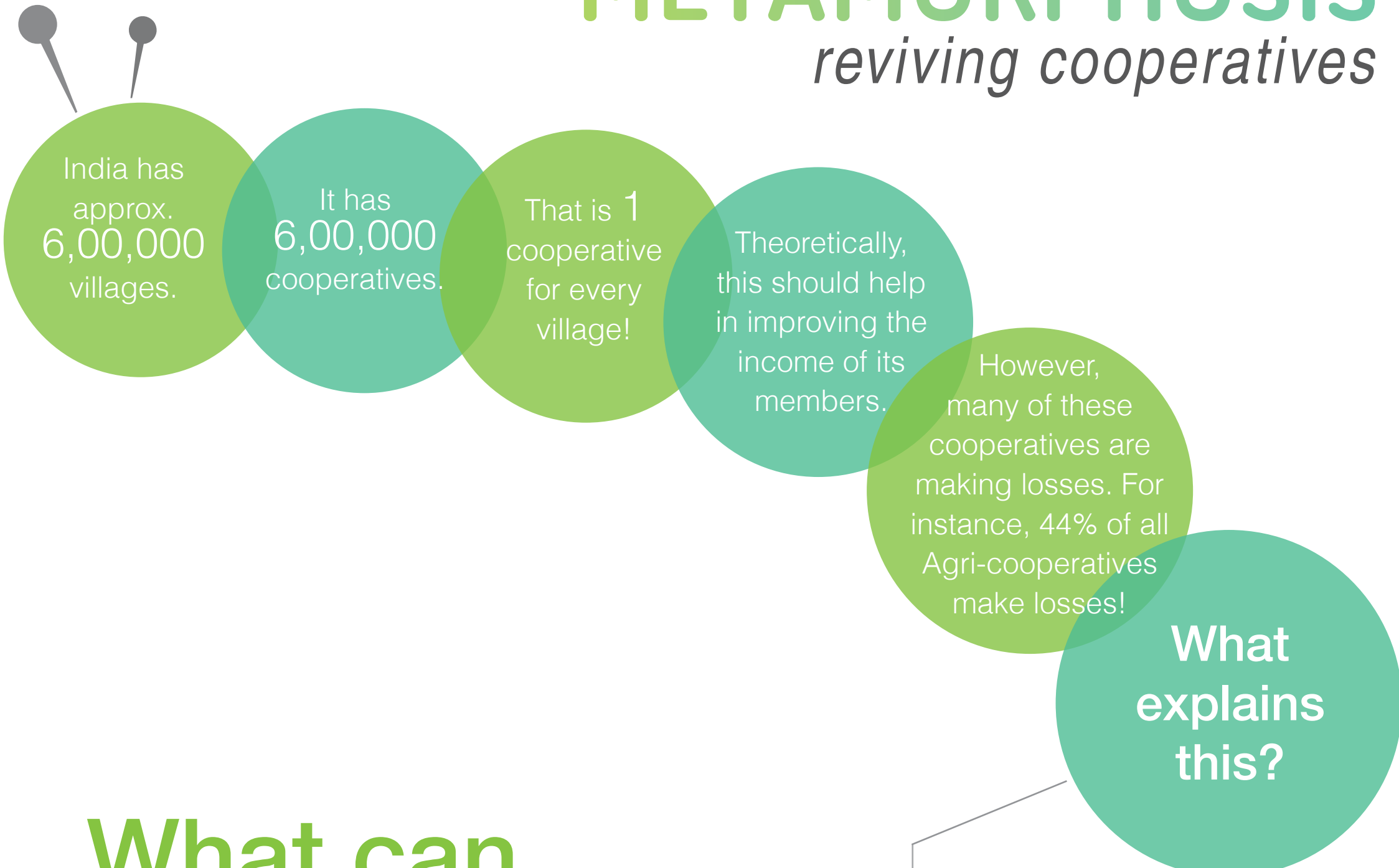


METAMORPHOSIS

reviving cooperatives



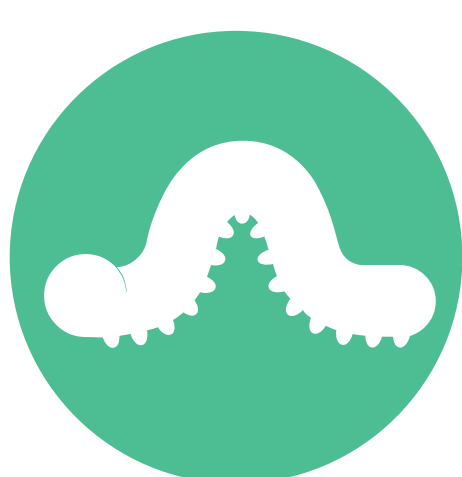
What can cause a metamorphosis?

- **Govt. Role**
Centralised control with Govt. appointed staff whose incentives are not aligned with the model.
- **Lack of ownership**
The members do not have a financial or an emotional ownership of the institution.
- **Politics**
Many cooperatives have got mired in politics
- **Stagnation**
They have stagnated as an organisation



Restoring the Confidence

Through communication of success stories, field visits and getting people to see the larger opportunity in creating an enterprise.



Recreating the Ownership

Transforming the legal entity into a producer owned collective with investments from members and setting a democratic structure for participatory decision making.

Recreating the Enterprise

Evolving Business Design, Raising Low-interest Finance, Nurturing, People's Abilities, Creating Better Technology, Building Physical, Infrastructure and Linking To Markets.



Recreating the Leadership

Identifying and developing local leadership that can sustain and grow the business enterprise, while meeting the social objectives.



Outcomes

Self-Reliant Evolution

From a loss-making to a surplus-generating organization, thereby improving the income of its members by 2-3 times. The change will be not just economic, but also improve quality of life. Instead of depending on the Govt., small producers gain the skill and confidence to manage their own enterprise.

Potential

If we transform just 5% of the 6,00,000 cooperatives that are making losses, it would be 30,000 cooperatives.

At an average turnover of 0.5 crores, it can generate business revenues worth Rs. 15,000 Crores for the members of the cooperative. At 100 members per cooperative, it can improve income of 400000 households by 2-3 times.