




Defining Products and Services

Leading to Economies of Scale



Presentation by
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What defines a movement?




What defines a Movement?

Quotes

“
To build the socio-economic capabilities of cooperatives through the delivery of superior financial products and allied services
”




Source: The National confederation of Co-operatives (NATCCO)

Quotes

“
In order to achieve that **dream**, So needed a new **Strategic Plan** with a **focus on goal setting, targeted and integrated** from **primary** level up to **secondary** or **CUCO** level.
”

Source: Credit Union Central of Indonesia (CUCO)

Quotes


“
A **People’s Credit Fund** shall be a type of **co-operative** credit institution operating on the **principles** of **voluntary participation, self-managed, and self responsibility** for the results of **operation, fulfilling** the basic objective of **mutual assistance** between **members** aimed at **redeveloping** the **strengths** of the **collective**.
”

Source: CCF - Central People’s Credit Fund


Credit Union History




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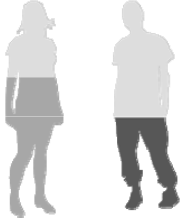
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There are **2.5 billion** people in the world who are **unbanked**



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Women are more unbanked than men



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In India **60%** of the population do not have access to formal banking and only **25%** of women have a bank account



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How do you design an effective financial service for the unbanked?



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How do you design an effective financial service for the unbanked?

Financial inclusion of empowerment of the poor has become central subjects of concern for regulators and policy makers in Asia.



Basic Products


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Basic Products

- Savings Accounts
- Loan Accounts

Purpose of Accounts

- Develop savings patterns
- Improve lifestyle
- Ability for the education of financial literacy



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Reasons for Accounts?

Advanced Products

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Savings

- Online Savings Accounts
- Term Deposit Accounts
- Budget Savings Accounts
- Education Savings Accounts
- Travel Savings Accounts
- Bill Paying/Budgeting Accounts

Loans



- Personal Loans
- Education Loans
- Home Loans
- Business Loans
- Travel Loans

Advanced Products

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Other Products

- Insurance Accounts
- Credit Cards
- Travel Cards
- Travel Insurance
- Mobile Banking

What do your members need?


How can you educate them?



Basics



Members must know who you are and what you offer

- **Brand**
 - Easy Recognisable
 - Members understand what the brand means
 - Community involvement
 - A sense of belonging





Basics

- **Information Technology (IT) and Accounting Strategies**
 - Standard operating and accounting software systems
 - Possibility of an IT bureau to help everyone
 - Provide enhancements to customers/credit unions
 - Easy access for members to their money
 - Easy accounting systems should be established and training offered

How do you get Economies of Scale?



How do you get Economies of Scale

- Working together (two minds are better than one)
- Education and training
- Sharing experiences and ideas
- Networking-talk to each other
- IT and Software
- Alliance with suppliers
- Supervising oversight (by peers)
- Good Governance Practices
- Financial expertise
- Never be afraid to ask



Future of financial services

A video will be shown



Thank you

Any closing comments?

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