



## **Developing Rural and Women Entrepreneurship at Paglaum Multi-Purpose Cooperative, Philippines**

The Association of Asian Confederation of Credit Unions (ACCUCOOP – [www.aaccu.coop](http://www.aaccu.coop)) has developed a project for Paglaum Multi-Purpose Cooperative (PMPC) <http://www.paglaumcoop.org.ph> aimed to establish a fully functional Business Development Center (BDC) to develop rural and women entrepreneurship.

### **Why the Project?**

PMPC has implemented the Credit Union Microfinance Innovations (CUMI) since 1999 reaching more than 30,000 poor women in the Southern Philippines where poverty incidence is 40%. Currently, the program is unable to finance larger loans because of the low absorption capacity of members. Lack of entrepreneurial skills and market opportunities are constraints in enabling poor women run viable and innovative enterprises.

The BDC will play a crucial role in developing women members' entrepreneurial skills and access to markets, information, linkages to business development services with other institutions, accreditation, quality assurance and trade facilitation. Apart from financial access, PMPC will also provide entrepreneurial and market support through the BDC to ensure that their businesses are sustainable and viable. PMPC will also incorporate financial literacy training and tools to help members build wealth and consequently get out of poverty.

### **How Goal is Achieved?**

- Engage short term enterprise development consultant who will provide advice on BDC tools, services, product development
- Train the Trainers: 13 Area Supervisors and 78 Technical officers are trained on business knowledge and skills and financial counseling for members
- Build linkage with government institutions that provide training on product development
- Train women members
- Research and development on new product lines

### **What the GWLN can contribute?**

The Global Women Leadership Network members with professional expertise or experience are encouraged to participate as volunteer from January 1-May 2015 on the following areas:

- Business idea generation
- Product development, branding and marketing ideas
- Financial literacy education
- Business Management (skills training and tools)
- Establishment of sister society to motivate women members



**How to get involved?**

The members of the GWLN can involve in the following ways:

- Online mentoring of PMPC BDC Coordinator or training staff
- Sharing tools and resources on Financial Literacy, Business Development, and Sister Society
- Participate in the Sister Society meetings
- Volunteer to conduct training onsite or online

For more information of the volunteering opportunities, please contact

Elenita V. San Roque

Chief Executive Officer

Association of Asian Confederation of Credit Unions: [elenita@aaccu.coop](mailto:elenita@aaccu.coop)

