

National Alliance of Agricultural Co-operatives in Uganda - NAAC

NAAC Programme Area 2: *Demand Driven Membership and Cooperative Promotional Services*

Problem statement

Cooperatives are usually formed to serve a certain set of needs of their members. However, these needs keep changing depending on the environment within which they operate. These changes could be due to change in technologies, nature, national priorities, emerging demands, shifts in socio-economic demands among others. Despite this, cooperatives in Uganda rarely take note of such demands and even when they do so they do not have the mechanisms to quickly adjust to meet these evolving needs. The NAAC will therefore; a) dedicate efforts to providing institutional development support services to its members to first of all ensure that proper management and governance practices are adhered to within their cooperatives, b) ensure that the cooperatives begin to provide demand driven services to their members c) engage in cooperative promotion and member mobilization interventions and d) putting in place a robust profiling and monitoring structures within NAAC and its membership.

Strategic Objective: To support NAAC at its members to be able to provide demand driven services to their members sustainably.

Intervention Strategies

1. Provide regular trainings and capacity building services aimed at improving governance and management practices within NAAC and its member cooperatives
2. Supporting members to execute their strategic and business plans
3. Create a culture of continuous data collection and member database that is regularly updated
4. Engaging in regular cooperative information sharing and promotional activities at both local and international level.
5. Develop and Agricultural Cooperative Map of Uganda
6. Design and deliver appropriate leadership development programs for members
7. Develop appropriate models that effectively provide for member engagement, support and services including the use of ICTs
8. Regular information and communication to members