

Experience in Women Economic Empowerment Program Thailand : Credit Union League of Thailand, LTD

**Present by :
Ms.Kruewan Chonlanai
Head of GM office
Credit Union League of Thailand**

**The Workshop on Women Economic Empowerment Programs in Credit Unions
17-19 September 2007, Bali Indonesia
Conduct by ACCU & CUCO**

Content of Presentation

- *Past 1 : Role & Program of CULT for Women
Economic Empowerment*
- *Past 2 : Women Cooperative Product
Development Center (WCPC)*
- *Past 3 : Conclusion*

*Past 1 : Role & Program of
CVLT for Women Economic
Empowerment*

CULT Vision

*The financial institution of
Credit Union Movement is for
human, economic and social
development*

Women Economic Empowerment Program of CVLT

- 1. Training/Workshop Program*
- 2. IT Support Program*
- 3. BDC Program*

1. Training/Workshop Program

- Gender Sensitive Training (GST)
- Transformative Leadership Training (TL): *DO IF GS*
- Exchange Program for woman in Credit Union

2. IT Support Program

it@coops

- **Set up IT Training Center**
- **Conduct Training for Trainer on IT (TOT on IT)**
- **Conduct IT Training for members in CULT and CUs (email, Internet, words, Excels, Power Point, Photoshop, etc.**
- **Set up Web-site, E-commerce, E-link**

3. BDC Program


- Set up BDC in CULT(WCPC)
- Promote to set up BDC in CUs
- Marketing Mix Process (Product, Price, Place, Promotion)
- Consulting for CUs

*Past 2 : Women Cooperative
Product Development Center
(WCPC)*

ศูนย์พัฒนาผลิตภัณฑ์สตรีทวิสาหกิจ

Women Coop Products Development Center



A close-up photograph of several pink flowers with yellow centers, slightly out of focus, serving as a background for the text.

*Show the VDO
Presentation :
Women Cooperative
Product Development
Center (WCPC)*

MISSION

Mission

- * To sell the products of women and other groups*
- * To facilitate purchase raw materials and machines for production*
- * To develop the product and packaging*
- * To seek all opportunities to market the products through brochures, media, website*

Mission

- * Provide skills in product development*
- * Conduct conferences, training , seminars on business Cooperatives and provide consultations*
- * Networking*

MARKETING

PRODUCT DEVELOPMENT

RAW MATERIALS

PACKAGING DEVELOPMENT

PUBLIC RELATIONS

www.cultthai.coop - Windows Internet Explorer

http://www.cultthai.coop/main.php?f1=home_m.php&f2=order1.html

File Edit View Favorites Tools Help

www.cultthai.coop

English Version
Thai Version

ชุมนุมสหกรณ์เครดิตยูเนียนแห่งประเทศไทย จำกัด
CREDIT UNION LEAGUE OF THAILAND LIMITED
www.cultthai.coop

หน้าหลัก | ข่าวประชาสัมพันธ์ | สั่งซื้อสินค้าออนไลน์ | กระตุ้น-ตอบปัญหา | ไขปัญหาข้อข้องใจ

ความรู้เกี่ยวกับสหกรณ์
ประวัติความเป็นมา
กิจกรรมของ ชสค.
เครือข่าย CU ทั่วโลก
สถิติ/สถิติภาพรวม CU ไทย
วิทยุออนไลน์
ติดต่อสอบถาม

K4057001

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K3074001

12. เบ็ดเตล็ด

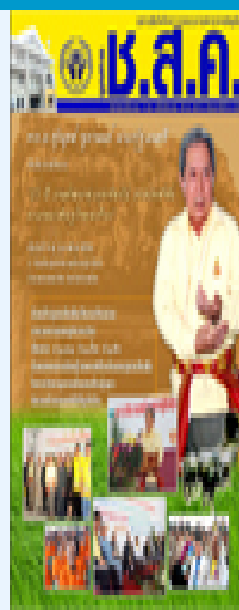
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<input type="checkbox"/>	I1054011	สมุดโน้ตกระดาษสา	49.00	<input type="text"/>

กลับข้างบน

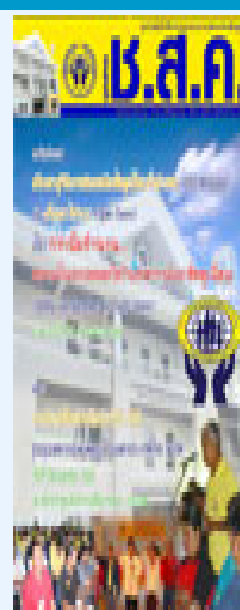
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เดือนมกราคม



เดือนกุมภาพันธ์



เดือนมีนาคม



เดือนเมษายน

TRANING AND ADVISING

SOUVENIRS



Past 3 : Conclusion

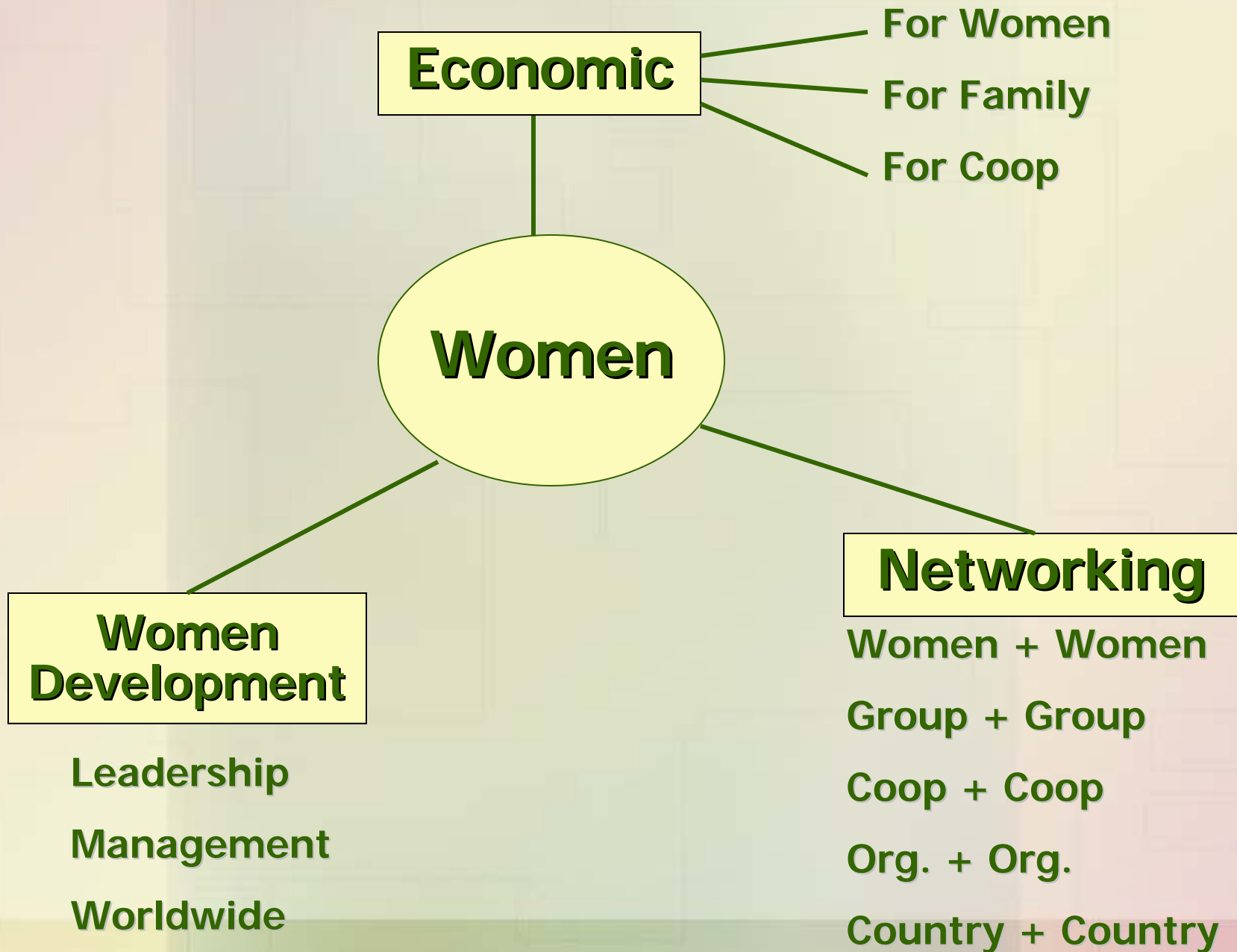
Results

- 1. Center for Marketing**
- 2. Improvement of products and creation of new products**
- 3. Capacity building for the SME Center and the groups**
- 4. Center of Knowledge**
- 5. Women develop their skills on business**
- 6. Group learned lessons, good practices & exchange experiences with other groups**
- 7. Product quality improved through the Center**

Results

- 8. Purchase of raw materials by wholesale to decrease the cost of raw materials**
- 9. Networking**
- 10. Increase sales for group**
- 11. Increase the income of the member and group**
- 12. Better Quality of life (Happy Home)**
- 13. Increase CU membership**
- 14. CU increase business and income**

Framework on women in empowerment



For more information, please contact :

Credit Union League of Thailand, Ltd.

40 Ramkhamhaeng Road (Sukhapiban 3),

Sapansoong, Bangkok 10240, Thailand

Tel: 66-02-373-0020-1, 373-0150-1

Fax : 66-02-373-0022

E-mail : cult@cultthai.coop, WWW.cultthai.coop

Contact person : *Mr.Sahaphon Sangmek ,GM of CULT*

Or, Ms.Kruewan Chonlanai, Head of GM Office





Thank You