located in the busy streets along Phnom Penh's riverside.

During its initiation, the founder finds the opportunity for disable Cambodians to have a place in the society and help improved their well-being by providing them job. SentoSaSilk started with two people with physical disabilities. They were sourced from a Cambodian national organization for disabled persons. Since then, the two were developed as master trainers and decently working up to now as trainers/teachers of SentoSaSilk.

As the company finds it growth, more disabled persons were given chances to get decent jobs. On top of that, new fresh young aspiring graduates from poor families were given opportunities to get trained by SentoSaSilk and, more young citizens was able to acquire good working ambience and professional management experiences. Moreover, craftswomen and weavers in different provinces were developed as entrepreneurs providing sustainable income to their communities.

Founded on 4<sup>th</sup> February 2004 by Ms. Seng Takakneary, where the idea was conceptualized and inspired from the famous American entrepreneur who was responsible for reviving the silk industry in neighboring country.

Aiming to make an impact in Cambodian Society by promoting Cambodian Silk and Cambodian Culture as well as providing opportunities to women and to the less fortunate people and develop them to improve their living conditions by creating more jobs and bringing thousands of families out of poverty.

Producing “high quality silk products and uniform services” as a vehicle to their journey in fulfilling their main purpose. The founder is very passionate in developing Cambodian people and seriously working on the sustainable path to continue and expand, to enable them develop more people, help their countrymen and contribute in the society of Cambodia.

SentoSaSilk is ethical and passionate with decency and commitment.

We are....

1. Creating Opportunities for Economically Disadvantaged Producers. Our main purpose is to create more jobs and bring thousands of families out of poverty.
2. Operating business with most Transparency and Accountability. We are legally registered and we maintain proper documentations and records. Our management system is transparent and our staffs are part of the decision makers of the company.
3. Operating with full concerns to our staffs, and the wellbeing of our suppliers, and whole business network under the umbrella of SentoSaSilk. We are concern with environmental well-being of marginalized small producers and do not maximize profit at their expense.
4. Paying a fair price to producers and the producers are the one giving us the suggested price that is most fair them, and we follow labor laws strictly.
5. Ensuring of NO child labor and NO forced labor.
6. (6)committed to nondiscrimination, gender equity and freedom of association
7. Ensuring good working conditions at all times with decency and pride for our staffs, workers and grassroots.
8. Providing capacity building and training for our staffs. We are sending them to different countries, workshops and training. We keep developing and enhancing the skills or our artisans and staffs through technical training.

9. Always joining the promoting of fair trade in Cambodia, and supporting to fund some activities as needed.
10. Highly supporting and respecting our environment. Our culture and our people and promote their welfare.
11. Supporting the Cambodian Women Entrepreneurs Association and assist them to enable them serve more women entrepreneurs to get connected and increase their business network.

## Vision / mission

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### Our Vision

For us quality is imperative to not just attract new customers but also to retain our high reputation in market.

### Our Mission

We believe all successful business are built through the cultivation of long term relationship based on mutual trust, professionalism and understanding with both customers and our own local producer's team.

### Our Objective

Create job opportunity for unprivileged woman mostly from poor families, communities and with physical impediments. We are also a channel to give opportunity for young graduates to get job experience by offering "on the job training" internship and apprenticeship.

## Areas of Work

---

Silk weaving

Silk Fabric

Seri-culture

Yarn extraction

Silk dyeing

## Programmes and Projects

---

Mulberry Farming in Kampong Channang

## Organizational Structure

---

Association

## Number of Staff

---

Approx. 40 staffs and subcontractors

## Company Logo or Emblem



## Other relevant information

- ▶ Upgrading the traditional fabric by combining all different skills for geographical location in Cambodia example: Chorebab (Kandal ) and Ikat (Takeo)
- ▶ Promotion of Ikat – Banteay Srei Collection to Japan
- ▶ Collaboration with the 286 weavers in Phnom Shrok
- ▶ Development of

## THE GOLDEN SILK TOWEL

Very beautiful, elegant, graceful, subtle and timeless.

### Hidden Treasure of Cambodia

The silk towel is made from 100% pure Cambodian mulberry silk. The silk is a traditional handicraft that has been passed down for centuries. The silk is woven on a traditional loom and is known for its strength and durability. The silk towel is a perfect gift for anyone who appreciates the beauty and quality of silk. It is also a great way to support the Cambodian silk industry and preserve this ancient craft.

**Hidden Treasure of Cambodia**  
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### Our Story

StivoSaSilk is a brand of Cambodian silk. We are a family-run business that has been producing high-quality silk products for over 20 years. Our silk is sourced from the best mulberry silkworms in Cambodia and is woven on traditional looms. We are proud to offer our customers a wide range of silk products, including silk towels, silk scarves, and silk clothing. Our goal is to provide our customers with the highest quality silk products at the most competitive prices.

### Contact Us

StivoSaSilk  
123 Street Name  
City, State, Zip  
Phone: (123) 456-7890  
Email: info@stivosasilk.com

### Our Reasons.

There are many reasons why you should choose StivoSaSilk. Our silk is made from 100% pure mulberry silk, which is known for its strength and durability. Our products are also made with traditional Cambodian techniques, which gives them a unique and authentic feel. Finally, our prices are very competitive, making our products a great value for the money.



Image showing two women sitting at a table, possibly in a shop or office setting.

## WHAT'S NEW

### EXCELLENT FABRICS

Our new fabrics are made from the best quality silk and are perfect for anyone who loves the look and feel of silk. They are also made with traditional Cambodian techniques, which gives them a unique and authentic feel. Our fabrics are available in a variety of colors and patterns, so you can find the perfect fabric for your needs.



## WHAT'S NEW

### EXCELLENT FABRICS

StivoSaSilk put you close to our ancestors. We are making our history alive by continuously creating fabric that connects us to the Angkor Period.

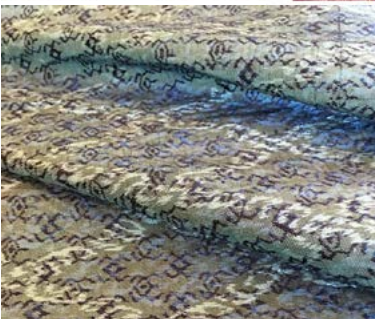
The legend is still living in our hearts that is why we can still continuously recreating the past.



## ១. ហ្លួនល្បើកគ្រាប់ម្រះត្បូងពេជ្រ Hol Lbuerk Kreb Mass Tbourig Pech



1. **Item Description:** សំពត់ច្បុប្បនៃជំរុំរូប ប្រាសាទ វត្ត ខ្មែរ
2. **Main Use / Function:** សំពត់ប្រើប្រាស់នៅក្នុងប្រទេស ខ្មែរ, សំពត់ ប្រើប្រាស់នៅក្នុងប្រទេស ខ្មែរ
3. **Province:** 15 ក្រុង/ខេត្ត ខ្មែរ
4. **Composer:** ក្រុមហ៊ុនស្ទីវ៉ូសាស៊ីក, ផ្លូវលេខ 123, ភ្នំពេញ, កម្ពុជា
5. **Material Spce:** ស្រូវស្រស់, ស្រូវស្រស់, ស្រូវស្រស់



## Description of Milestone Project(s)



### 1. Sort Reaj Center

#### Time of implementation

Year 2016 - 2025

#### Location

Kampong Channang Province of Cambodia

#### Objectives

- ▷ Support to Increase the capacity of the country to produce Local Silk Yarn and support the plantation of natural dye plants that is locally available in the country.
- ▷ Promotion of Cambodia's Culture on Traditional Silk textile
- ▷ Development of Local Fabric and textile for Global Access using adapted equipment on sustainable set up under
- ▷ Strengthen PPP and coordination on the Development of Silk Association on Kandal Province for Sector Coordination to National Silk Federation

#### Target groups

Farmers, and Weavers – and vast community in Kampong Channang covering 6 commune

#### Outputs/outcomes/impacts

Target Impact is 2000 people direct and indirect.





**Update REPORT**

**Russey Scarves and SentoSaSilk + Khmer Golden Silk Launching**

While we are grooming for the Kampong Channang Seri-Culture, we worked first with the group in Phnom Shrok and try to help the 286 weavers of Phnom Shrok and developed them into entrepreneurs and continue to work on traditional skills using alternative sustainable materials. while waiting for the harvest of silk yarn.

**Target Group/Beneficiaries**

286 weavers of Phnom Shrok

**Outputs or Outcomes**

Sales generated:

2016 – USD 20,000 to Phnom Shrok Weavers (estimate)

2017 – USD 40,000 approx. by now, for the weavers (estimate)





## Milestones

We have been in coordination with RUPP and working with them in establish a good quality of silk worm egg so we can provide a healthy silk worm for the future silk yarn of Cambodia. We are also in touch with International Silk Union who is giving us more technical support in Seri-Culture and likewise in coordination with Thai – Japanese experts to produce a healthy production. We are still in the preparation period as the good silk egg had just been available for this year, through the effort of H.E. May Kalyan and RUPP engineering and Science/ Technology Department.

The rearing machine was already introduced in Kampong Spue as a pilot run and we are just preparing our set up for the next step.

On November, I will be travelling in Italy ( land of the silk buyers) and understand their high requirement on silk quality , together with the Silk Union International.



## 2. FTB and SentoSaSilk Education Programme

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### **Time of implementation**

Year 2014

### **Location**

Kosh Onatei Public School

### **Objectives**

To support the education of young children by giving some school supplies

### **Target Group/Beneficiaries**

Young students in Kosh Onatei

### **Outputs or Outcomes**

150 young students in Kosh Onatei



We had provided school supplies to 150 young kids in elementary school in year 2014 and now we are coordinating with different institutions and partners for an informal soft skills training and homeroom workshops for the kids to all communities we are working with. SentoSaSilk now is providing 5 to 10% of its margin to the school youth for other skills and home economics informal schooling.

## 3. Cambodia Women Entrepreneur Association

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### **Time of implementation**

Year 2014

### **Location**

Phnom Penh Cambodia

### **Objectives**

Vision: Supporting the growth of women-owned businesses in Cambodia.

Mission: Successful women entrepreneurs make a meaningful impact in the economic development of Cambodia.

Objective: (1) Provide a representative platform for women in business to bring issues to the attention of government, the business community, the private companies, the public at large, and the media for the purpose of improving the business environment. (2) Facilitating the growth of business activity in which women are constructively involved. (3) Provide networking opportunities for members, share information and met with stakeholders and manage industry-specific awards.

### **Target Group/Beneficiaries**

370 entrepreneurs

### **Outputs or Outcomes**

- ▷ 8 working groups were established to participate in G-PSF
- ▷ Increase of membership from 14 members in year 2011 and now 370 members
- ▷ Increase of women entrepreneur's confident and networks
- ▷ Increase of women entrepreneur's awareness in business sustainability
- ▷ Conducted series of training for women entrepreneurs and business matching's
- ▷ Active participation of CWEA in ASEAN Integration





### **Milestone**

CWEA is the fastest and growing CWEA is representing Women leaders in Business, the newest influence and fastest growing impact on employment and economy of the country and had increased it's membership to 525 at this point from last year.

The associations, network based had been enlarged and in partnership with different chambers in Cambodia such as Incham, Amcham, CanCham, Euro Cham , French Embassy, and etc... and now very active in collecting issue and conducting forums on how they can help woman entrepreneurs and speed up the innovation process and technical knowhow.

CWEA is actively participating with ASEAN Women through AWEN – ASEAN Women Entrepreneurs Association.





## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO:

Maha Bhoga Marga Foundation

### Focal Point of the NGO/CSO:

Name : Rev. I Ketut Sudiana, M.Th

Designation : Chairperson

Address : Jl. Raya Kapal No. 20, Kapal, Mengwi, Badung, Bali

Phone : +62 361 4422667

Fax : +62 361 4422667

Email(s) : mahabhogamarga@gmail.com; mbm@indo.net.id

Website : www.mahabhogamarga.com

## Organisational Profile

### Date and year of establishment

15 January 1982

### Background of establishment

Maha Bhoga Marga Foundation is a non profit organization that was founded by the Protestant Christian Church in Bali (GKPB) based on the church awareness to the victims of Agung Mountain (Gunung Agung). MBM activities were begun by giving training skill on modern agriculture to prepare the victims of Agung Mountain for joining transmigration program to Sulawesi and other islands in Indonesia. MBM was legally established as a foundation in 1982 under Notary certificate No. 140 from the Notary office Sugiarti Hostiadi in Denpasar.

### Vision / Mission

Vision: Healthy, Prosperous, and Dignified Bali Land; Mission: Accompany, serve, build awareness, empower poor, marginalized, and vulnerable

# STRUKTUR OPERASIONAL YAYASAN MBM



## Number of staff

75 person



## Programmes / areas of work

1) economic empowerment, communities health empowerment especially marginalized communities with gender justice mainstreaming, HIV & AIDS and environment preservation.

## Achievements

There were totally 304 poor families out of 783 families have been evaluated and out of the "poor" category (i.e. fulfilling 9 of 14 Indonesian Government indicators of poverty)

## Description of Milestone Project(s)

### 1. Integrated Rural Development and Health Improvement for Marginalized Communities in Bali

---

#### Time of implementation

January 2017 – December 2019

#### Location

Bangli, Buleleng, Jembrana, Klungkung, Tabanan, Badung, and Karangasem regencies

#### Objectives

1. The Health Status and status of reproductive health of MBM assisted communities will be improved;
2. Pro poor and gender justice village development programs which are tailored to the real needs of communities are implemented in the MBM assisted villages;
3. The livelihood of MBM's assisted communities is increased.

#### Target groups

6494 MBM's assisted people

#### Outputs/outcomes/impacts

To Promote a balanced Bali development in all sectors particularly in agriculture and agriculture products management to guarantee the fulfillment of the basic rights of Bali community especially the poor so that they can have a decent life and gain access to food, health care, and education.

### 2. Poverty Alleviation Programme in Bangli, Jembrana, Buleleng, and Klungkung Regency

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#### Time of implementation

July 2016 – June 2018

#### Location

Bangli, Jembrana, Buleleng, and Klungkung Regencies

#### Objectives

1. Improve Social economy status of 500 families out of 966 families currently assisted plus 200 new assisted families;
2. There are 45 of 131 group (1174 people; 322 men and 852 women) formed become developed group (Women Group, Self Help Group, Cattle Raise Group)..

3. The establishment of pro poor and gender balance village development according to Law Number 6 of 2014 for at least 25 villages out of 28 assisted villages by the end of June 2018.

**Target groups**

28 villages in Bangli, Jembrana, Buleleng, and Klungkung regency; 966 assisted families.

**Outputs/outcomes/impacts**

1. The establishment of pro poor and gender balance village development according to Law Number 6 of 2014;
2. Improve Social economy status of 500 families out of 966 families currently assisted plus 200 new assisted families by the end of June 2018 (306 out 966 families have increased their status to date).

**3. Todevelop transparency and empower women and poor groups in Buleleng to conduct participatory planning, budgeting and monitoring of development programs**

---

**Time of implementation**

January 1, 2016 – December 31, 2017

**Location**

Buleleng Regency, Bali

**Objectives**

1. To educate the regency government of Buleleng regarding the need to develop local policies on participatory planning, budgeting and monitoring;
2. To develop pro-poor and participatory planning, budgeting and monitoring in 9 modelvillages in the first year of the program and replicate it to 72 villages in the second year.;
3. To facilitate women groups and poor families in the 9 model villages to supervisethe development of participatory development planning, budgeting and monitoring system; 4) To establish Village Information System as Community-Based Monitoring System to monitor development programs in 9 model villages

**Target groups**

9 model villages in Buleleng Regency

**Outputs/outcomes/impacts**

To develop models in nine villages to promote transparency and participatory planning, budgeting and monitoring to be replicated to all 148 villages in Buleleng regency in the future.



Photo(s), Video(s) and other Documentation(s) of Projects [optional]



Village Information System (SID) Training for computer operators/staffs in 20 MBM's village assistances (9 model villages and another 11 replicated villages) cooperate with Village Expert Persons and Village Assistants team of Buleleng Regency.



Village development process capacity building for bamboo basket craftsperson poor family groups in Yoh Sub-Village, Pengotan Village, Bangli. This activity was combined with health education for the group members and their families.



## Piagam Penghargaan

MENTERI SOSIAL REPUBLIK INDONESIA

*Diberikan Kepada :*

Nama : YAY. MAHA BHOGA MARGA  
Desa/Kelurahan : KAPAL  
Kecamatan : MENGWI  
Kabupaten/Kota : BADUNG  
Provinsi : BALI

*Atas Prestasinya Sebagai Organisasi Sosial Berprestasi  
Tingkat Nasional Tahun 2009*

*Bidang Pemberdayaan Potensi Sumber Daya  
Organisasi Sosial Untuk Kemandirian*

*Jakarta, 20 Desember 2009*

Menteri Sosial Republik Indonesia



DR. SALIM SEGAF AL JUFRI, MA

Certificate of Appreciation from Social Ministry of Indonesia for its achievement as Social Organization in National Level Year 2009 in Social Organization Potential Resource Empowerment for its Independency



## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

Koperasi Wanita Srikandi

### Focal Point of the Private Sector:

Name : Sri Susilowati, SE

Address : Gd. Pradja Jl. Purworejo-Magelang KM 1 Kelurahan Keseneng Kecamatan Purworejo 54119

Phone : (0275) 7530677

Fax : -

Email : icskoperasisrikandi@yahoo.com

## Organisational Profile

### Date and Year of Establishment

24 December 2014

### Background Information on Establishment

Koperasi Wanita Mandiri was established following the establishment of Kartinem, an NGO working on the issue of women and children empowerment, in 2006. Kartinem assists the establishment of women groups to build their capacity on women and children's rights, such as social, economic, development and political rights.

In protecting the right of children, Kartinem also assists women health groups to establish Early Childhood Education groups. The establishment of the groups was funded from the charity of Ms. Sri Susilowati, the Head of Kartinem, who was at the time, head of People's Representative Council of Purworejo District.

After her retirement, Ms. Sri Susilowati established Kelompok Usaha Bersama Mitra Sejahtera in 2009 to strengthen the economic condition of its members through the production of ZICO coconut oil. The profit was used for the operationalisation of Kartinem. In the same year, the pre-Koperasi Wanita Srikandi providing credit union for its members was established, with the objective of promoting the financial independence of the members.

On 24 December 2014, with the assistance of cooperative agency of Purworejo, the Koperasi Wanita Srikandi was officially and legally established.

In 2015, supported by 168 farmers, Koperasi Wanita Srikandi expanded its portfolio to sell virgin coconut oil and certified organic brown sugars with average production of 15 ton/month. Currently, 2,750 farmers are registered as the members of Koperasi Wanita Srikandi. Since June 2017, the cooperation has been starting exporting to Australia and Colombo.

### Vision/Mission/Goals

---

Vision:

Increased the welfare and self-reliance of its members through community development

Mission:

1. Enhance the quality of human resources of its members and community
2. Enhance the cooperation with government and private sector
3. Increase the distribution of product through networking
4. Promote local products that are competitive at regional and international level
5. Expand its business unit

Motto:

Local resource-based community empowerment agents

### Areas of Work

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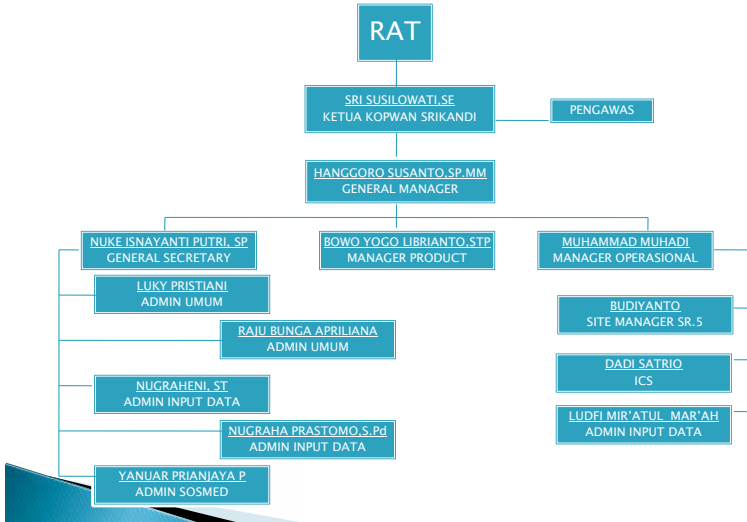
Coconut farmer members are covered in three districts, namely Purworejo Regency, Wonosobo Regency, and Kebumen Regency.

### Programmes and Projects

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Provide international organic certification for coconut farmers; development of coconut and its derivative products.

## Organisational Structure



## Number of Staff

24

## Company Logo or Emblem



## Photos



## Description of Milestone Project(s)

### 1. EU Organic Certification and USDA Srikandi2

**Period of Implementation**

18 June 2016 – 18 June 2017

**Location**

Purworejo District

**Objective and beneficiaries**

Community development for 716 coconut farmers

**Output/outcomes**

2,500 kg per month

**Photos**

Sosialisasi Petani Organik

### 2. EU Organic Certification and USDA Srikandi3

**Period of implementation**

9 December 2016 – 9 December 2017

**Location**

Wonosobo and Purworejo District

**Objective and beneficiaries**

Community development for 1,804 coconut farmers

**Output/outcomes**

5,019 kg per month

## Photos



### 3. EU Organic Certification and USDA Srikandi<sup>4</sup>

#### **Period of implementation**

18 June 2017 – 18 June 2018

#### **Location**

Wonosobo, Purworejo and Kebumen District

#### **Objective and beneficiaries**

Community development for 963 coconut farmers

#### **Output/outcomes**

3,059.75 kg per month

#### **Photos**









## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO

Women and Family Development Deposit Taking Microfinance Institution (DTMFI)

### Focal Point of the NGO/CSO

Name : Mrs. Khonevilay SENGSOIRINHA  
Designation : General Manager of the Women and Family Development, DTMFI  
Address : Unit 12, House No.126, That Luang Kang village, Saysettha district, Vientiane capital, Lao PDR  
Phone : +856 20 2804 2572  
Fax : +856 21 412294  
Email(s) : Pick\_s178@yahoo.com; wfdf.headoffice@gmail.com

## Organisational Profile

### Date and year of establishment

1 July 2009

### Background of establishment

Under authority of National Women Union, registered by Bank of Laos

### Vision / mission

Providing financial assistance throughout loans and savings to rural women and aiming to be transformed as Bank of Women in the future

### Number of staff

47

### Programmes / areas of work

4 provinces, 8 districts and 7 service units

### Achievements

Women in 4 provinces, 8 districts specially who have low income can directly get benefit from the services nearby their communities, well management of finance within their families 77 families, sustainable development

## Description of Milestone Project(s)

### 1. Project 1

---

#### **Time of implementation**

8 years

#### **Location**

Borrikhamxay province, Vientiane capital, Vientiane province, Khammouan province

#### **Objectives**

Financial management assistance, loans and saving credits

#### **Target groups**

Women in rural areas

#### **Outputs/outcomes/impacts**

5,000 families in 4 provinces with 8,836 members can generate working capital more than 20 billion Lao kips, women are encouraged to start up small business and become entrepreneurs, 2,566 members can get loans to generate their family incomes, savings can be reached more than 8 billion Lao kips, attracting the international assistance from outsiders.



## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

Fish Farm of Pakse district

### Focal Point of the Private Sector:

Name : Mr. Khamphoun SENGPATHIP

Designation : Owner

Address : Nonesavang village, Pakse district, Champasak province,  
Lao PDR

Phone : +856 20 2227 3164

Fax : -

Email : -

## Organisational Profile

### Date and Year of Establishment

9 February 2007

### Background Information on Establishment

Under authority of Provincial Agriculture and Forestry Office, Fishery and Livestock sector

### Vision / Mission

Producing local fish to central market

### Number of Staff

7

### Programmes / Areas of Work

Farming fish to supply to the provincial market contributed to alleviate poverty of villagers for 22 families in Champasak province

### Achievements:

22 families understand and know-how fishery techniques properly.

## Description of Milestone Project(s)

### 1. Project 1

---

**Period of Implementation**

10 years

**Location**

Nonesavang and Nakham villages, Pakse district, Champasak province, Lao PDR

**Objectives**

Better livelihood and supply to the fish

**Target Group**

Fish farming group of 22 families

**Outputs / Outcomes / Impacts**

Mindsets and performances of villagers have been strongly improved, high participation of community's activities specially doing fishery, high responsibility and understand more about government policy and build up the new trend to the local people to do fish farm in order to generate more incomes.



## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO:

eBario

### Focal Point of the NGO/CSO:

Name : John Tarawe

Designation : CEO

Address : Bario Telecentre, Bario Town Centre, 98050 Baram, Sarawak, MALAYSIA

Phone : +60 19 438 1777

Email(s) : john.tarawe@gmail.com

Website of the NGO (if available) : <http://www.ebario.org/>

## Organisational Profile

### Date and year of establishment

2002

### Background of establishment

eBario Sdn Bhd operates the eBario project, which began in 1998 as a research initiative by Universiti Malaysia Sarawak that brought computers and the internet to the isolated communities of Kelabit people living in the remote highlands of northern Sarawak, one the East Malaysian States on the island of Borneo. It is located in the ecologically important area known as the Heart of Borneo, which is characterized by its pristine rainforest environment and the unique cultures and lifestyles of the residents. In 2002, the project's community telecentre was handed over to the community and eBario Sdn Bhd was formed as vehicle to manage it.

### Vision / mission

The original research objective was to demonstrate opportunities for sustainable development in a remote and isolated rural community from the use of Information and Communication Technologies (ICTs) and this has now been achieved. The vision for eBario is of rural, remote and isolated indigenous communities enjoying the benefits of contemporary technologies in the same way as their urban counterparts, but through the implementation of development programmes of their own preference and devising. We call this *indigenised development* and our mission is now

to validate the concept for the benefit of underserved and marginalised indigenous communities everywhere.

### Number of staff

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eBario Sdn Bhd has three permanent officials but partners with many volunteers and organisations to achieve its objectives.

### Programmes / areas of work

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The use of Information and Communication Technologies for development among rural and isolated indigenous communities, particularly in support of; community-based eco-tourism, community mapping, cultural preservation, indigenous knowledge, education, health, social communications, knowledge sharing, and community broadcasting.

### Achievements

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Internet access for Bario has revitalised the local economy. Community-based tourism has grown from a single provider to the current number of 15 households regularly receiving guests. Previously there were no roads and flights from Miri, the nearest major urban centre on the coast, have increased from less than one per day to three or more daily. Ex-residents are returning to Bario to start tourism businesses. Tourism is now a mainstay of the economy with spin-off benefits through stimulating farming and creating jobs in guiding and catering, which especially favour women.

The schools pioneered internet access to the benefit of children's education, bringing them up to the standard of urban schools, most notably with computer skills and English language.

Radio Bario is Malaysia's first community radio station. The license application prompted the government to liberalise its broadcasting policy, allowing community-based broadcasting for the first time. The station is highly popular, broadcasting mostly in the local Kelabit language, which is endangered as the number of speakers diminishes. Information flows through the community much more quickly, facilitating faster and stronger consensus-making around locally important issues of concern. The radio continues to be well received; 88% of the respondents in a research study were satisfied with the station's quality and 98% percent rated the information from the radio as credible.

Indirectly, internet access has influenced many changes in Bario, which has been elevated to a sub-district, with a new government administrative centre. Logging roads now connect it to Miri. A solar-farm provides 24-hour electricity to the entire community, agriculture is becoming mechanised. Several events are now held regularly, attracting hundreds of visitors, many

from overseas. The annual 'slow-food' and cultural festival now attracts around one thousand visitors and was attended by Sarawak's Chief Minister in 2015. Bario partners with a range of organisations in Malaysia and abroad in support of locally-relevant projects and research, including a community museum for cultural preservation. Research indicates that around three-quarters of Bario residents appreciate the telecentre for increasing their incomes and improving their connectedness with the outside world as well as acknowledging its role in the development of the community.

### Other information

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Outside Bario, the wider Kelabit community has been alerted to the progress and potential of the project. Consisting generally of more educated individuals, the Kelabit Diaspora is a latent resource whose contribution to development in Bario has been mobilised to considerable effect after connectivity was achieved.

The research team in UNIMAS and the rest of the university have become aware of the potential for rural development through the deployments of ICTs and the model of telecentre operation that achieved it. The University has replicated eBario in four other similar communities and established a research institution based on these activities. It was also commissioned by the Economic Planning Unit of the Federal Government to repeat the project's achievements with four Orang Asli indigenous communities in West Malaysia.

In Sarawak, the project sensitized the State Government toward the potential for ICT-induced rural development, especially insofar as it has pointed to the importance of ICTs to isolated communities that are denied other forms of infrastructure.

The Federal Government of Malaysia is paying increasing attention to rural development with ICTs. The National IT Council took notice of eBario and has based a national programme of public telecentres on the project, which is also advised by researchers in UNIMAS.

## Description of Milestone Project(s)

### 1. eBario

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#### **Time of implementation**

1998-2002

#### **Location**

Bario, Sarawak

#### **Objectives**

To demonstrate the opportunities for sustainable development in a remote and isolated community from the use of Information and Communication Technologies, and how they can be applied to the problems and opportunities for development among communities of ethnic minorities.

#### **Target groups**

- Residents of Bario, almost entirely comprising the Kelabit ethnic group.
- Other indigenous ethnic groups in Sarawak, Malaysia and the rest of the world.

#### **Outputs**

Two computer laboratories with total 26 computers were established at the primary school and the junior-secondary school.

A community telecentre was established with four computers, printers, a copier and a fax machine. The computers were connected to the internet via a Very Small Aperture Terminal (VSAT) satellite communications system. Electricity was provided via solar panels and supplemented with a generator.

#### **Outcomes**

The community was sensitised to the capability of the technology and an agenda for development activity based on improved and technology-driven information delivery was agreed. The agenda encompassed initiatives around education, public health, enterprise development, agriculture, cultural enrichment and preservation and social communications. This resulted in increased computer literacy among the students, teachers and community. Students from Bario were no longer disadvantaged when they moved to the urban areas to continue their studies – they would be just as adept at using computers as their urban counterparts. The community was able to better communicate with the outside of the world, replacing



the previous rudimentary and cumbersome radio telephone system. Livelihoods were has through increased inbound tourism as home-stay lodge operators were able to communicate with clients via email and to promote their tourist services online. Increase tourism has created new revenue-generating employment opportunities, many of which are filled by women. Handicraft manufacture and sales have increased. More youths and their families are staying back in Bario to operate accommodation and tourist businesses. The work of the clinic was facilitated through internet access with outside resources, including the hospitals in Miri and Kuching.

### **Impacts**

According to research studies and anecdotal evidence from residents, the major impact of eBario is to have “put Bario on the map” or to have attracted significant attention to Bario, and the Kelabit, among government officials and the media, both nationally and internationally. The telecentre project received the following recognition:

- Gold Medal of the Commonwealth Association of Public Administration and Management (CAPAM) International Innovations Awards in Sydney, Australia on 25th October 2006.
- Mondialogo Engineering Award by UNESCO and Daimler-Chrysler in partnership with OSEAN, Cambridge University UK, Engineers without Borders UK, Berlin, 31 May 2005
- eAsia Award by Asia Pacific Council for Trade Facilitation and Electronic Business, Taipei, 24 September 2004
- Demonstrators' Application Grant Scheme 2004 Convention – Special Mention Anugerah Perdana Teknologi Maklumat IT Premier Award – Presented by Prime Minister of Malaysia, 18 December 2003.
- Special presentation on e-Bario at 2003 World Summit on Information Society (WSIS) by Strategy and Policy Unit of ITU (ITU-SPU).
- Industry Innovators Award for Systems Development and Applications by Society of Satellite Professionals International on March 6th, 2002, Washington DC.
- Bario as one of the Top Seven Intelligent Communities 2001 by World Teleport Asso

## 2. Radio Bario

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### **Time of implementation**

2011

### **Location**

Bario, Sarawak

### **Objectives**

Radio Bario is a community radio station. Community radio is a form of low-power small-scale FM broadcasting that is run by and for the community it serves. The function of Radio Bario is to extend the information services of the e-Bario telecentre into the homes of the residents of the surrounding area. Its objective is to provide useful information and entertainment to households in a fast, reliable and cost-effective manner that is also understandable as well as enabling interactive exchanges on the air between listeners.

### **Target groups**

Residents of Bario, around 1,000 mostly Kelabit people. Outputs

A low-power FM broadcasting facility with a range of up to 25 kilometres. The station is operated by three volunteers; a manager and two programme producers. It is housed next to the telecentre.

### **Outcomes**

Programmes are broadcast six days per week from 08:00 to 10:00 and 17:00 to 19:00. They are mostly in the Kelabit language and include music, interviews, newspaper-based news and commentary and local announcements.

### **Impacts**

Most households in Bario possess a radio receiver and nearly all of them listen regularly to the broadcasts. Information flows much more freely and rapidly within the community. Community members are much better informed on matters of local interest. Community consensus - an important component of local group decision-making - is achieved much more quickly. Radio Bario was Malaysia's first ever community radio station. After considering the application for a broadcasting license, the national regulatory authority - the Malaysian Communications and Multimedia Commission (MCMC) liberalised its policy by allowing community broadcasting for the first time.

### 3. The eBario Innovation Village

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#### **Time of implementation**

2013

#### **Location**

Bario, Sarawak

#### **Objectives**

The eBario Innovation Village as a living laboratory established to incubate innovative grassroots applications of Information and Communication Technologies (ICTs) capable of stimulating development within Malaysia's isolated rural and indigenous communities.

#### **Target groups**

Isolated, rural indigenous communities in Malaysia and the rest of the world.

#### **Outputs**

Low cost aerial photography for community mapping using digital cameras attached to tethered weather balloons and radio-controlled model aeroplanes. Aerial photographs are stitched together to create the equivalent of highly-detailed maps which can be used for a variety of land planning purposes. These include; claims for Native Customary Rights, agriculture management, tourism planning, forestry surveillance, watershed protection, wildlife inventories, and disease control (malaria, dengue).

e-Toro; documenting the traditional botanical knowledge and sign language with mobile technologies with the intention of preserving and passing it on to the young, as well as facilitating claims for intellectual property rights. It includes a cultural protocol whereby the community retain absolute rights of access to their own data which are protected by innovative approaches to intellectual property rights for the community.

The eBorneo Knowledge Fair is a regular bi-annual conference held in the Highlands of northern Sarawak that showcases the use of ICTs for rural and indigenous peoples' development. It is conducted with the community, bringing them together with researchers, practitioners and policy makers, representing an innovative approach to conferencing. It is organised using techniques that ensure equitable participation by all present.

## **Outcomes**

Low cost aerial photography for community mapping has been trialled in Bario and Ba'kelalan, which stimulated community interest sufficiently to justify extending the trials into a project implementation. Research funds have been secured that will allow software specialist project partners in UNIMAS to develop tools that will enable accurate stitching and ortho-rectification of the photographs.

e-Toro; documenting traditional botanical knowledge is under way with the Penan community of Long Lamai. So far, the project has produced a database of 50 plants. The data, pictures and videos are used in tourism promotion and for training young people as guardians of the rainforest. Botanical knowledge defines much of what it means to be Penan, so the project contributes to the robustness of the community's indigenous identify.

## **Impacts**

Low cost aerial photography for community mapping has alerted communities to the potential of drones and cameras for creating map-like records of their land. There is community-based demand for its continued application.

e-Toro has stimulated young Penan in Long Lamai towards greater interest in both ICTs as well their indigenous botanical legacy. The data collection instruments and software and a secured content management system brought about the formalisation of cultural protocols and guidelines for ICT researchers dealing with indigenous communities.

Over the years, the Knowledge Fair has attracted participation by indigenous communities throughout Malaysia, as well as other countries, including Indonesia, Cambodia, Bangladesh, Thailand, India, Nepal, USA, New Zealand, and Australia. Other participants include representatives of the Sarawak State Government, WWF, Malaysian Federal Government, several universities and NGOs and the United Nations Development Programme. The event has stimulated a number of research and development projects by helping to bring together a range of stakeholders around a development agenda that is based on community-driven requirements and imperatives.

Photo(s), Video(s) and other Documentation(s) of Projects

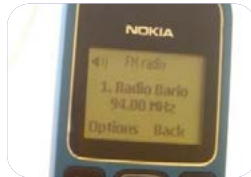
eBario



The eBario Innovation Village



Radio Bario



## Videos

### The eBario Knowledge Fair



<https://www.youtube.com/watch?v=ZA86F2uReAo>

Malaysia is full of hidden gems.  
This is the first of a trilogy of videos that explores  
the process of rural transformation of one of our jewels,  
Bario, a cluster of villages located in  
the Kelabit Highlands, northeast of Sarawak.

<https://www.youtube.com/watch?v=9zV4aDYucp0>

### Radio Bario

<https://www.youtube.com/watch?v=LhIv83IZLIY>

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## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

Bank Simpanan Nasional (BSN)

### Focal Point of the Private Sector:

Name : Aliaa Zawani binti Muhamad Rasid

Designation : Senior Executive Corporate Affairs

Address : Level 17, Wisma BSN 117, Jalan Ampang 50450  
Kuala Lumpur

Phone : 03 – 2162 3222 Ext 16015

Email : aliaa\_zawani@bsn.com.my

Website : www.mybsn.com.my

## Organisation Profile

### Date and year of establishment:

1 December 1974

### Background of establishment

BSN was rooted back to the late 19th century when the first Savings Bank service opened in Perak and Selangor. These banks soon became part of the country's Post Office Savings Bank network which grew to serve over 2.5 million depositors by 1974, with accumulated assets worth over RM537 million.

When BSN was officially established on 1<sup>st</sup> December 1974, the Bank Simpanan Nasional Act, 1974, enabled the transfer of the management power from the Postal Services Department to the bank's Board of Directors. With that, BSN was officially launched on 5<sup>th</sup> December by YAB Tun Haji Abdul Razak Bin Hussein, the Second Prime Minister of Malaysia

BSN's main objective has always been to encourage the development of savings and investment among Malaysians from all walks of life. Today, we continue on our quest by offering even more products and services that cater to the progressive needs of modern life. By doing so, we hope to provide every Malaysian an equal opportunity to enjoy a better life.

### Vision / Mission

#### Vision

No Malaysian Left Behind

## Mission

To build lifelong and meaningful relationships with our customers to ensure they continue to access a better life by :

- Providing the means for savings and investments by the general public with a comprehensive range of banking services.
- Promoting and mobilising savings, particularly from small savers
- Inculcating the habit of thrift and savings
- Utilising the funds of the Bank for investment including financing of economic development of the nation

## Number of staff

7,200 staff nationwide

## Areas of work

Conventional and Islamic banking including saving, Retails Banking, Wealth Management, Micro Financing, Personal Financing, Credit Cards.

## Achievements

1. **Best Financial Inclusion Award 2017** – Karnival Kewangan organised by Bank Negara Malaysia
2. **The Karlsruhe Sustainable Finance Award 2013 in Germany** – The Certificate of Merit for “Best Innovation in Financial Services”
3. **The Malaysia Book of Records 2013** – Largest Network of Banking Agents
4. **Malaysia GreenTech Awards 2013** – GreenTech Financial Institution Award for EB BSN

## Description of Milestone Project(s)

### 1. BSN Banking Agents (EB BSN)

#### Time of implementation

Started in 2012 till today

#### Location

Nationwide especially in sub-urban and rural areas

#### Objectives

Agent Banking (EB BSN) is one of the key initiatives under the Financial Sector Blueprint 2011-2020. The introduction of agent banking by BSN in 2012 has helped contribute to the financial inclusion agenda by

enhancing accessibility to quality and affordable financial services, particularly in the underserved and remote areas.

Agent banking is the provision of banking services by a licensed financial institution to customers through a third-party agent, such as retail outlets. By substantially lowering the cost of providing banking services, and making it easier for individuals to access banking facilities in an environment they are familiar with, agent banking channels can help bridge commercial and inclusion imperatives, especially for high-volume, low-value accounts

This initiative is supported by Government's National Agenda especially the National Blue Ocean Strategy on cost effectiveness and has been well received by the community till today.

### Target groups

Underserved and remote areas in Malaysia

### Outcomes

As at Dec 2016, there are 6,907 EB BSN agents nationwide with a total of 98% coverage of the country's mukim which are enjoying the convenience of banking services compared to only 46% in 2011. Below is the amount of EB BSN agents nationwide ;

Year	EB BSN agents
2012	2,849
2013	4,326
2014	5,753
2015	6,238
2016	6,907

Bil	Negeri	Bil. EB
1	Johor	745
2	Pahang	468
3	Kedah	618
4	Negeri Sembilan	326
5	Perak	658
6	Terengganu	456

Bil	Negeri	Bil. EB
7	Kelantan	500
8	Melaka	349
9	Pulau Pinang	401
10	Selangor	642
11	Sarawak	576
12	Kuala Lumpur	495
13	Sabah	642
Jumlah		6,876

The transactions are conducted through point of sale (P.O.S) terminals connected online with the Bank in real time with longer banking hours from 8am – 10pm compared to normal banking hours in branches.

The Bank has reported that through EB BSN, it provides cost savings of more than 80% on set up costs and may lower transaction costs at least by 40%. In addition, EB BSN provides banking services such as;

- Deposit
- Withdrawal
- Bill Payment
- BSN SSP Deposit
- Cashless transaction
- Telco Prepaid payment
- Opening of GIRO / GIRO-i

EB BSN agents have brought tangible benefits to customers especially those in rural communities whom previously had to travel up to 140 kilometres to the nearest bank branch. With EB BSN, they now can enjoy access to financial services located within walking distance. This translates into savings time and cost amounting up to 3 hours and RM100 per trip.

The widespread availability of EB BSN agents has resulted in an increase in the volume of financial transactions from 3 million in 2012 to 99 million in 2016.

Through EB BSN, it provides a greater shared prosperity for financial inclusion with an aim to enable all members of society, including the underserved, to have access to and usage of quality, affordable and essential financial services. It is an effort between the government and

the private sector for reaching the underprivileged or those living in rural areas. Through the implementation of the EB BSN, it also fulfilled BSN social mandate to provide banking accessibility to communities from all walks of life. It is an innovative channel to increase reach and easy access to every level of society, especially those with low incomes or living in rural areas to carry our financial transactions.



## Bank Simpanan Nasional

The National Savings Bank of Malaysia

1 300-88-1820 | www.bsn.com.my | BSNMalaysia



## Development of Agent Banking Initiatives in Malaysia

### Retail & Community Business

## Today's Agenda

- 1 Overview  
Our Journey
- 2 What We Have Achieved
- 3 Moving Forward

### Overview

- 01 Officially launched on 27 Jan 2012 (initial 200 agents)
- 02 Recruitment of Retail Outlets as Agents
- 03 Agents to perform transactions on behalf of BSN
- 04 Basic Financial Services offered

**Providing Financial Access**

- Non-Urban Areas**: 10 km radius away from town area
- Underserved Communities**: Less than 5 financial access
- Non-Economical Areas**: Low business activity areas
- Unserved Muslim**: Less than 2,000 people with no financial access

Scalability Cheaper Cost to Serve Reach

### Growth of EB BSN Since 2012

Year	No of EB
2012	200
2013	3,660
2014	5,014
2015	5,667
2016	6,876

### Agent's Profiling

Nature of Business	Count	Percentage
Grocery Shop	3,160	49%
Telcos Shop	1,090	17%
Petrol Station	623	10%
Others	1,568	24%

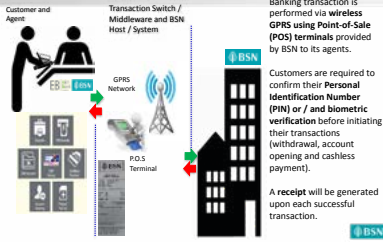
**Location**

Served: 5,058  
Underserved: 1,366  
Unserved: 18

6,44

Peninsular Malaysia: 5,235 (82%)  
East Malaysia: 1,166 (18%)

## How It Works?



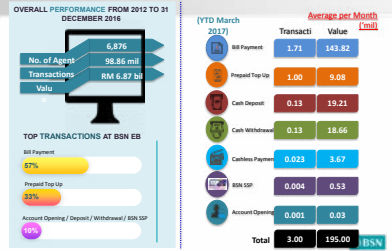
## EB BSN an Innovation



## Financial Service Offered

	RM50*	RM500*	RM1,000	RM1,000	RM1,000	RM1,000	RM500	RM500
Maximum Amount	RM50*	RM500*	RM1,000	RM1,000	RM1,000	RM1,000	RM500	RM500
Minimum Amount	RM10	RM10	RM5	RM10	RM10	RM5	RM20	
Maximum Number of Transaction per Day	3 Times*	3 Times*	3 Times	Unlimited	Unlimited	Unlimited	N/A	

## Agent's Productivity

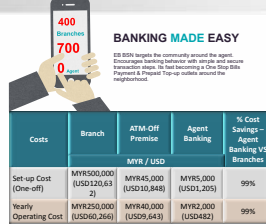


## Financial Analysis

Profitability Analysis

Revenue	% Distributed	Commission Payable
Fee Income	86%	RM0.50
Interest / Profit Income from Deposits (agents and billers account)	14%	RM0.50
Costs	% Distributed	Commission Payable
Fixed Cost		RM0.50
GPS Access Fee	10%	RM0.50
Variable Cost		% of value added
Payable Agents Commission	60%	N/A
Administration & Marketing Expenses	30%	N/A

## Cost Effectiveness



## Agent Banking Program / Initiatives



## Agent Banking Program / Initiatives



## Agent Banking Program / Initiatives

Outreach Program with Central Bank 2015 at Kg Orang Asli, Tanah Abang, Johor



Deposit & Account Opening Campaign 2016



EB BSN Campaign Ramadan & Eid 2016



EB BSN Campaign Chinese New Year 2017



## Agent Banking Program / Initiatives

Media Coverage



BSN

## Agent Banking Program / Initiatives

Media Coverage



BSN







## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO:

Social Vision Services (SVS)

### Focal Point of the NGO/CSO:

Name : Daw Khin Thet Maw

Designation : Executive Director

Address : Bldg (8-10), Room(2C-2D), South Horse Race Course Road,  
Tamwe Gyee (Kha) Ward, Tamwe Township, Yangon 11211,  
Myanmar

Phone : 01-401446, 01-401447; 095011913

Fax : 01-546904

Email(s) : s.v.s.myanmarngo@gmail.com;  
khinthetmaw.2010@gmail.com

Website : www.socialvisionservices.org

## Organisational Profile

### Date and year of establishment

We established in 2008 and we received the official registration card on 19 November 2012

### Background of establishment

SVS has been established in 2008 just after Cyclone Nargis, with the initial purpose of Emergency Humanitarian response towards the cyclone victims in Delta. We have made these responses in terms of emergency water and sanitation and hygiene, emergency livelihoods supports, as well as psycho-social supports to the affected community in the aftermath of the disasters.

During recovery period after the emergency responses, we have aimed our goal to ensure community development providing supports and knowledge relating in the sectors that we have explored as in need and also according the resource we could have mobilized. The sectors we have been working are water and sanitation and hygiene, public health promotion, agriculture and livelihoods development, environment and disaster risk reduction, education, and child protection.

Now, having reflected our works and achievements we have made in past 4 years, we are aware of that this is the time to realize how SVS would

be able to maximize our capacity to serve our Myanmar society the best based on the strengths, skills and learning we have accumulated through our experiences. Thus, we have developed this strategy through an envisioning of our future based on the values we shared among others, reflection and learning on our past works and experiences, and a thorough analysis of both internal and external situations of SVS. We aim to bring about the development of our Myanmar society by applying the best of our skill and experiences as well as with the potential capacity and performance we would continue to create. Therefore, we believe that this strategic plan would convene SVS an opportunity to enhance its momentum of services with potential quality and productivity towards the development of Myanmar society.

### Vision / Mission

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#### **Our Vision**

Women, children and families in our

Myanmar Society are empowered for their development and happy life style with dignity.

#### **Our Mission**

Social Vision Services is a non-government organization working for social and community development.

We stand for community to articulate their voices to other stakeholders in creation of good governance as one of the pillars to bring about the development of our Myanmar Society. We facilitate and support communities in Myanmar to be self-mobilized through their collective efforts, developed their livelihoods, and create healthy and happy family life style.

### Number of staff

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113

### Number of Offices

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Yangon (HO),

- Wundwin Township, Mandalay Region
- Bogalay Township, Ayarwaddy Region
- Kyar Inn Seikkyi Township, Kayin State
- Oat Twin Township, Bago Region
- MyinMu Township, Sagaing Region

### Estimated Yearly Revenue

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600 million Kyats

## Programmes / areas of work

Water and Sanitation, Livelihood, Environmental Conservation, Microfinance ( Social Protection & women empowerment are working as cross-cutting issue )

## Achievements

Recognized by UNDP and United State Government for my participation. Not only that I received the ASEAN Women Outstanding Award and ASEAN sustainable development Award

## Other information

Our association did a lot of community development around the country. We are doing awareness raising activities as main activities and following with planning with community for their development and implementing the activities with them. We also concern environmental issue, child protection, women empowerment as cross cutting issue. We had a lot of success stories all our projects and currently our community in Bogalay received the community forestry from Forestry Department.

## Description of Milestone Project(s)

### 1. Promotion of Sanitation and Hygiene Practices

Through Community Led Total Sanitation ( CLTS ) Approach

#### Time of implementation

Started from July 2009 until now

#### Location

Bogalay Tsp, Ayarwaddy Region, Kyarinnseikgyi Township, Kayin State, Monywa, Pakkokhu, Pauk, Oat Twin, Nyaung U, Kyaukpadaung, Pale, Myin Mu

#### Objectives

The program aims to improve the health status of vulnerable people in the communities living in program target villages, by improving access to promoting hygiene and sanitation practices. The objectives of the program are;

1. To prepare strong formation and developed IEC materials and advocated to the local authorities
2. To increase household level access to sufficient quantities of safe water, potable water and improved hygiene

3. To improve knowledge of 4 cleans such as clean water, clean food, clean latrine and clean hand among women, youths, children, school teachers, disable persons and men.
4. Community Led Total Sanitation ( CLTS) Approach Open Defecation Free ( ODF )

**Target groups**

Under 5 and vulnerable people in the communities Living in program target villages,

**Outputs/outcomes/impacts**

Community Led Total Sanitation process of triggering process is conducted in target villages 85% of the villages become open defecation free villages. In some villages, there are only 3 or 4 households with no latrines and soaps and water is put in households with latrines to wash hands after the use of latrines. 4 clean awareness session is conducted with the group of school children and adults and as 5 times of post triggering is conducted to project villages with home observation visit. By the strong encouragement of school children in CLTS triggering, there is significant improvement of latrine construction by adults. During 4 clean awareness section, method of “reciting poem” by children is effective to persuade adults for fly proof latrine construction. Village authorities organize youth committees to verify the clean state of latrines once in a week and help to construct latrines with difficulties.

**Engagement with Government Department (s) ( at Local / State & Regional / National Level )**

We are regularly coordinating with Local & Regional Government for our project permission and reporting. Not only that we also participate in National WASH program and workshop, Global Hand Washing Day and also world water day.

**2. Myanmar Access to Rural Credit Through Institutional Strengthening program**

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**Time of implementation**

January 2014 until now

**Location**

Wundwin Township, Mandalay Region

**Objectives**

to improve the livelihoods and food security of rural poor, marginal farmers and non-farming individuals in the Union of Myanmar through increased access to financial services from effective and self-sustainable local microfinance institutions (“MFI(s)”); to increase food

security and incomes on agricultural production support, effective market support mechanisms, social protection measures and capacity development and monitoring and evaluation;

#### **Target groups**

Working Women & Farmers in Rural Area

#### **Outputs/outcomes/impacts**

Now, we have 38 village tracts, 67 villages and 7300 clients with over 900 million kyats of loan outstanding

#### **Engagement with Government Department (s) ( at Local / State & Regional / National Level )**

We registered as Microfinance Institution from National Ministry. We worked closely with Local department and also Regional Government for reporting and coordinating.

### **3. Building Local Capacities for a Livelihood Systems Approach**

#### **Time of implementation**

September 2011 to April 2015

#### **Location**

Bogalay Township, Ayarwaddy Region

#### **Objectives**

To contribute to the increased security of livelihoods and household incomes for vulnerable rural households in the Ayeyarwaddy Delta.

For community based and non-governmental organizations to gain capacities to effectively contribute towards sustainable livelihood practices in Myanmar.

To strengthen the organizational capacities of NGO partners to implement sustainable livelihood programmes, and to have functioning community-based organisations working for development and social protection in their villages.

#### **Target groups**

Small scale farming and fishing households, the landless poor dependent on wage labour, and small scale business people such as vendors

#### **Outputs/outcomes/impacts**

The project makes the links between what communities are able to practice - in terms of production techniques, post-production processes and employment - and the extent to which their operating environments will allow it. This includes both government policy which

sets the macro economic conditions and provide for basic safety nets, and the private sector market dynamics at work in the region.

The project ensures a livelihood systems approach by focusing its limited resources on addressing, at the field level, the systemic issues which, without resolution, will continue to hold communities back from reaching their full potential. This will maximise the sustainability of the project's investment into the future. After a causal analysis of livelihoods problems conducted during proposal development, what constitutes a "livelihood systems" approach

**Engagement with Government Department (s) ( at Local / State & Regional / National Level )**

We strengthened the CSO for revolving fund committee which is recognized by local government. We also advocated the local administrative for the community social protection activities, market access and environmental protection awareness. Not only that we represent for local NGO to attend regional workshops and meetings.



## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

Myanmar Awba Group of Company

### Focal Point of the Private Sector:

Name : U Thadoe Hein

Designation : Chairman and Group CEO

Address : 8 miles Business Centre, No95-A, Kyaik Wine Road,  
8<sup>th</sup> mile, Myangone Township, Yangon

Phone : +095 1 663536

Fax : +095 1 655763

Email(s) : thadoe.hein@awba-group.com

Website : www.awba-group.com

## Organisational Profile

### Date and year of establishment:

1995

### Background of establishment:

The potential for agriculture in Myanmar is enormous, given the country's favourable geographic location and natural resources and suitable climate. Yet agricultural productivity in Myanmar is low compared with most of Southeast Asia as farmers still only use comparatively little in the way of fertilizers and chemicals and most of the activities are carried out manually with low levels of mechanization. In addition, most farmers use farm saved seed and do not have access to certified and advance seed varieties. Investment in the agriculture sector remains low but it has the potential to see rapid growth with the improvement of access to capital for farmers, greater availability of modern inputs, more advanced logistics and better access to information and state of the art technologies.

### Vision:

The Myanmar Awba group has a vision to set new standards for agriculture value-chain companies, being farmer-focused, sustainable and responsible partner of choice for farmers and suppliers alike.

### **Mission:**

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- ▶ Produce more, and better quality food
- ▶ Upskill and develop smallholder farming families
- ▶ Enrich and strengthen rural communities

### **Number of staff:**

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The Awba group employs over 3,000 people, among them more than 1,000 agronomists who provide extension services and agronomical advice to numerous channel partners and over 100,000 lead farmers. On an annual basis, the company provides an estimated 1,500 complete field demonstrations, 12,000 farmer meeting, and over 200,000 spot demos. The company has a full country coverage that enables it to reach over 3.5 million farming families and people in rural communities.

### **Number of Offices:**

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20 divisional manager offices and 30 Area manager office.

### **Estimated Yearly Revenue in US\$:**

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100 million USD

### **Type of Business, services rendered:**

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The Myanmar Awba group was established in 1995 and is a leading player in the agricultural sector of Myanmar. It also plays a very important enabling role in the agricultural value chain through providing a wide range of services. The core business of the group involves importing, manufacturing and distribution of fertilizers, seeds and agrochemicals and it also has a Microfinance arm providing affordable loans to farming families. Awba is market leader with innovative products and customized solutions for farmers. The company has two main production facilities, one of which is an agricultural pesticide factory (ISO 9001:2008 certified) that became operational early in 2017 and a Fertilizer plant that blends customised mixtures optimised for the Myanmar market. The Awba group has four main distribution companies supported by two logistical companies that ensure dealers and agents are sufficiently stocked. The company has a network of over 16,000 dealers and agents delivering its products and services close to its customer base.

### **Achievements:**

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- ▶ 1997: Invested in high quality packaging factory. Launched 'Comet' foliar fertilizer and new modern insecticide technologies. Initiated and implemented education programs for farmers.



- ▶ 1998: Launches compound fertilizers. Research and Development team established.
- ▶ 2000: New repackaging plant established in Yangon Industrial Zone. R&D team grew to 50 agronomists. Extensively expanded distribution network with over 50 dealers nationwide.
- ▶ 2003: Founded Ayeayawaddy Seeds to import and distribute quality hybrid seeds.
- ▶ 2005: Introduced world-renowned Nitrophoska brand complex fertilizers from Fertiva, Germany. Developed Yangon Citrus farm, the first-ever commercial scale lowland citrus farm in Yangon with sophisticated water management system.
- ▶ 2007: Founded Myanmar Pesticides Industry, the first and only privately-owned pesticides formulation plant in Myanmar. Implemented PET bottling in-house for pesticide packaging.
- ▶ 2008: Became the first company in Myanmar to produce Granule formulation after installing our own granulation plant.
- ▶ 2010: Established Myanmar's first compound fertilizer plant with steam granulation technology and privately-owned pesticide and fertilizer laboratory with Gas Chromatography (GS) capabilities.
- ▶ 2012: Maha Awba Microfinance established to provide farmers with much-needed financial support especially in rural area.
- ▶ 2016: Hmawbi Agriculture Input Complex was started and which will be partially function in August, 2017.

### Other information / Awards

2015: ASEAN Business Award, (Young Entrepreneur of the year) and YPO-WPO PAN ASIA Chapter lifelong leadership (Certificate of Appreciation)

2016: Certificate of appreciation on scholarship sponsorship by AUAA

## Description of Milestone Project(s)

### 1. Projects on Corporate Social Responsibility

Myanma Awba Group is an advocate of sustainable and responsible business and sets aside a significant budget for rural development activities to enrich grower communities. The group has funded a diverse range of projects in education, healthcare, infrastructure and is currently implementing several initiatives to secure access to quality water and electricity for remote areas of the country.

**Implementation:**

From 2000 to date

**Location:**

Throughout Myanmar

**Objectives:**

to assist rural people and

**Target groups:**

Rural communities and Students of Yezin Agriculture University

**Outputs/outcomes/impacts**

Inputs		Outputs	Outcomes	Impacts
Activities	Budget (Kyats)			
<b>Scholarship</b> (2003-2004 to 2016-2017) Scholarship awards to Undergrad and Postgrad students from YAU (474 students)	141024000 ks	474 students received Scholarship	Public value outcomes supported. Relationship with rural community enhanced/ improved. Improved health condition of communities. Increased income of farmers.	Educated, Healthy, Wealthy, Happy, Stable, Cohesive community.
<b>Infrastructures</b> (2006-2007 to 2016-2017)				
Schools (number)	93/ 1217273839 ks	93 schools constructed		
Tube well (number)	26/ 146932820 Ks	26 tube wells constructed		
Hospital and clinics	25/ 260131000 ks	25 Hospitals and clinics constructed		
Monasteries	21/ 148443220 ks	21 monasteries constructed		
Rural road and infrastructures (miles)	/ 1113666750 ks	Roads, bridges, electricity and other rural developments are implemented		

## 2. Maha Micro-finance projects (MMP) and Hmawbi Agriculture Input Complex Projects (HAIC) funded by IFC

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Under a global umbrella program of world reduce hunger and poverty, Myanmar Awba were selected to implement following projects in Myanmar which were part funded by IFC, WB;

**MMP:** In 2012, Maha Micro Finance was founded to assist farmers with their financial needs. Maha is expected to be a strong growth driver for the Group with an aggressive business model which leverages Myanmar Awba Group's network and a range of technologies.

**HAIC:** In September 2016, Myanmar Awba started to build a world-class Hmawbi Agricultural Inputs Complex (HAIC) in Hmawbi Township, north of Yangon. The initiative is partly funded by IFC (10 million USD). The new facility will be constructed in three phases until 2020 and will be built to international standards, as advised by the IFC. After completion of the project, HAIC will fulfill 50% of agriculture chemicals demand.

### **Time of implementation:**

From 2012 to 2020 and beyond

### **Location:**

MMP in rural area of Myanmar and HAICP in Hmawbi, Yangon.

### **Objectives:**

- ▷ MMP: 1) to assist farmers with their financial needs
- ▷ HAIC: 1) to develop Myanmar Agriculture Sector, 2) to reduce cost of agricultural inputs 3) to create job opportunities and 4) to reduce reliance on imports and raises the bar overall for product quality and consistency.

### **Target groups:**

- ▷ MMP: Farmers and rural communities
- ▷ HAIC: Farmers and rural communities

### **Outputs/outcomes/impacts**

HAIC will be able to produce five different types of formulations used in crop protection chemicals in the most technologically-advanced markets in the world. It allows Myanmar Awba Group to reduce reliance on imports and raises the bar overall for product quality and

consistency. Furthermore, it gives the Group more flexibility to produce tailor-made solutions specifically for Myanmar growers.

Inputs		Outputs	Outcomes	Impacts
Activities	Budget			
MMP: Maha micro-finance	6 m usd	established 500 hubs through the country in 2018.	100,000 farmers received Maha loan.	Decreased dependence on (social) assistance
HAIC: Mhawbi Agriculture Input Complex	15 m usd	Provided 50% of pesticides demand. Provided better quality of products with reasonable price.	Increased in farmer income. Increase agricultural productivity of contry.	Improved sustainability of food production

### 3. Myanmar Mobile Value Added Services for Agriculture (MYVAS4AGRI)

**Time of implementation:**

2018-2020

**Location:**

Sagaing, Mandalay, Magway and Bago Divisions and Shan (South) State

**Objectives:**

Enhancing smallholder productivity, resilience and income levels, through the provision of agricultural value-added geodata based services.

**Target groups:**

600,000 farmers from rural area

**Total budget:**

4,500,000 million euro (Netherland Government: 3 million euro and Myanma Awba: 1.5 million euro)

## Outputs/outcomes/impacts

Inputs	Outputs	Outcomes	Impacts
Activities			
<p>Collect satellite data</p> <p>Develop weather, crop disease, pest, moisture models</p> <p>Development of farmer application platform</p> <p>Development of specific advisory products and services (crop and area specific) / content development</p> <p>Development and roll-out of promotion and marketing campaign</p> <p>Invest in information and communication infrastructure and integrate data into platform (message-service, IVR, call centre)</p> <p>Train extension workers (internal + government), dealer-network and farmers;</p> <p>Commence provision of real time and location specific agricultural information and advice to farmers</p>	<p>Farmer Application develop, tested and operational</p> <p>1 million farmers reached through training, information events and promotional activities and have subscribed to the app</p> <p>600.000 farmers receive either weather data advice or/and agronomic tips/advice or/and access financial services or/and advisory services (call centre)</p> <p>Established farmer network which are connected with off takers.</p>	<p>3.5 million farm family use the services</p> <p>25% increase in crop yields</p> <p>10% Improved user efficiency of input (water, fertilizer, seeds, pesticides, etc.)</p> <p>20% increase in farmers income</p>	<p>Decreased dependence on (social) assistance</p> <p>Improved sustainability of food production</p> <p>Improved self-reliance of 600.000 farmers</p>





## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO:

Alternative Indigenous Development Foundation, Inc. (AIDFI)

### Focal Point of the NGO/CSO:

Name : Auke Idzenga Designation: CEO  
Address : AIDFI Bldg, Murcia Road, Barangay Mansilingan, Bacolod City  
Phone : 034-4463629  
Fax : 034-4463629  
E-mails : contactus@aidfi.org & auke\_idzenga@yahoo.com  
Website : www.aidfi.org

## Organizational Profile

### Date and Year of Establishment

4 July 1992

### Background of Establishment

The Alternative Indigenous Development Foundation, Inc., or AIDFI in brevity, was the brainchild of four (4) persons who rose from the ranks of the National Federation of Sugar Workers (NFSW), a labor organization that focuses in organizing and educating the sugar workers. It was in the heap of the sugar industry downfall and crisis in Negros.

The union went from a farm lot program into the new land reform program and considering its nature of organizing and educating, this program became too big for the union. The four persons wanted to focus on providing basic services to agrarian reform communities through appropriate technologies and agricultural services and therefore started AIDFI as a Non-Government Organization (NGO). AIDFI was established and registered as a NGO on July 4, 1992 with registration no. ENO92000214 at the Security and Exchange Commission (SEC).

The need in the agrarian reform communities was huge since most land reformed areas were situated in mountainous areas, far from government services. Most basic services were absent. AIDFI went into many different programs and projects like: organizational support, agricultural support

(seeds, fertilizer and carabao dispersal), sanitation (latrine construction), health (homeopathic medicine making) and day care.

After realizing that production needs marketing as well, AIDFI went into buying and selling of crops produced in the partner associations, like bananas (Balangon) and different root crops. This went on for several years but was very hard to sustain.

Simultaneously with the start of working in and with agrarian reform communities, AIDFI researched, developed, manufactured and piloted Appropriate Technologies for basic needs: water (different pumps for drinking and irrigation), energy (biogas, hydro and wind), sanitation (latrines) and agricultural equipment's.

In order to survive without outside funding, AIDFI staff engaged in welding jobs, like steel trusses and gates and even did a complete truck repair for another NGO. In the meantime, contacts were established with small groups and donors. This resulted in some small projects.

Having had previous experience and experiments with a hydraulic ram pump made from concrete on a technical university in Holland, one of the founders introduced the technology to AIDFI. This would become the flagship technology of the Foundation. But it would take development of different models, numerous tests and installations in the field, promotion and marketing for the technology to become known.

Having no budgets AIDFI started in a small rented storage place (around 20 m<sup>2</sup>) with outside an old roofed open garage which was used as workshop. In 1998 AIDFI constructed its own building (more like a two-story house) with the lower part as workshop.

After that AIDFI concentrated on promoting its technologies and more and more interest was generated, especially for the ram pump. In the same time AIDFI started fulltime Research and Development with as result that AIDFI had some 15 technologies ready for fabrication.

In 2004 AIDFI was looking deeper into the problem of the bulky loads of farm products sold at the conventional markets since it was not a sustainable undertaking for both farmers as well as AIDFI. The idea was to find products which could be processed in the community from high volume-low value to low volume-high value. It became essential oil from Lemongrass and the R&D group developed a distiller. Then AIDFI organized some 30 farmers around this concept in the uplands of Brgy. Mambugsay, Cauayan, Negros Occidental into the Mambugsay Essential Oil Producers Association (MEOPA). In 2011 three more communities got into Lemongrass Oil production.



The work of AIDFI in terms of technologies kept expanding. In 2006, it bought a 3000m<sup>2</sup> lot and put up an office with a 300m<sup>2</sup> shop. The building includes a coffee shop serving its staff and outside customers and serves as Income Generating Project. A year later a Techno Park was established at the back of the garden and all technologies were incorporated in the mini park and had at its height some 4000 visitors a year. The Park created a lot of interest and became a luxury problem in terms of work.

In 2016 AIDFI started using its newly built shop of 325m<sup>2</sup>, making the total area now 625m<sup>2</sup>. It contains many machines from welding, drilling, CAD plasma cutting, lathing, bending to milling. AIDFI produces now quality ram pumps in ten sizes and can do that in quantity as well. Besides fabrication and installation by its own technicians, it trained other teams in the Philippines which are now installing the AIDFI ram pump model. In 2017 AIDFI started fabricating its first plastic shredder and injection molding. The idea is to use this for recycling of plastic caps into gaskets for the ram pump and to sell other units to recycling projects in any part of the country.

## Vision/Mission

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### Vision

A society where technology and development systems exist in harmony with nature and serves as foundation of growth and sustainable development where people share and live in abundance and happiness and where there is peace, freedom and equity.

In its pursuit to achieve this, AIDFI is guided by the following development principles: gender equality and equity; women empowerment and participation, good governance in project implementation, sustainable development and fair trade, human rights, total human development.

### Mission

AIDFI is:

- Dedicated to excellence in the development and for promotion of appropriate technology and social enterprises for sustainability development;
- Committed to effectiveness and efficiency in development management;
- Committed to help facilitating empower communities, gender equity and cultural diversity.

## Number of Staff

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42 Personnel

## Programmes /Areas of Work

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Currently, the main focus of AIDFI revolves around the ram pump program and social enterprising. The ram pump program has already benefitted some 250,000 plus beneficiaries in the Philippines, it has successfully transferred this technology to Afghanistan, Colombia and Nepal. AIDFI has also partnered the Philippines Bureau of Soils and Water Management under the Department of Agriculture for irrigation projects. The social enterprising on the other hand is providing steady income for around 50 plus families of which AIDFI buys and markets the lemongrass oil.

After winning the Ramon Magsaysay Award in 2011 AIDFI was asked by Coca Cola Foundation Philippines, Inc. to help them in their program to meet their international target of returning the water they use to communities. This program is now completely managed by AIDFI and in its 5th year with an average of at least 20 water systems a year using hydraulic ram pumps supplying drinking water to mostly upland communities. At the end of 2016 already some 123.000 beneficiaries were served with easy access to water.

The awards with documentaries on the internet resulted again in more interest internationally and AIDFI was internally ready to carry our technology transfer of the ram pump. That has now been carried out to Afghanistan, Nepal, Colombia and Mexico. Also, several units were either installed by AIDFI or just sent to Japan, Malaysia, Indonesia, Cambodia, Colombia, Peru, Costa Rica, France, Cameroon and lately Mozambique.

## Achievements

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The work on the ram pump started spreading and the technology became well known. The interest was not only local but also international and in 2007 AIDFI installed three systems in Northern Afghanistan. Having perfected its patented ram pump model and working in the same time on the community aspects to make the systems sustainable, the work got awarded and recognized with local and international awards: Ashden Award, BBC World Challenge Award 2010, Energy Globe Award, Ramon Magsaysay Award 2011, DOE First Green E-award, Energy Institute Award, Fr. Neri Satur Award for Environmental Heroism, Ramon Magsaysay Award 2011, Recognition from Bill Clinton, 2012 Laureate of the Ramon Aboitiz and winner of the 2015 RELX Environmental Challenge.

### 1. Manufacturing, Installation and Technology Transfer of the AIDFI Ram Pump

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#### **Time of implementation**

(Chronology) ongoing since 1992

The ram pump is a device which utilizes the energy contained in falling water to pump up a portion of the water passing through the ram pump to (very) high elevation. No electricity, no fuel. Ram pump use the renewable energy source water. The ram once in function operates 24/7 and is easy in use and repair since it has locally available and cheap spare parts.

A typical situation in a village is that of people having to make a trip down to a source situated below the village. The distance for fetching water can go up to 2 kilometers and the height difference between village and source can vary between 50-200 meters. Especially for older people it is very hard to fetch water this way, how more when it is raining and the track going down slippery. The maximum a family can get per day is often 40 liters (2 containers). The ram pump is the perfect solution once there is free flowing water. It can pump the water up over great distances and heights.

The program on ram pumps started when AIDFI was organized and registered with the SEC, around 1992 and the manufacturing and installation of the ram pumps is very much ongoing as of this writing. AIDFI was familiar with the ram pump since one of its founders (Auke Idzenga) had worked with an Appropriate Technology Group in the Netherlands on ram pumps made completely from cement. Those were very inefficient but left a huge impression on its potential on Auke. He always had the plan to do something with the technology but was not able to do so in the socio-economic program of the union.

In 1990 Auke led a 6 months program on ram pumps on 'Tuburan' the training farm of different PO's and NGO's in Negros. This program was initiated by SIBAT (Manila based) but had to stop for lack of funds. He researched and developed several models after having visited ram pumps (only a few) all over the Philippines to learn from their failures or success. A wild idea of using an ordinary door hinge to move the ram pump, was applied and to his astonishment gave a nearly double output. Three different ram pumps he had developed were installed at the training farm and monitored for performance and durability.

Under AIDFI the ram pump would become the flagship technology even though AIDFI would engage itself in other technologies for basic needs as well: different kind of pumps (hand, treadle and rope), sanitation (latrines from ferro cement), energy (biogas, rice hull stoves and gasifier, hydro power and windmill for electricity) and some agricultural tools and processing equipment's (rotary weeder, chipper and essential oil distiller). Since AIDFI didn't have serious funding besides some small donations, the work was rather slow and moved from one ram system to another. Those installations were for drinking and small. AIDFI developed more sizes of ram pumps over the years from small to bigger. As of now there are ten different sizes.

In 1998 the program on ram pumps became more serious and a marketing person was hired. More installations were built and each of those would promote the technology since they attracted people who couldn't believe that the pump didn't use any external energy like electricity or fuel. In that same period a miniature ram pump was created and became the perfect tool for the promotion because it could be brought along with somebody and set it up at any place for a demo.

In 2007 AIDFI had perfected the ram model as a crossbreed between commercial expensive and hard to purchase/import ram pumps from industrialized countries and low cost but inefficient models developed by Universities and Appropriate Technology groups. The AIDFI ram had the best of both and can be produced piece by piece in any needed size which matches a certain flow. Since the technology had never spread the world despite being an unbelievable technology operating only on the power of water and able to pump water to very high elevations, AIDFI felt that it should share its model. It entered a contest with Ashden Award and became one of its winners. The Ashden Prize was handed over by Al Gore and helped give international recognition and attention to the technology. As stated earlier it resulted in a contract for installing ram pumps in Afghanistan under super dangerous circumstances. Instead of continuing installing ram pump systems in Afghanistan AIDFI offered the technology for transfer. Such a transfer includes aspects like survey, technical study making with estimated outputs and itemized costing, pattern making, ram manufacturing, installation and tuning and ferro cement reservoir construction. The transfer took place in Bacolod with three Afghans joining for three weeks. Another transfer followed to Nepal with AIDFI technician setting up a pilot site in Nepal and Nepalese technicians being trained in the workshop of AIDFI. Then a transfer to Colombia followed and in 2015 a training of a Mexican technician was carried out at AIDFI shop.

For the Philippines, the idea was to have a centralized quality production of ram pumps and train installation teams all over the country to help in the installation. The plan was to have self-sustaining independent teams whom AIDFI could provide projects or who could try to acquire projects themselves with the use of AIDFI ram pumps. Several teams were trained from Luzon (Bontoc), Cebu, Palawan and a few teams from the tripartite NGO PASALI from General Santos. The ram became popular when AIDFI campaigned for the ram pump in the BBC World Challenge 2010, which it then won. Many people had voted for the AIDFI ram and looked at the website and documentary made by the BBC. In 2011 AIDFI became one of the Ramon Magsaysay Awardees for its work with technologies for the reasons stated in the citation of the RMAF: <http://rmaward.asia/awardees/alternative-indigenous-development-foundation-inc-aidfi/> During the award ceremony week a symbolic contract was signed with Coca-Cola Foundation for AIDFI's ram pump to be utilized in the program of Coca-Cola of returning water used by the company in its bottling back to nature or people. The program is part of an international target of Coca-Cola to be water neutral. AIDFI after two years of supplying ram pumps and installing some systems itself, became the manager over the whole program called AGOS. The 'fear' of working with a big multinational in which money would set the tone/direction was not necessary. What was important was quality of work and trust/transparency. AIDFI has both and the relationship has worked out well without AIDFI having to change its direction and with in fact Coca-Cola stressing more and more on the sustainability of the projects. Through this program AIDFI has helped bring water to more than 175 waterless communities with some 135,000 beneficiaries and still counting. The cooperation with Coca-Cola has tremendously helped AIDFI to improve its efficiency since it no longer has to move from one project to another but can plan batches of ram pump projects complete with rigid social preparation.

A typical installation goes as follows: people who have heard of the ram pump and know of the ram pump as a possible solution to their water problem are inquiring or are being referred. For them to avail of a ram system, they must follow some criteria before AIDFI is willing to survey the area technically and the community socially. After the survey, a technical study is made which shows the expected output in terms of liters of water per day, the design of the system and the itemized costing. Also, it mentions the labor needed. Once funding is approved a Community Development Facilitator (CDF) comes in to prepare the community for the project and to arrange for the necessary legalities like right to use (of water source and reservoir), right of way for water

pipes. An association is formed and registered with DOLE and officers elected and trained. Also, AIDFI helps them to formulate policies and a collection system for maintenance and possible future expansion. Also, the CDF connects the association to the LGU and the Barangay and MOA's are signed. Knowledge and consent are very important. In the same time, local labor is identified and rates discussed and agreed. There is a portion in which the community commits bayanihan. This is mostly the portion from the manifold of the reservoir to a cluster of households served by a public tap stand. The community is also informed that for each household to receive a water filter they are required to attend meetings, pay membership fee and engage in the bayanihan activities. The place for the technical team is arranged and then the technicians come in. They have the identified local technicians side by side for them to explain everything about the ram pump and its functions and 'secrets'. The technical team stays there with the CDF's during the whole installation period which usually takes 4-6 weeks in which a complete system with ram pump, house for protection, delivery lines, reservoir, delivery lines and tap stands is set up. The final activity is the tuning of the pumps and training of the local technicians in the replacement of spare parts. After the installation, a turnover is organized with invited guests. As part of the program is the reading of the document mentioning all the components of the system in sizes and lengths for transparency purpose. Then the officers are inducted and water filters are distributed. Turn overs are like small fiestas with people making testimonies that never expected water to come free flowing in their community. For impact see attached impact studies.

In the same period that AIDFI signed the contract with Coca-Cola, the Bureau of Soils and Water Management (BSWM) under the DA was searching for technologies for small scale renewable energy forms of irrigation. AIDFI was invited and presented its ram and demonstrated the working miniature model. The key persons from the BSWM were impressed and this resulted in the ram being chosen as one of the three technologies to be promoted and installed, with the other two being solar and wind. A delegation of BSWM came over to try to get AIDFI contracted for 24 sites irrigation ram pump projects. AIDFI actually didn't have the 'space' to implement so many projects but the realization of ram pump promotion paying off into the technology becoming institutionalized was such a nice thought, that AIDFI promised to help the BSWM as much as possible. This cooperation is now also in its 6<sup>th</sup> year.

AIDFI has its hands full on implementing the many ram pump sites here in the Philippines but would, as its advocacy, like to see as many

as possible people to benefit in waterless upland communities all over the world. Therefore, it offers technology transfer to other countries.

Over the years AIDFI has worked in and with different ASEAN countries (see also attachments for pictorials):

- ▷ Cambodia: AIDFI technicians installed three ram pump systems. Two near Siem Reap with one on an organic farm and the other in a community where also the higher situated temple has been supplied. The third system was installed on a Durian farm near the Vietnam border going to Laos where there are many farms along creeks and which could use the ram technology. In the same time the technology was introduced to a Parliament Member and a program carried out by the EU.
- ▷ Malaysia: AIDFI sold several ram pumps to a Renewable Energy group called PACOS, normally involved in hydro power projects. The ram pumps have been installed on farms. They are interested in buying more units.
- ▷ Vietnam: AIDFI participated in a workshop on Hydro Technologies and shared its experiences with other ram pump installers.
- ▷ LAOS: an exploratory trip was made on request of the international NGO ADRA and besides orientations, surveys were carried out for possible piloting.
- ▷ Singapore: AIDFI was invited by Care Channels International, Ltd. to come to North West China to explore possibilities for the ram technology. AIDFI met government people and showed them the ram miniature and looked at possible sites.
- ▷ Thailand: an AIDFI ram pump was bought by the NGO BGET which is involved in refugee camps at the border with Myanmar. The ram was used in a training together with solar pumping.
- ▷ Indonesia: ACF, the International French NGO consulted AIDFI on the ram pump technology which they were introducing in West Timor. In fact, they came over and were oriented and had an exposure to an AIDFI ram system. Later on, AIDFI helped them out through e-mails and the AIDFI model was tested together with a locally built unit of the DTU model.
- ▷ Myanmar: the Dutch organization ZOA, which was also active after Yolanda, inquired with AIDFI for a possible Technology Transfer or at least initially some installations. In the meantime, AIDFI through

Auke has demonstrated the miniature ram in the ZOA office in the Netherlands.

AIDFI is just offering the Technology Transfer and doesn't push for it. It is always ready to move but needs to be sure the interested party is serious because a transfer involves a budget and time. What AIDFI rather does is help promote the technology in general since there are really thousands of upland villages and farms who could tremendously benefit from this amazing technology.

### **Location**

The program on ram pumps is taking place in different locations:

- ▷ The manufacturing of ram pumps and accessories is taking place in the 625 m<sup>2</sup> workshop of AIDFI which has several precision machines for fabrication of quality and quantity ram pumps (made in ten different sizes). There are lathe machines, welding machines, bending machines, milling machine, surface grinder, CAD operated cutting machine and shaper.
- ▷ The installations including the social preparations are taking place all over the Philippines in mostly mountainous areas.
- ▷ Technology Transfer has taken place to and in Afghanistan, Nepal, Colombia and Mexico with possible transfers (as being negotiated) to India, Myanmar and Zimbabwe.

### **Objectives**

- ▷ To provide clean drinking water to (neglected) communities without easy access in a bigger volume near their doorsteps on a 24/7 basis.
- ▷ To create opportunities or extra income with the delivery of more water for vegetable growing, animal raising, fish raising or processing.
- ▷ To provide irrigation water to farms higher elevated than their source at an affordable cost much lower than conventional irrigation with electricity or fuel and thereby increase production.
- ▷ To provide employment to people coming from the grassroots in the manufacturing and installation of ram pump systems.



## Target groups

- ▷ Upland communities which are often neglected in terms of provision of basic services like drinking water, irrigation water, sanitation, roads, electricity etc.
- ▷ Upland farmers who used to depend on rainfall for their production

## Outputs/outcomes/impacts

The impact of the ram pump is very high. An increased volume of water has a great impact on a family. Over the years we observed the following benefits in our drinking water projects:

- ▷ Better health, the ram pump systems with Coca-Cola funds come with a tabletop water filter for each family providing 100% drinking water.
- ▷ Better sanitation. Many upland households didn't have a toilet for the reason that they didn't have enough water for it. The water carried up manually is often limited to 40 liters/day/household. With enough water from the ram pumps system, families decide to build toilets/bathrooms
- ▷ Time saved by no longer to have fetch the water manually going down over slippery paths and trails
- ▷ Older people who used to pay for the water delivery since they no longer could go down themselves save money
- ▷ Kids no longer skip classes for the reason that they have to fetch water in the morning because the storage is empty
- ▷ Big reduction in skin diseases caused by lack of bathing
- ▷ Increased intake of vitamins, minerals and protein by increased availability of vegetables, meat and fish grown with the increased volume of water.
- ▷ Less destructive activities (charcoal making, wild animal hunting and endangered flower picking) on the environment with increased alternative livelihood activities caused by increased volume of water
- ▷ No more bullying of smelling students because of lack of bathing
- ▷ Empowered communities through the setup, registration and training of water associations, who know how to approach now government people or agencies for additional improvements in their communities

Impact of the manufacturing and installation works:

- ▷ Providing stable jobs for young people coming from the grassroots. Most technicians in AIDFI didn't have the chance to finish formal education. They get a chance to make a career in the organization.
- ▷ Promoting the success story of AIDFI as a sample of national industrialization of a technology for a basic need (drinking and irrigation water)

Impact of irrigation water through ram pumps:

- ▷ No need to purchase and transport (expensive) fuel for a diesel irrigated and therefore much cheaper in operation
- ▷ Ram pump operates automatically and doesn't need an operator to watch during the pumping, unless diesel operated irrigation pumps.
- ▷ Can pull a crop through an unexpected dry period. With Climate Change as the reality, farming which is dependent solely on rainfall is complete unpredictable.
- ▷ Can add a complete crop cycle, especially if it concerns High Value Crops.
- ▷ AIDFI ram pump is locally manufactured and uses locally available cheap spare parts, bringing the technology completely under control of the (trained) farmer.

## 2. Decentralized Essential Oil Distillation from Lemongrass

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### **Time of Implementation:**

(chronology) ongoing since 2004

AIDFI when it started was asked by the Department of Agrarian Reform in a particular town (Silay City) in Negros Occidental to help sugar workers who as group had availed of land through the Agrarian Reform Program. Basically, the workers were left with themselves and land. The management, farm implements (tractors, irrigation, trucks) were pulled out as well as access to finance, transport and sugar centrals was cut off. AIDFI started helping them get registered as associations, provide leadership and other trainings and started up small projects for food production. AIDFI had to do this with small available amounts it got from small donors. Of course, some ram pumps were installed for drinking and small-scale irrigation. Later on, AIDFI went into marketing of some of the products of the associations. Marketed were root crops and bananas, among other few products, just to discover that it was not

sustainable because of the far and difficult distances and some other reasons. AIDFI was already happy to work on a breakeven level. It made us realize that the best was not to compete with regular conventional products but look for special products and if possible processed in the communities. It's a long story but there were within the AIDFI staff experiences with Lemongrass and timely there was in Manila a BioSearch with as theme essential oils. All this was connected and seen as a solution: distillation of lemongrass in the communities itself. The idea was to go away from high volume-low value to low volume-high value products through essential oils. AIDFI got excited about the idea and realized that it had all the opportunities in-house except funds. Again, timely the DED (German)- Philippines was at the AIDFI office in December 2004 and the talk went to the new idea. The DED had a small budget left (it was the end of the year) and we proposed the design, fabrication and testing of a 200kg essential oil distiller. The AIDFI model designed is unique and worked out very well during testing of distillation of Lemongrass, Eucalyptus and Ylang-ylang. Then in the beginning of 2005 an upland farming community in Cauayan, Southern Negros was organized into the Mambugsay Essential Oil Producers Association (MEOPA). A small simple factory was built and is till now in operation with an average of 25-30 active members growing and distilling Lemongrass. Another successful project was started in 2010 in the uplands of Murcia, Negros Occidental where earlier a big ram pump system was installed and the contact with AIDFI evolved into Lemongrass production. There are some 30 plus beneficiaries active in the essential oil project.

Members grow Lemongrass plants on their farms naturally without the use of chemicals. Initially the plants have to grow up to adult plants for six months after which they can be harvested. Only the leaves are harvested while the plant stays in the ground. The plant then grows up again and can be harvested after two months. Members usually harvest around 200 kilograms which they bring to the 'factory/plant' in the middle of the farms in the mountains. The leaves are dried for one to three days and chopped. The chopped leaves are loaded in the distiller and boiled for three hours. Steam coming out from the distiller is cooled down in a condenser and the liquid which contains oil and hydrosol is collected and separated. Depending on the season, the 200 kilograms results in one liter oil or more. The oil from several boiling's is collected and transported in a carton with 10-12 liters by bus to the office of AIDFI where it is checked on volume and quality. The association is then paid for the delivery which money is used as the rolling fund to pay members immediately after each distillation.

This provides small income, more regularly. The role of AIDFI is to guide the associations in terms of some agricultural techniques, organizational matters if needed and technical challenges with the factory and equipment. AIDFI consolidates the oil at the small lab it operates at the AIDFI office where it checks the quality and volume and prepares shipment to the different clients in Philippines and abroad. Lemongrass oil is a niche market and it took time for AIDFI to reach the level of balanced production and sales. The night mares of having some 200 liters stocked oil are over.

In 2011 Auke from AIDFI went to Colombia on a side trip to a biogas workshop in Peru. There was a long-time e-mail contact with an Appropriate Technology group called Aprotect-Colombia. The correspondence had been on ram pumps and the idea was technology transfer. Mauricio from Aprotect brought him in a more than 13 hours trip to the Llanos, a former war zone and famous for cocaine production. There are many displaced indigenous people and farmers and the Diocese of the area had set up a demo farm for the displaced people to learn new farming technologies which would require less land area. The land in the Llanos is highly acidic. While staying with a local family Auke discovered big Lemongrass plants and started sharing about the Essential oil program of AIDFI. There was so much excitement about the idea. Then in July of the same year Mauricio and a Colombian technician came over for the ram training. Mauricio observed the distiller which at that time was under fabrication in the AIDFI shop. He made notes and drawings. When they went back to Colombia they had further worked out the idea and made their own design distiller and had Lemongrass planted. Now a few years later there are several products they produce and sell and the impact on the farmers is great according to Mauricio whom Auke met again in Germany last year. AIDFI without having any financial benefit of all these developments is super happy to know that it triggered such projects in other countries benefitting similar groups deprived of basic services.

Besides the above AIDFI manufactured distillers for several projects in Catanduanes, Talisay, Candoni and Bago City (Negros) and Maguindanao. Also, AIDFI facilitated the distillation of Tea Tree at it Techno Park behind the AIDFI office for a small organic entrepreneur from Bacolod.

**Location:**

AIDFI has two long term distillation projects ongoing in the towns of Cauayan and Murcia in Negros Occidental. These are far flung upland

communities where transport of conventional products is a huge problem and cost.

### **Objectives:**

The objectives of the essential oil projects are:

- To create a spread and regular income of the farmers since harvest is not done at once but in batches or cycles. Continuous harvest means continuous income. Farmers are immediately paid by the association per volume of oil.
- To avoid that beneficiaries have to borrow money from loan sharks. This usually happens with farmers who have to wait for their harvest and borrow money in the meantime.
- To control erosion on the mostly sloping farms. The Lemongrass stays as plant while only leaves are harvested. The plant grows up again. This keeps the soil in place.
- Create employment in the hauling, chopping and distillation
- To have the farmers practice organic and natural farming methods like composting, mulching without the use of chemical fertilizers, pesticides and herbicides.
- To make the farmers proud of being innovative in farming and processing.
- To have stronger ties in the community through common activities like bayanihan
- To have an empowered association which can lobby, request for further development in the community.

### **Target Groups**

Small upland farmers who are willing to engage themselves in farming and be active in activities of the associations formed. AIDFI always says that it wants to go to areas a normal business person would never invest. Those are areas AIDFI feels challenged to prove that the situation of those farmers are not helpless or hopeless but that (big) changes can be made. Mostly that are areas without easy access roads but rather trails, no electricity and water.

### **Outputs/outcomes/impacts**

- Empowered associations and association members who are proud of their farm and produce and who no longer look down at themselves for being poor farmers.

- Farmers have 'little' amounts of many in their pocket all the time rather than
- waiting for the harvest of a crop (mostly corn or sugarcane) and borrow money.
- Purchasing power. One member was asked by a visitor about her small solar panel and light on top of the roof of her native house. She said that's from the oil.
- Spread income for the farmers. Every time they distill they receive income.
- Erosion is being minimized by contour lines and the Lemongrass plants which can stay in the ground for a few years.
- No use of chemicals in the production which is good for the health of the farmers and the environment.
- Beneficiaries receive school supplies and Christmas gifts from socially concerned buyers who are interested in their stories of improvement from their buying.
- Associations ready for lobbying for organic fertilizers and farm to market roads.

### Photo(s), Video(s) and other Documentation (s) of Projects

- Pictorial Ram Pump Program in Philippines
- Pictorial of Essential Oil Program
- Pictorial Activities in Cambodia 2009
- Pictorial Consultancy and Testing Ram Pump West Timor 2009
- Pictorial Exploratory Trip to Laos 2010
- Pictorial Training on Ram Pump in Umphiem Refugee Camp in Thailand
- Pictorial Vietnam Workshop on Hydro Technologies 2004
- Pictorial Malaysia and Myanmar
- Pictorial Trip to India
- Pictorial Technology Transfer to Afghanistan
- Pictorial Technology Transfer to Nepal

- ▶ Pictorial Technology Transfer to Colombia
- ▶ Pictorial Technology Transfer to Mexico
- ▶ Ram Pump Brochure 2017
- ▶ Article ADB Water Champion
- ▶ Impact Studies two ram pump sites
- ▶ Article in Farming Matters
- ▶ Pictorial Situation Before Installation of Ram
- ▶ Pictorial Benefits from Installation of Ram

**Videos:**

- ▶ Ram Pump Miniature in Action: [https://www.youtube.com/watch?v=Ev\\_9OgrcvuU](https://www.youtube.com/watch?v=Ev_9OgrcvuU)
- ▶ BBC Documentary: <https://www.youtube.com/watch?v=4SBtsuvEn28>
- ▶ Video made for Ashden Awards: <https://www.youtube.com/watch?v=-BoAMlODArQ>
- ▶ Video on the AGOS program with Coca-Cola: <https://www.youtube.com/watch?v=TOayDIYGSfY>
- ▶ Video for RELX: <https://www.youtube.com/watch?v=TE5nip-xBtU>
- ▶ Video interview with Trinysol (Mexico) after Technology Transfer: <https://www.youtube.com/watch?v=9Zz9XtxYoH0>
- ▶ Video made around a volunteer (experteer) from Siemens Stiftung Empowering People Network: [https://www.youtube.com/watch?v=S\\_aVBkwqypE](https://www.youtube.com/watch?v=S_aVBkwqypE)
- ▶ Video on Technology Transfer to Afghanistan: <https://www.youtube.com/watch?v=zIJooWE2tz0>







## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

Coffee for Peace, Inc.

### Focal Point of the Private Sector:

Agriculture and Entrepreneurship

Name : Felicitas B. Pantoja

Designation : CEO

Address : 721 Loreto Street, Juna Subdiv., Matina Davao City

Phone : 63.82.297.3139

Email(s) : [joji@coffeeforpeace.com](mailto:joji@coffeeforpeace.com)

Website : [www.coffeeforpeace.com](http://www.coffeeforpeace.com)

## Organizational Profile

### Date and year of establishment:

April 2008

### Background of establishment:

Coffee for Peace (CFP) was born from the work that the founder, Luis Daniel A. Pantoja and Joji Pantoja, started called Peacebuilders Community (PBCI). It advances peace and reconciliation throughout Mindanao and the Philippines. It incessantly seeks for various ways to economically allow the marginalized communities in Mindanao and the Philippines become sustainable. This is not only an approach to sustaining peace efforts but also to give better alternative to armed struggle and other destructive environmental practices just to bring food on the table.

Certainly, it is difficult to discuss about peace and reconciliation when the people are hungry.

Mindanao is rich with agricultural products and natural resources; hence dubbed as the "land of promise." However, because of the civil unrest caused by the armed struggle since the Spanish era, the island falls short of its promise. Many people and communities in Mindanao, particularly Bangsamoros and Indigenous Peoples communities suffer from lack of access to social services. Worst, the way of doing business in most contexts in the Philippines is unjust.

To address this, one of the livelihoods that floats in their peacebuilding work is coffee. A common drink served and consumed by majority of the people, whether Muslim, Indigenous People or Christian.

We have the four major varieties of coffee, Arabica coffee will be the primary concentration for CFP to develop, then the Robusta. Most of the espresso based drink uses Arabica beans. Most of the Robusta are used for soluble drinks or for blending. Arabica grow on higher elevation and requires forest trees around it. This would address our problem of denuded forest and keep our watershed source for good clean water. While Robusta grows on lowland. Most of our farmers are into Robusta farming. Only 25% farms Arabica.

Around 80% of the world's population drinks coffee, while only around 70 countries can grow coffee. It thrives best on lava soil, in a tropical and subtropical zone, and Philippine is one of those countries.

The demand for coffee continues to grow which gives the coffee farmers in our country the opportunity and the possibility to earn income and be sustainable. Coffee classified as high value crop can give higher income to our marginalized coffee farmers.

Coffee addresses many aspects of challenges that our country is facing. It can protect our environment; a source of sustainable income for the farmers and a vehicle to promote peace in our land. It can keep the land that the indigenous people were claiming as part of their ancestral domain. They are the natural guardians of the forest. Arabica trees can make our forest sustainable.

It is a social drink that brings people together. It is a drink that can bring peace on the table. It is the new wine for the millennial.

Coffee for Peace was incorporated in April 15, 2008.

## Vision / Mission / Objectives

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### **Vision**

Coffee for Peace Communities practicing relational harmony; enjoying quality life by being engaged in a sustainable coffee value chain.

### **Mission**

To engage Coffee for Peace communities in a sustainable, ecological way of producing coffee, towards a productive enterprise.

**Objectives:**

1. To establish Coffee for Peace Community in coffee growing areas.
2. To uplift the socio-economic situation of coffee farmers
3. To make CFP enterprise sustainable in promoting coffee with peace.

**Number of staff:**

16 Full time and 8 field community development volunteers

**Programmes / areas of work:**

Cordillera Autonomous Region, Davao del Sur, Bukidnon, and Sarangani Area.

**Achievements**

PBSP/FSSI Top Ten Businesses that has Three Bottom Line (People, Planet, Profit) 2011 CITIBANK AWARD as one of the top 10 Businesses in 2011 <http://www.coffeeforpeace.com/awards/pbsp-citibank/>

IIX-UNDP Peace Impact Award in 2015 <http://www.coffeeforpeace.com/awards/united-nations/>

PwC Isla Lipana Finalist for Developmental Social Enterprise Award in 2015 [http://www.coffeeforpeace.com/awards/price-waterhouse-cooper-2015/Go Negosyo Most Inspiring Filipina Award on Inclusive Business 2017](http://www.coffeeforpeace.com/awards/price-waterhouse-cooper-2015/Go%20Negosyo%20Most%20Inspiring%20Filipina%20Award%20on%20Inclusive%20Business%202017)

<http://www.philstar.com/cassandra/2017/04/16/1690565/2017-inspiring-filipina-entrepreneurs-celebration-women-catalysts>

<http://www.coffeeforpeace.com/2017/04/>

**Description of Milestone Project(s)****1. B'laan Tribe First Export of Coffee to Canada****Time of implementation:**

2011

**Location:**

Sarangani

**Objectives:**

To test if our coffee can be marketed abroad

**Target groups:**

Tribal Community

**Outputs/outcomes/impacts:**

Increased income. Increased Awareness on our Philippine Coffee.

<http://www.coffeeforpeace.com/2011/09/>

## 2. Choosing the Path of Peace

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**Time of implementation**

2014

**Location**

Bukidnon

**Objectives**

Peace and Reconciliation and Coffee

**Target groups**

Tribal Communities in Bukidnon

**Outputs/outcomes/impacts:**

Formation of CFP Community Model processing area. Increased income for the tribal farmers, Scholarship on education, involvement of your to form Kalinaw Youth Movement.

<http://www.coffeeforpeace.com/2014/05/>

<http://www.coffeeforpeace.com/2017/07/06/final-building-plans-and-release-of-funds-have-been-approved-for-kapeyapaan-in-valencia-city/>

## 2. Bridging BACOFA Farmers with the BAGOBO Tribe

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**Time of implementation**

2013-2017

**Location**

Mt. Apo

**Objectives**

To form CFP Model Community in processing coffee

**Target groups**

Bagobo Tribe and BACOFA Farmers

**Outputs/outcomes/impacts**

Increased income from 3000 to 15000 per month

Education for children

Shelter

Food on the Table

<http://www.coffeeforpeace.com/category/inclusive-development/>

Photo(s), Video(s) and other Documentation(s) of Projects [optional]

**Promotional Video of CFP**

<https://www.youtube.com/watch?v=SzTGfKvmlZs>

<https://www.youtube.com/watch?v=PbQicQ5xztA>





## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO:

AMKFSC Community Services Ltd.

### Focal Point of the NGO/CSO:

Name : Dr. Vincent Ng  
Designation : Chief Executive Officer  
Address : 223D Compassvale Walk #01-673 Singapore 544223  
Phone : +65 6312 8100  
Fax : +65 6388 3989  
Email(s) : vincent\_ng@amkfsc.org.sg  
Website : www.amkfsc.org.sg

## Organisational Profile

### Date and year of establishment

1978

### Background of establishment

Founded in 1978, AMKFSC Community Services Ltd. (AMKFSC) is a community-based social service agency, which provides a holistic range of services to support children, youths, families and seniors in multiple touchpoints across Singapore.

AMKFSC operates four family service centres in Ang Mo Kio, Sengkang and Punggol. We also provide other support services such as student care, senior services, a youth centre, mental health support programmes and a family resource centre at Changi Prison.

Over the years, AMKFSC has produced a total of seven Outstanding and Promising Social Worker award recipients, giving testament to the quality of AMKFSC social workers and our focus on staff development.

### Vision / mission

#### OUR VISION

Enhancing and enriching the lives of people we serve.

#### OUR MISSION

We are committed to create opportunities for people to pursue a better future by providing quality community services.

## Programmes / areas of work

AMKFSC provides a spectrum of community-based services in Central and North-East Singapore, including:

### Family Service Centres

Four Family Service Centres offering Information and Referral, Casework and Counselling services.



### BASIC Student Care

Three student care centres for latchkey children aged 6 to 14.



### COMNET Senior Services

Three COMNET Senior Activity Centres for the needy aged 60 and above.



### COMNET CREST

Outreach programme for elderly persons with depression and dementia.



### Youth Infinity

A youth-specialized service for at-risk youths in the community.



### Transition Plus+

Outreach & support for families living in Interim Rental Housing.



### NEXUS Family Resource Centre

Supports prison inmates, ex-offenders and their families.



### Bakery Hearts

Enable women from low-income families to learn baking and generate extra income.



## Description of Milestone Project(s)

### 1. BAKERY HEARTS

Started in 2013, Bakery Hearts provides women from low-income families with the opportunity to supplement their household income and prepare themselves for open employment through the equipping of baking and social skills. Bakery Hearts collaborates closely with community partners such as Ang Mo Kio Community Centre, volunteers, corporates and schools to support and sustain the programme.

In recent years, Bakery Hearts has forged stronger collaborations with reputable food and beverage establishments such as the Suntec Group and Pan Pacific Singapore. At a tea party held with Pan Pacific Singapore and Central Singapore Community Development Council for seniors living alone, Bakery Hearts mooncakes were served alongside dishes from Si Chuan Dou Hua. Through regular trainings conducted by professional chefs, the participants' baking skills have improved significantly. This led to a stark improvement in sales revenue during festive seasons in 2016, which subsequently contributed to an increase in income for the women.



Over the years, Bakery Hearts has served 70 women, with 66% either finding employment in the open market, or setting up home-based businesses.

## 2. TRANSITION PLUS+

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Transition Plus+ was implemented between 2012 and 2017 to serve interim rental housing residents located in Ang Mo Kio town. The project was supported by the Housing Development Board and other community stakeholders, and benefited more than 400 families in the bottom 20th percentile income group in Singapore. Families under the programme achieved 100% success in securing stable housing. Over 150 children, aged 7 to 12 years old, also received educational support while the families were in transition, providing a better trajectory towards social mobility.

Within the programme, a strong collaborative relationship was formed between residents and AMKFSC staff, which promoted the co-creation of multiple asset-based platforms, such as children programmes, mothers' empowerment programmes and issues groups. The asset-based approach changed mindsets and established how families in poverty can contribute and make a difference in their own lives.

Each month, Transition Plus+ set a theme to educate children on useful life skills, and created opportunities to share their skills, abilities and knowledge. Children took ownership to collaborate and undertake different roles in carrying out activities including writing a song [please refer to Annex C] and choreographing a dance item, kite-making and flying, planning schedules and outreaching to the community.

## 3. KIDS 0-3

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Started in 2014, KIDS 0-3 is a programme, led by KK Women's and Children's Hospital in collaboration with AMKFSC, and supported by Temasek Foundation Cares. Till date, KIDS 0-3 has served more than 150 families, and provided a comprehensive system of support for expectant at-risk mothers and their children till three years of age; with a primary focus in ensuring that the child receives early stimulation and emotional security during early years so that they can attain a good start in school readiness. Towards the child's graduation from KIDS 0-3, it is important that continued learning and stimulation be provided to prepare them for school readiness.

KIDS 0-3 aims to achieve its desired outcomes e.g. optimal birth and child health, optimal child development, early detection of maternal mental health concerns and enhanced family self-sufficiency, using

a trans-disciplinary and key worker approach. Additionally, KIDS 0-3 commenced delivering similar services in July 2016 to families under the antenatal home visitation program of the national pilot KidSTART, which is supported by the Early Child Development Agency; therefore expanding beyond the Ang Mo Kio region and serving more families nationally.

**Photo(s), Video(s) and other Documentation(s) of Projects**

**Transition Plus+ Truck Song:**  
[www.tiny.cc/truckstory](http://www.tiny.cc/truckstory)

[Verse 1]  
 Packing up belongings, load it up the truck Friends and neighbours, I'll miss you,  
 time to say goodbye! At least we still have Facebook, I see you there online

[Verse 2]  
 Fossil fuel burnin' in a strange new place with no one, so small I can barely feel my  
 head but sure it fits the place, but who knows what awaits

[Verse 3]  
 Know new friends, some become our very best Oh what fun, playing our games  
 together A life, 5G and savings are memories we can't forget

[Chorus]  
 The truck will move again To where I could not say Memores good or bad I'll  
 bring along with me

The truck will move again To where I could not see No matter where it brings  
 me I'll find a way to my dream



**BAKERY HEARTS**  
COMMUNITY PARTNERS

Women from low-income families to supplement their household income

Prepare themselves for open employment

Women are equipped with baking and social skills for re-entrance into the workforce

Bakery Hearts collaborates closely with community partners such as AMK CC, volunteers, corporates and schools to support and sustain the programme





## **Desired Outcomes**

Strong pre-natal, neo-natal and post-natal care;

Strong parent-child relationship;

Holistic early childhood development;

Employment and financial security of parents.

## **Identified Issues**

Child's early years can significantly influence his physical, cognitive and social development.

Children from vulnerable families face developmental challenges compared to their peers.





## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

Temasek Foundation International

### Focal Point of the Private Sector:

Temasek Foundation International is a Singapore-based non-profit philanthropic organisation that funds and supports programmes that aim to build capabilities in communities in Asia and beyond.

Name : Mr Benedict Cheong

Designation : Chief Executive

Address : 60B Orchard Road, #06-18 Tower 2, The Atrium@Orchard, Singapore 238891

Phone : (65) 6828 6030

Fax : (65) 6821 1151

Email(s) : benedictcheong@temasekfoundation.org.sg

Website : <http://www.temasekfoundation-international.org.sg>

## Organisational Profile

### Date and year of establishment:

16 May 2007

### Background of establishment:

Temasek Foundation International is a Singapore-based non-profit philanthropic organisation that funds and supports programmes, which aim to build capabilities with programme partners in Asia and beyond. These programmes enable human and social capital development, contributing towards a more vibrant and connected global community, with positive networks of cooperation.

Temasek Foundation International, formerly known as Temasek Foundation, was set up in 2007 by Singapore investment company, Temasek. It was renamed Temasek Foundation International in 2016. The programmes supported by Temasek Foundation International aim to enhance capabilities in the areas of health care, education, public administration, urban management and disaster-response.

Some of these programmes include:

- ▷ Leadership, curriculum design, pedagogy, and specialist training in Technical and Vocational Education and Training, Health Care Management, and Nursing Management;
- ▷ Exchange programmes for youth leaders;
- ▷ Leadership networks for public sector leaders and journalists;
- ▷ Urban governance capabilities such as in water and waste water management, transportation, and housing; and
- ▷ Public administration capabilities in policy and economic development, and trade and negotiations.

### Vision / mission:

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To contribute to a bright future of hope and opportunities for people in a connected and prosperous Asia and beyond, by:

- ▷ Building People through Education, Health Care and Research;
- ▷ Building Bridges between Peoples;
- ▷ Building Institutions of Excellence through Governance and Ethics; and
- ▷ Rebuilding Lives and Livelihoods affected by Natural Disasters

### Programmes / areas of work:

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Health care, education, public administration, urban management and disaster-response; and building networks of cooperation

### Achievements:

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Outreach (as at 31 March 2017)

- ▷ S\$178.4 million committed in funding
- ▷ 348 programmes
- ▷ 22 countries
- ▷ 35,000 participants reached out to
- ▷ Other information

## Description of Milestone Project(s)

### 1. Temasek Foundation International - ITE Education Services Technical and Vocational Education and Training (TVET) Programme in the Philippines

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#### **Partners:**

- ▷ Technical Education and Skills Development Authority, Philippines
- ▷ ITE Education Services, Singapore

#### **Time of implementation**

March 2010 – March 2017 (3 Phases)

#### **Location**

Singapore and the Philippines

#### **Objectives:**

The Technical Education and Skills Development Authority in the Philippines partnered with ITE Education Services, Singapore and TF International, Singapore over a period of 7 years to build the capability of TVET leaders and specialists in various areas such as TVET standards, leadership and management and industry-based training.

- 1. Phase 1:** Capability building of 60 lead trainers in pedagogical skills in technical and vocational educational training (TVET) in the Philippines.
- 2. Phase 2:** Capability and capacity building of 50 regional, provincial and district directors in technical and vocational education and training (TVET) leadership and management skills in the Philippines.
- 3. Phase 3:** Capacity building of 75 technical and vocational educational training (TVET) leaders and specialists in the design and implementation of industry-based training programmes in the Philippines.

#### **Target groups**

Leaders and specialists in Technical and Vocational Education and Training in the Philippines

#### **Outputs/outcomes/impacts :**

1. Sharing workshops were conducted over the three phases and knowledge was shared with another 1,258 trainers and educators in the Philippines;
2. Curriculum and training materials were developed, and learning materials were adopted in their own institutions;

3. Across the different regions, some of the changes introduced include enhancement of strategic planning efforts, strengthening communications with stakeholders, and enhancing industry partnership. Other changes proposed include enhancing the industry-based training programme such as apprenticeships, collaboration with industry partners and training of human resource and industry co-ordinators.

## 2. Temasek Foundation International – Nanyang Polytechnic International Nursing Capability Programme in Thailand

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**Partners:**

- ▷ Ministry of Public Health, Thailand
- ▷ Nanyang Polytechnic International, Singapore

**Time of implementation:**

December 2014 – June 2017

**Location:**

Singapore and Thailand

**Objectives:**

Capability building of 100 nursing leaders and specialists in Thailand in nursing management, pedagogy, and clinical specialisations that will assist in meeting the evolving demand of nursing care and the increasing complexity of clinical specialisation and quality.

**Target groups:**

Nursing professionals

**Outputs/outcomes/impacts :**

1. A total of 100 nurse leaders and specialists from Boromarajonani Colleges of Nursing and affiliated hospitals in Thailand learnt more about nursing management, pedagogy and clinical specialisations.
2. The participants in turn shared their knowledge with another 779 other nursing professionals from the nursing colleges and affiliated hospitals.
3. All 7 nursing colleges and affiliated hospitals implemented nursing management changes, nursing practices and enhanced training modules. Specifically, some participating hospitals enhanced their nursing protocols in patient care and patient education efforts. Some nursing colleges also introduced new teaching and learning methods including evidence-based learning, and simulation-based learning strategies.



## 2. Temasek Foundation International - Singapore Cooperation Enterprise Urban Planning Programme in Makassar, Indonesia

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**Partners:**

- ▷ Local Government of Makassar, Indonesia
- ▷ Singapore Cooperation Enterprise

**Time of implementation:**

May 2014 – December 2015

**Location:**

Singapore and Makassar, Indonesia

**Objectives:**

Capability and capacity building of 155 leaders and specialists in urban planning, transportation and infrastructure planning for urban management in Makassar, Indonesia

**Target groups:**

Makassar City public officials

**Outputs/outcomes/impacts :**

1. A total of 168 leaders and specialists from Makassar City participated in the programme in integrated urban development, which focused on urban planning, housing, landscape planning, transportation, reclamation and infrastructure planning.
2. Through a seminar organised by the Office of the Mayor of Makassar, as well as, through other platforms, the learning was shared with an additional 131 public officials.
3. The Office of the Mayor of Makassar approved three plans for implementation in phases over five years, namely in urban planning and design, landscaping and housing; transportation and infrastructure planning; and reclamation, marine engineering and environment planning.





## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO:

Pracharath Rak Samakkee Phuket (Social Enterprise) Company Limited

### Focal Point of the NGO/CSO:

Name : Mrs.Orasa Tosawang

Designation : Committee

Address : 108 Narison road, Amphoe Mueang, Phuket 83000, Thailand

Phone : +66 82-224-2020

E-mail : Orasa.t@thaibev.com

## Organisational Profile

### Date and year of establishment

31 March 2016

### Background of establishment

Pracharath Rak Samakkee Phuket (Social Enterprise) Co.,Ltd. is the first social enterprise company set up in Thailand among 77 Pracharath Rak Samakkee Co., Limited located in each province. A small group of volunteers has worked together since March 2016 and has collaborated closely with the Governor and state officials as well as other private associations.

### Vision / Mission

Growth in Phuket community income to create happiness among people focusing mainly on three economic activities - agriculture, value-added processes and community-based tourism.

### Number of staff

10 committee members, 1 trainee and volunteers

### Areas of work:

- ▷ Phuket province
- ▷ Collaborate mainly with Andaman Cluster – Phang-Nga, Krabi, Trang and Ranong province
- ▷ Collaborate with the rest of Thailand

## Description of Milestone Project(s)

### 1. Phuket Pineapple

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Successfully connect with 13 community groups

#### **Prosperity Phuket Pineapple Campaign**

- ▶ The annual campaign is designed to gain awareness and increase long-lost value perceptions of authentic Phuket Pineapples. The farmers together with the District Agricultural Officer pick the best 100 Phuket pineapples in a limited edition thoughtful gift box and to deliver to customers during Chinese New Year in order act of making offerings and showing respect to the spirits, a custom mostly practiced by the Chinese Thais in Phuket. Each running number box costs 1,543 THB. Total income from the campaign is 308,600 THB and it's used to build the authentic Phuket Pineapple Shop for community. More communities shows intention of joining the campaign in 2018
- ▶ Increase product unique selling point by pushing for GI & GAP by working with the District Agricultural Office
- ▶ Improve value-added-process by working with the Ministry Of Science And Technology, Hotel Association, Tourism Association and local producers
  - ▷ During the overflow period, we sell cold pressed Phuket Pineapple at the key events. So far, the farmers have made up to 50,000 THB
  - ▷ Collaborate with local spa product producer, offer skin care range; bar soap, facial mask, body scrub and body lotion
  - ▷ Create gift items; bags, hats, apron, etc. to attract local people and tourists
- ▶ Join with the tourism-based-community group in Thalang District and offer the Phuket Pineapple Picnic Tour in order to generate more income
- ▶ Continue to coach and train communities as well as their children on updated product knowledge, support value-added-process ideas, basic accounting and also how to be good service providers.

## 2. Phuket Lobster

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Successfully connect with 19 community groups in Phuket. Expand to Phang-Nga and Ranong

### **Phuket Lobster Festival**

- ▶ Host annual Phuket Lobster Festival in Phuket from 1-31 September 2016. The aim of this project is to build the reputation of Phuket Lobster among tourists and also gain interests among local people. More than 50 restaurants and fine dining places participate in selling and promoting their Phuket lobster signature dishes. Communities could maximize their profit by selling directly to the outlets up to 4.5 Million THB during low season. Tourism Authority of Thailand forecasts money circulation for more than 100 Million THB during 1 month campaign. More than 200 outlets show interest of joining the campaign in 2017.
- ▶ Develop, coach and create community-based-tourism 3-hours-tour driven by Morgan Villagers. This offer could increase fee from 50 to 2,000-2,500 THB by offering Phuket Lobster offer for dinner at the beach.
- ▶ Renovate and improve Morgan service quality by training Morgan fisherman and their wives. Rebuild resting area for the villagers and tourists.
- ▶ Co-create value-added-process Phuket Lobster Chip with premium proposition and cool packaging including other home decorating items.
- ▶ Work closely with Phuket Coastal Aquatic Animals Development Center to research nutritional food for Phuket Lobster, foster and increase survival rate of Phuket Lobster as well as training communities.
- ▶ Work with Phuket Governor to push for proper Phuket Lobster Development zoning.
- ▶ Provide ongoing training as well as focusing on networking among fisherman.

## 3. Batik of Phuket

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Successfully connect with 9 community groups in Phuket and 14 provinces in Southern Thailand

### **Batik Design Week**

- ▶ Host annual Batik Design Week 2016. Invite 10 provinces from Southern Part of Thailand to participate in the 4-days-showing-

selling-business-matching-event that included workshop for batik doers. All together sells more than 2 Million THB at the event and has positive business deal in the future. More than 20 provinces, 30 batik communities from other regions show interests of joining 2017 event in September 2017.

- ▶ Co-develop batik and wicker bag that has generated more than 500,000 THB for communities.
- ▶ Networking; Thai leading designer with local batik doers from 4 provinces (Songkla, Yala, Pattani and Narathiwat province) to produce fashionable wardrobes, bags and etc. So far, we have made more than 900,000 THB and will be invited to join the event in Bangkok in June 2017.
- ▶ Collaborate with Thai Textile Institute to for value-added-item development and teach communities to start producing items that relevant to customers.

#### 4. Others

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- ▶ Build “SO PHUKET” brand via quality products, creative packaging and services.
- ▶ Start “OTOP JUNIOR” project that supports poor kids to be a quality product producers.
- ▶ Strengthen Creative City of Gastronomy Town concept supported by quality products and food related event executions that Phuket Old Town has started in the past 2 years.
- ▶ Become the hub of product and packaging development and help local producers to upgrade their packaging as well as products if needed.
- ▶ Be a community consultant.



## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

Thai Beverage Public Company Limited

### Focal Point of the Private Sector:

Name : Ms.Pawinee Chaiyasit

Designation : Assistant Vice President – Office of Corporate Communications

Address : 14 Vibhavadi Rangsit Road, Chomphon Sub-district, Chatuchak District , Bangkok 10900, Thailand

Phone : 061-545-9269

Email : pawinee.c@thaibev.com

## Organisational Profile

### Date and year of establishment

29 October 2003

### Background of establishment

In 2003 Thai Beverage Public Company Limited “Thaibev” was established.

In 2006 ThaiBev registered its listing on the Singapore Exchange (“SGX”), Acquisition of distillery assets from manufacturer of White Tiger Acquisition of Pacific Spirits UK (PSUK), owner of Inver House Distillers in Scotland and acquisition of Best Spirits Company Limited.

In 2008 Acquisition of Oishi Group Public Company Limited, a leading Green Tea company in Thailand.

In 2009 Acquisition of Yunnan Yulinquan Liquor Co., Ltd., Chinese white spirit distillery in China.

In 2010 ThaiBev’s first distribution center (DC) in Nakhon Ratchasima province commenced operations., followed by two more DCs in Chonburi and Surat Thani provinces, respectively, in June and August 2010

In 2011 Acquisition of 64.66% shares of Serm Suk Public Company Limited, a leading beverage manufacturer and distributor in Thailand.

In 2012 Fraser and Neave, Limited, a leading Singaporean Company in Beverage, Property and Publishing & Printing industries, became an associate company of ThaiBev through acquisition of shares.

In 2013 Successfully acquired a 28.6% stake in F&N, paving the way for further international expansion as a leading beverage producer and distributor in the region. And ThaiBev was bestowed a royal warrant by King Bhumibol Adulyadej.

In 2014 ThaiBev unveiled "Vision 2020", a six-year strategic roadmap for the Group's companies, comprising five key imperatives – Growth, Diversity, Brands, Reach, and Professionalism.

In 2015 Chang Beer's 20th Anniversary, the iconic beer was relaunched with great reception by the consumers.

In 2016 Food Of Asia a subsidiary of ThaiBev, jointly with Mei-Sin (International) Limited established Max Asia Company limited to operate bakery business in Thailand.

In January 2016, ThaiBev started a nation-wide project in cooperation with the Government, the Thai Chamber of Commerce, the Federation of Thai Industries to drive the community based development in order to improve the standard of living in the Thai local communities. The initiative established the Pracharath Raksamakkee group of companies, 76 provincial social enterprises and 1 national social enterprise to officially bring together contributions from all sectors.

In September 2016, ThaiBev was selected as a member of the Sustainability Dow Jones Sustainability Indices (DJSI) in 2016 category : DJSI Emerging Markets.

## Vision / mission

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### Our vision

ThaiBev Group's vision is to be ASEAN stable and sustainable total beverage company.

**Our mission** is to build strong mutually beneficial relationships with all our stakeholders in every aspect, guided by the following six principles:

- ▷ Offer top quality products to all customer segments;
- ▷ Respond professionally to distributors' demand;
- ▷ Grow revenue and profits in a sustainable manner to create value for shareholders and provide favorable returns on investments;
- ▷ Be a role model of the highest standards of professionalism, corporate governance, and transparency;
- ▷ Build a sense of ownership among employees by trusting, empowering, and rewarding them; and contribute to society.



## Number of staff

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26,489 persons

## Programmes / areas of work

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ThaiBev is the leading beverage manufacturer in Thailand and one of the largest producers in Asia. The business is divided into 4 lines: alcohol, beer, non-alcoholic drinks and food. ThaiBev's goal is to become a stable and sustainable ASEAN leader in total beverage company by the year 2020. ThaiBev has expanded its business in non-alcoholic beverages through the acquisition of Oishi Group Public Company Limited ("Oishi"), the largest green tea company in Thailand in 2008, Serm Suk Public Company Limited (Public Company Limited ("Serm Suk"), the beverage company with the largest distribution network in Thailand in 2011 and F&N, Singapore's leading manufacturer and distributor of beverages and publications in 2012. ThaiBev sees ASEAN, a region with more than 600 million people, as a key market for high growth potential. The cooperation between ThaiBev and F&N helped to expand the business to other countries. This collaboration leads to the best use of branding, distribution channels, sales and marketing coordination as well as the support from local dealers. For example, in the past two years, Oishi has been able to penetrate the Myanmar market through cooperation with F&N's branch offices. A strong production base of Fraser & Neve Holdings Berhad in Malaysia is utilizing to expand into the Halal market in ASEAN is another good opportunity.

## Achievements

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Sales revenue (Jan - Sep 2016) 139,153 million baht, Net profit of 19,036 million baht

## Other information

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- ▷ Best CFO in Thailand and Southeast Asia 2015
- ▷ Most Organized Investor Relations · Best Senior Management IR Support · Most Consistent Dividend Policy · Best Strategic Corporate Social Responsibility 2015
- ▷ The Excellence Core Process Improvement Project: Transportation Order Management System ... 2015
- ▷ Chosen to be in the Dow Jones Sustainability Emerging Markets Index (DJSI Emerging Markets) in Food, Beverage & Tobacco category. (2016)
- ▷ Bronze Class and Industry Mover in 'RobecoSAM Sustainability Yearbook 2017' (Bronze Class Reward in beverage industry and Industry Mover Reward)

- ▷ Listed in Asian Correspondent 2017 CSR 50 Index
- ▷ (<https://asiancorrespondent.com/2017/02/asian-correspondent-2017-csr50-index/#5CxRCd7w6VBK3CWE.97>)
- ▷ Thailand Top Company Awards 2015 Type: Outstanding Award
- ▷ Thailand Top Company Awards 2016 Type: Corporate Sustainability Award
- ▷ Thailand Top Company Awards 2017 Type: Top Management Award

## Description of Milestone Project(s)

### 1. Pracharath Policy

#### **Operation time:**

Since 2015 December - present

#### **Venue:**

Thailand

#### **Objective**

Goal : The main aim is to increase income and happiness for people in communities. The goal is also to bring together all sectors in the Thai society to work together to help solve current problems and create sustainable future for the Thai society.

#### **Target group**

People in all communities in Thailand

#### **Result / Outcome**

Our immediate goal was to set up a sustainable platform where all sectors in the country can work together. 76 + 1 social enterprises have been established in 2016 to serve this purpose. Pracharath Raksamakkee Thailand, a national level social enterprise was set up to bring resources from the government and 24 major corporations from the private sector to help drive the effort.

Despite the fact that there is no legal framework in Thailand for Social Enterprise, our effort has driven the Revenue Department to define and recognize the concept of social enterprise for the first time, granting it a tax exemption status.

Our main goal is to increase income and happiness in communities. In this past year, according to numbers from the Thai Ministry of Interior, more than 1,700 communities have been touched by this work, and more than 300 million baht have been generated in these communities.

**Currently, 76 enterprises are established in the Social Enterprise Nationwide** and Establishing Social Enterprise of Thailand - Pracharath Public Company Limited Social enterprises (Thailand) for network integration

### **Success**

#### Performance

- ▷ Target group to develop and implement promotion 1,782 groups: Agriculture 570 groups, Value added processing 786 groups, and Community based tourism 426 groups.
- ▷ 828 groups have reported increase in income of total amount 354,896,256 baht.
- ▷ The Committee has prioritized 12 provinces to lead the second-year effort. The SEs are working closely with 201 groups to solidify the bonding in communities.

### **Outstanding contribution**

#### **Agriculture**

##### Examples;

- ▷ Phuket Lobster : In Phuket province, the Phuket SE supported the Phuket Lobster festival 2016 in August 2016. This event made 4.5 million baht for lobster farmers in low season and generate more than 100 million of economic activities according to the Tourism Authority of Thailand. The SE and the community is working with the Coastal Fisheries Research and Development Center of Phuket for research to solve survival capacity of Lobster and price/sustainability of pellets.
- ▷ Longkong : The Southern SEs worked together to distribute 3,244 metric tons of the over- supply southern fruit, the longkong. Thaibev worked with the ministry of interior, Siam Cement Group, True Corporation, and several key retails companies to lay the foundation for sustained long-term development of the Longkong production.
- ▷ Longan : Cheingmai SE worked with Central Group and Bangkok Bank to help farmers in the North to cut out middlemen and sell directly to buyer with bridge banking mechanism from the commercial bank.

#### **Value Added Processing**

- ▷ Linking business communities among Southern border provinces, the SEs developed Goat Milk Products from over-supply of goat

milk. The team developed soap, body lotion, and other products in conjunction with retailers, hotels, and souvenir shops making more than 800,000 baht in the past year.

- ▷ Roi-ed SE developed face mask made out of rice product with the help of the Ministry of Science and Technology. They also enjoyed creating a brand and designing the package to create more value for their products which has gotten some traction in the local market.
- ▷ Phetchaburi SE developed a single size serving of the very popular Thai custard dessert, increasing shelf life and value of the product. They have also worked with Nan SE to integrate organic pumpkin grown in Nan into the product to market it as a healthier choice.

### **Community-led Tourism**

Thaibev worked with the Ministry of Sports and Tourism, the Tourism Authority of Thailand, and the Ministry of Interior to uplift the standard of community based tourism where people in the community are involved rather than simply being the subject of tourist attraction.

The development is designed to attract consumers of attractions combined with the interests in local products to help generate income based on individual unique attraction created by each community, examples are;

Nakorn Sri Thammarat SE : Kiriwong community.

Pattalung SE : Red Lotus and Water Buffalo community.

Phetchaburi SE : Tham Rong community.

Buriram SE : Baan Sanuan Nok community.

Phuket SE : Lobster community.

### **Country Project**

- ▷ Pa Kaw Mar (Thai traditional cloth) Thai Crafts Initiative

The project aims to create an additional income generating activity for people in communities who are mainly older people and the female members of the family. SEs try to persuade communities to have their own design based on their local story and their local source of natural color. Pa Kaw Mar with distinct patterns and a clear background story were made into new products designed by leading designers. Selected Pa Kaw Mar joined in Tokyo Fashion Week 2017 on March 21, 2017 Shibuya Hikarie with around 50,000 visitors.

- ▷ The Household Rice Miller Initiative
 

The Thailand SE has invested in an open source technology to develop a very small rice milling machine to be use in home. This initiative aims to bring consumers and rice farmers closer. At present, Thai consumers rarely knows where their rice come from. This project will enhance the identity of each local type of rice in order to create more value. It will also create an additional distribution channel where farmers can sell rice directly to consumers hoping to bring a higher margin to the farmers. Consumers will be able to choose from different types of rice species, from different areas, and mill it themselves
- ▷ OTOP Junior
 

The Committee on Community based Development led by Thaibev is working with the Committee on Education Reform to implement an applied learning based on simple trade into secondary schools. This effort hopefully will initiate interests in a career in trading. It will hopefully instill the benefits of basic education and basic life skills such as accounting.

Teams from more than 300 schools will develop projects of local products.

### **Impact of the Project**

Social Enterprise will become a new model for social work in Thailand. The 76+1 Pracharath Raksamakkee SEs will remain the driving force for community based development. Income and Happiness of people in communities across Thailand will be improved and monitored through this network. Transparency of efforts to help local community will be enhanced as a result of participation from various sectors.

## **2. “Together to improve Home-ground”**

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### **Time**

September - December 2016

### **Venue**

Thailand

### **Objective**

Thai Beverage Public Company Limited together with Pracharath Rak Samakki (Thailand) recruited and trained young professionals from every province to manage the effort to improve their own province through the established SE. Its objective is to create new community development leaders with leadership skill and the ability to solve

problems. This project will integrate the knowledge transfer and real work.

### **Target Group**

New generation age between 20 - 30 years old with educational background of Bachelor's degree or higher and experience in business development coordination. One has to be from or live in the province for more than 10 years, have volunteer spirit, interested in community development, have good communication skills. One must also possess administration and organization skills and a degree of humility.

### **Result**

Creation of new generation of community based development professionals.

### **Success**

There are now 69 development officer working in the SE network nationwide.

### **Impact of the Project**

The SEs are currently driven by these young professionals. Hopefully, second generation of these workers will be in the pipeline soon.

## **3. "ThaiBev Unite to Fight the Cold" Initiative**

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### **Operation Time**

2000 – present

### **Place**

Thailand

### **"17 years of ThaiBev creating sustainable societies"**

Climate change has led to intense and unpredictable weather across all regions of Thailand, threatening the well-being of vulnerable communities. New waves of sudden and severe cold weather is causing difficulties for some residents who do not have sufficient funds to keep warm and who are not accustomed to living in the cold.

In response, ThaiBev created the 'Unite to Fight the Cold' Initiative to provide those in need with high-quality blankets. Special emphasis was placed on the North and Northeast areas of Thailand, which have suffered continuous cold weather and are populated by four vulnerable or at-risk groups: the elderly, children without future caregivers, people with low incomes, and people experiencing hardship.

ThaiBev has worked together with the Ministry of Interior, which has helped define the locations of these victims in the North and Northeast, and continues to do so annually. Each year, 200,000 blankets are donated across 15 target provinces. Over the past 17 years, 3,400,000 blankets have been donated across 45 provinces and 578 districts. Data analysis also helps prevent the duplication of recipients. In 2016 alone, 11,019,566 people needed 2,375,490 blankets to protect them from the cold. ThaiBev has partnered with the Department of Disaster Prevention and Mitigation (Ministry of Interior) to deliver warmth to each province. The project has also received support from both the public and private sectors to help deliver blankets.

ThaiBev's employees and others with kind hearts participated in the program in 2016 by donating an additional 1,000 blankets to be distributed in Saraburi province, making this the 16th province to be assisted in addition to the targeted 15.

#### 4. Water Festival / River Festival

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##### **Operation Time**

Songkarn Festival and Loy Krathong

##### **Place**

Bangkok, Udonthani, Chiangmai, Phuket

##### **Objective**

- ▷ Preserve important Thai traditions during the Songkran and Loy Krathong festivals to reinforce the concept of Thai identity throughout the world. Encourage the community to deliver and present unique products of each province and generate income for local communities.
- ▷ In the past years, activities were organized along the Choa Praya river among the 7 iconic sites in Bangkok. It has now expanded to major cities such as Chiang Mai, Udon Thani, and Phuket.
- ▷ Find value in cultural events to generate income for people who are engaged in agricultural products, value added processing, and community based tourism. Create economic activities, increase spending, and promote awareness about community based tourism.

##### **Target group**

Thai and foreigners

##### **Result**

The events attract more than 50,000 people each year.

### **Success/ Outcome**

ThaiBev has organized the events for three years already, and the team is in the process of planning for the fourth year.

### **Impact of the project**

Awareness of the value of traditions and the correct belief about the festivals is important to maintain.

## **5. ThaiBev Initiative to Create Better Occupations (1 Tambon 1 Role Model Initiative for the Sustainable Community Development)**

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### **Operation time**

2013 - present

### **Place**

Thailand

ThaiBev is committed to finding ways to help districts support and strengthen one another. This includes the development of sustainable business practices alongside the sustainable development of the country. The Company hopes that the creation of the following initiatives will lead to the strengthening of these communities' networks and partnerships as well as their businesses and economies. Together with the Occupational Foundation, ThaiBev has developed the Initiative to Create Better Occupations (1 Tambon 1 Role Model Initiative), with the main goal of developing the community's economy, reducing its expenses, and increasing income without any negative impacts on oneself, others, and the environment. As a result of these commitments, ThaiBev's initiatives have created collaboration within communities, established the proven method known as the Five-Forces Model (Pracharath), and developed working forums, or task forces, for bi-lateral parties within communities. Each task force comprises a community leader and a bi-lateral party of local government and private sector leaders, and includes a collaboration to survey and develop a database on community economies to analyze and create co-learning and to develop district development plans accordingly.

In 2016, ThaiBev implemented the Better Occupations Initiative with central partners and local associate partners in the three districts of Bua Yai in Nan province, Pone Thong in Chaiyabhum province, and Khaotarn in Surat Thani province. The results were as follows:



### **Case 1 : Bua Yai, Nan province**

In Bua Yai, several problems were recognized. Chemically intensive agriculture was combined with poor water management on highland farms, plantations that encroached on forests, shifting cultivation practices, and a risk of villagers developing cancer. To help address these issues, a collaborative effort – the Bua Yai Model – was initiated to “manage water through integrated agriculture and continue expanding the 1 Rai Kaset Insri organic- farming concept with the goal of restoring the forests in Nan province”.

#### **Important Goals**

*To restore the forest to increase ecological diversity, forest cover and water supply.*

- *Added 541 rai of forest area and increased the number of trees planted by 10,583.*
- *Established water-management systems and 9 hydraulic ram pumps to send water from lowlands to highlands. This helped farmers who previously lacked water to be able to farm in 3 areas.*

*To Adapt the monoculture agricultural model to integrated farming with the 1 Rai Kaset Insri model (Organic Farming).*

- *Developed the 1 Rai Kaset Insri organic-farming project, which now involves 302 participating farming households and 50 farms.*

*To promote economic foundations to generate income and secure a food source for the community.*

- *Increased the average income of farmers who previously made 5,000 baht per rai by planting corn to 30,000 baht per rai by selling pumpkins (9,600 kilograms) – a sixfold income increase. The average farming household income also increased 167% per month in Nan province, which in 2015 earned an average income of 17,886 baht per month. \*\**

### **Case 2 : Pone Thong, Chaiyaphum province**

In Pone Thong several problems were recognized. ThaiBev discovered that the community had the potential and knowledge to process rice, but could not produce enough to meet the market demand. At the same time, they also lacked a diverse supply outlet, packaging standards, and effective community management. In addition, health issues arose from overuse of chemicals in agriculture. The Company's work resulted in the Pone Thong Model of “creating a district economy

by using organic rice fields and farming, and reducing harm to oneself, others, and the environment."

### **Important Goals**

*To reduce the costs of rice and vegetable farming through cost-effective organic farming.*

- *Made a plan to reduce the cost of growing rice and vegetables by instituting organic farming.*
- *Used a System of Rice Intensification (SRI), making organic vegetable patches without the use of chemicals, reducing costs by producing organic fertilizer to be distributed and shared in the district.*
- *The System of Rice Intensification (SRI) used by 20 farming households across 20 rai (Riceberry Rice) resulted in doubling the usual yield (1 ricefield usually makes 400 kilograms; here 800 kilograms were harvested).*

*To open up new market avenues.*

- *New marketing channels were launched, with 3 associate partners buying more than 6,800 kilograms of rice.*

*To promote professionalism and strengthen the community's learning capacity and production.*

- *Combined occupational groups consist of the Organic Brown Rice Group, Drinking Water Group, Textile Group, and Organic Vegetable Group. This was a change from the previous individualization of work.*
- *The Organic Brown Rice Product was selected to be a community five-star product in 2016. Producing 800 -1,000 kilograms more rice per rai (field), community incomes were increased by 6,000 -10,000 baht per rai.*
- *Established a center for learning about organic rice and organic farming (the Smart Farmer Centre in Chaiyaphum province).*

### **Case 3 : Khaotarn, Surat Thani province**

In Khaotarn, ThaiBev helped develop a working model for the conservation of existing local skills and resources. This included high-quality local herbs, the way of life in the community, and the abundant natural resources found in the mountains, forests, rice fields, and the ocean. The goal was to create an integrated community economy through observation of community and eco-tourism.

### **Important Goals**

*Continued development of community events under the district strategic plan.*

- *Created a work system that involved all activities and reflected the potential of the community.*
- *Appointed a district-tourism committee in Khaotarn with 14 members from 3 groups: the Herb Processing Group, the Conservation Group, and the Homestay Group.*
- *Designed and outlined a tourism route, and established appropriate prices.*

*To expand knowledge and combine local resources.*

- *Developed 8 homes suitable for homestay visits.*
- *Developed the conservation of coastal fisheries. Ten fish houses were created to increase available resources.*
- *Constructed an herb house; developed packaging, marketing, and PR.*

*To expand the network of Surat City of Herbs.*

- *Selected a product from the Herb Processing Group to be the five-star community product of 2016.*
- *Formed more than 20 groups in Surat Thani province, according to government policy.*
- *Encouraged the Herb Processing Group to become a center for learning in Khaotarn.*

## **6. Collaboration Development Huai Hong Krai - ThaiBev Forest restoration Education Center Improve quality of life**

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### **Operation time**

5 years

### **Objective**

Thai Beverage Public Company Limited works with the learning center of His Majesty King Bhumibol Adulyadej's philosophy to stress the importance of forest preservation and development. The center also transfer knowledge on Sufficiency Economy Philosophy.

### **Target Group**

People in Thailand

### **Result**

Thai people can benefit from His Majesty King Bhumibol Adulyadej's most revered Sufficiency Economy Philosophy.

**Success/ Outcome**

Thai people learn sustainable way of living and earning. The community is more aware of forest conservation.

**Impact of the project**

Sustainable livelihood for the Thai people across the country.

**7. The Good Community with a Smile Initiative**

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**Operation time**

since 2009 – present

**Place**

Thailand

**Objective**

Integrated development in communities around our areas of operations. Effort includes education improvement, infrastructure rehabilitation, and vocational development.

**Target**

Communities around Thaibev's area of operations.

**Result**

Communities and Thaibev coexist happily together.

**Success/ Outcome**

Better quality of living for people near us and better working environment for Thiabev.

**Impact of the project**

The project assures Thai Bev's commitment to bring happiness to all stakeholders.

**8. Chuenjai Thailand and Parakit Pichit Pooton**

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**Operation time**

from 2016 – present

**Objective**

Thaibev created and sponsored television shows which take the audience to the local communities. The TV hosts visit attractions, community products, agriculture and food presenting the strengths of each province by introducing places and ways of life in the community. Both shows intended to persuade viewers to visit the presented province. They bring experts to help develop the community products

in both design and applications to meet the needs of domestic and international markets.

### **Target group**

Communities in Thailand

### **Result**

Chuenjai Thailand program show has broadcasted 24 episodes with 45 minutes long. Parakit Pichit Pooton program show has broadcast 24 episodes with 45 minutes long.

### **Success/ Outcome**

Examples of effective performance after broadcast

- Ban Chiang Community from Udonthani has reported that products made from indigo dyed fabric has been selling very well after broadcast.
- Ecotourism community of Pathiu, Chumphon. Homestay owner reported that his homestay has been booked until the end of the June after the broadcast as well as many orders of shrimp paste and squid.
- After the broadcast about Royal's Projects, people are calling to ask about air conditioner spray from Samet, including several visits to the project too.
- Ban Porn Sawan Community from Srakaew reported that they have had a lot of Thai Pa Kaw Mar padded seat orders after broadcast.
- Baan Tin community from Phrae reported that after the broadcast, the audience visited to look for dragon fruits, and they now plan to expand the production to the dried dragon fruit.
- Taa-Hin-Chang community from Chumphon reported that after they received the kiosk car, their sale of banana has greatly improved.

### **Impact of the project**

The shows help to communicate the effort of The Public- Private Steering Committee on Community Based Development and the Pracharath Rak Samakkhi SE project.





## Contact Details of the Nominated NGO/CSO

### Name of Nominated NGO/CSO:

Vietnam Federation of Agriculture and Rural Development Associations (VFARDA)

### Focal Point of the NGO/CSO:

Department of International Cooperation, VFARDA

Name : Hoang Thi Dzung

Designation : Director

Address : 60 Trung Kinh street, Trung Hoa Ward, Cau Giay district, Hanoi

Phone : 00 84 4 37824681/ 0913551340

Fax : 0084 4 37824680

Email(s) : tonghoinnvn@gmail.com/dungngoqlong@yahoo.com.vn

Website : www.tonghoinn.vn

## Organisational Profile

### Date and year of establishment

1 February 2013

### Background of establishment

In Vietnam, there are about 50 associations, NGOs who are dealing with agriculture and rural development, the Vietnam Federation of Agriculture and rural development Associations (VFARDA) has been established to consolidate, coordinate and facilitate the outcomes and activities of those NGOs as well as protecting their rights.

VFARDA is an NGO formulated under the law of Vietnam whose member is Vietnamese individuals, NGOs, specialists in agriculture, forestry, Salt, fishery, irrigation and rural development.

### Vsion / mission:

All for the better life of the rural poor by enabling efforts for the success of the National Target Program on new Rural development as well as developing sustainable agriculture in conjunction with agriculture restructuring

## Number of staff

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There are more than 200 members including NGOs, individuals, farmers, scientists, managers and companies who are involving in agriculture and rural development

## Programmes / areas of work

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Side by side with the Ministry of Agriculture and rural development to fulfill the National target programme (NTP) for New Rural Development and sustainable poverty reduction; restructuring of agriculture in Vietnam

## Achievements:

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Since establishment, the Vietnam Federation of Agriculture and Rural development Associations (hereinafter called the Federation) has participated actively to the overall economic development of Vietnam, especially in the fields of agriculture and rural development. VFARDA has been played its valuable roles either by manpower or in kind in the progresses of the National Target Program for new rural development. Only from last year 2016, The Federation has facilitated fund raising and implemented some big projects namely training of farmers, training of agricultural extension workers, building rural bridges.

## Other information

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### Description of Milestone Project(s)

#### 1. Farmers' Training

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**Time of implementation**

2016

**Location**

Tuyen Quang, Thai Binh, Quang Nam

**Objectives:**

To assist famers for income generation

**Target groups:**

20.000 farmers at those provinces

**Outputs/outcomes/impacts:**

15.000 farmers at those provinces have been equipped basic technical and manageable knowledge for more income and better life



## 2. Building 100 rural bridges in the Mekong Delta provinces

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**Time of implementation:**

2016-2017-2018

**Location:**

Mekong Delta provinces

**Objectives:**

Helping farmers to access to good rural infrastructure

**Target groups:**

All farmers and people living in the project areas

**Outputs/outcomes/impacts**

100 bridges will be built within 3 years, people in the remote areas have more access to the good rural infrastructure. Increase living standard for the rural poor. Until March 2017, 10 bridges has been put into operation,

## 3. Training of agricultural extension workers

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**Time of implementation:**

2017-2018

**Location:**

Lang Son, Lao Cai, Hanam, Hung Yen, Nghe an and Quang Tri provinces

**Objectives:**

Equip the farmers of the high-tech agriculture; promoting new crop varieties,

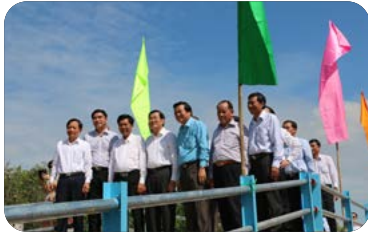
**Target groups:**

Farmers working in the high-tech areas and group of farmers in cooperatives

**Outputs/outcomes/impacts:**

20.000 famers will get access to the project

Photo(s), Video(s) and other Documentation(s) of Projects





## Contact Details of the Nominated Private Sector

### Name of Nominated Private Sector:

Cong Binh Company Limited

### Focal Point of the Private Sector:

Name : PHAN CONG BINH  
Designation : Chairnam  
Address : 333 Binh Hoa hamlet, Binh Tinh commune, Tan Tru district, Long An province, Vietnam  
Phone : + 842723503999/+84916020739  
Fax : + 842723866999  
Email(s) : congbinh.xuatkhau@gmail.com  
Website : <http://www.congbinhrice.vn/>



## Organizational Profile

### Date and year of establishment

19 October 2006

### Background of establishment

Binh, the founder and the director of Cong Binh Limited Company, grew up in a traditional farming family with 3 generations working in agriculture sector in Long An province, Viet Nam. With 30 years' experience working with rice and the farmers, he decided to establish Cong Binh Limited Company in 2006 to cooperate with the farmers to build brands of Vietnamese rice in the international market.

### Vision / mission

Cooperating closely with the famers, the sciences and the government to build brands of Vietnamese rice in the international market.

### Number of staff

200

### Programmes / areas of work

purchased and export rice

## Achievements

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- ▷ Businesses, businessmen star gold Vietnam 2015
- ▷ Vietnam agricultural gold brand in Nov 2015
- ▷ Certificate of merit of Prime Minister in July 2015 on building new rural development in the ceremony to honor "Enterprise, Businessman typical in the movement of building new rural development"
- ▷ Two famous brands rice in domestic market: CB rice and Song Vam Rice

## Other information

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Not only focus on business development, Cong Binh Company Ltd., also regularly does social work towards the community. Every year, businesses are always actively involved in social activities,

## Description of Milestone Project(s)

### 1. Large Fields

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#### **Time of implementation**

Since 2014

#### **Location**

5 provinces in Mekong Delta area in Viet Nam: Long An, Soc Trang, Bac Lieu, Hau Giang, Can Tho. Total area: 10000 ha.

#### **Objectives**

Building a value chain of high quality rice with Vietnamese farmers. Changing farmers' mind from producing low to high quality rice. The company will help the farmers growing rice to meet the requirements of GLOBAL G.A.P standards (more hygienic, reducing chemical fertilizers and pesticides) to serve the demand of Cong Binh's customers in domestic and international markets.

The project connects the sciences, the government, especially the farmers and the company. It will bring more profits for the farms and a high quality products for the company.

#### **Target groups**

Cooperatives, cooperatives groups, individual famers.

Process to ensure transparency:

Cong Binh signs contracts with cooperative groups represented by group leader and local government. In this contract, Cong Binh

provides seed and fund for fertilization. Cong Binh's technicians provide guidance such as crop calendar, production, monitoring, and solving problems happening to production procedures when needed. The group leader then signs a contract with Cong Binh on the farmer's behalf.

When the harvest comes, Cong Binh determines the price of the farmer. It is done in cooperative groups' meeting. This determined price is guaranteed to be higher than the market price 200 VND/kg, and this price is updated in the contract.

### **Outputs/outcomes/impacts**

Producing high quality rice (following GLOBAL G.A.P standards).

The farmers increased their income and profits.

The most significant achievement in this successful linkage model is that Cong Binh has been able to work hand-in-hand with farmers to communicate, listen, and make joint decisions to identify solutions that are mutually beneficial to all parties – a win-win scenario.

## **2. Other activity**

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### **Time of implementation**

Recently

### **Location**

Long An Province

### **Objectives**

Support for movement of building new rural development

### **Target groups**

aiming to poor communities in rural areas

### **Outputs/outcomes/impacts**

Contributed about VND 72 billions (equivalent as US\$ 3.2 millions) for:

- Upgrading the rural transportation (roads)
- Constructing new schools
- Support input materials for agriculture production
- Assisting to sell agro-products
- Help poor students to study in the district
- Relief of people affected by natural calamities, floods; children, the elderly;
- Building houses of gratitude and charity

Photo(s), Video(s) and other Documentation(s) of Projects



Cong Binh's Head Office in Long An Province



Large Fields' Project



Harvest Time



The Factory of Cong Binh Limited Company



Upgrading the Rural Roads

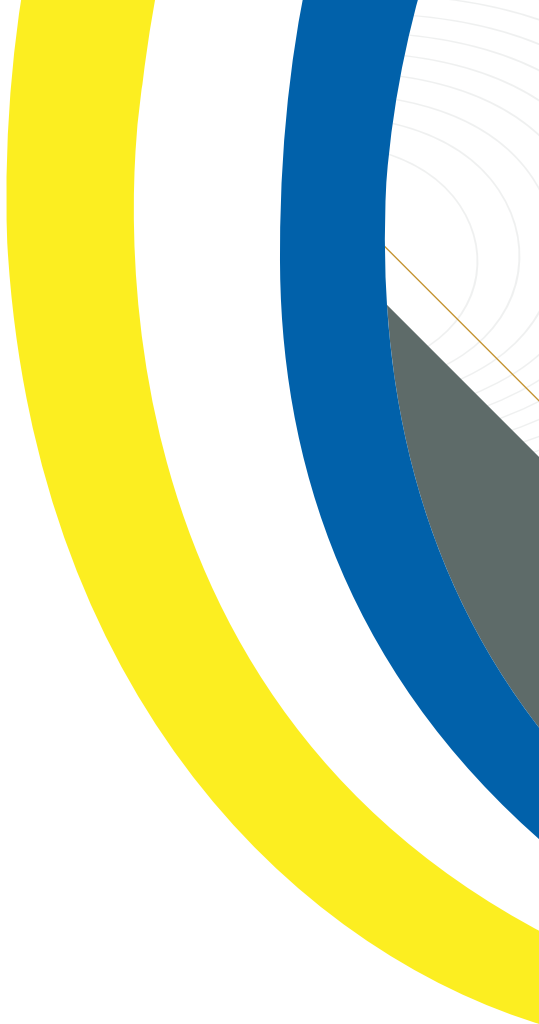


Upgrade School



Receiving Award from the Government





**ASEAN:** A Community of Opportunities for All

