





Credit Union Financial Services PLUS
PLUS – Entrepreneurial Development
for Women Members


NEPAL FEDERATION OF SAVINGS AND
CREDIT CO-OPERATIVES UNIONS LTD.
[NEFSCUN]




Micro Finance
Program




Technical Assistance



Financial Support :




Agriterra, Netherlands




Starting Date

August 2001




Target Group

Rural women having no access on formal
financial institutions system



Objective:

Women empowerment through the
creation of entrepreneurship and self
employment



Key achievements :

Outreach Out of 75 District	: 14
No. of participating SACCOS	: 89
No. of self help groups	: 2118
Members	: 22275
Savings collection US\$ Million	: 44
Loan Granted US\$ Million	: 77 Million
US\$	
Trainings on Skill Development	: 1425
Women members	



Further Initiatives :



Business Development Center



Business Development Center (BDC)

Bharatpur, Chitwan
 Nepal



Technical Assistance



Financial Support :



What is the BDC ?

The BDC is an initiative of NEFSCUN and was started to support business development of women entrepreneurs under Micro finance program, providing technical skill & entrepreneurship development trainings as well as a sales outlet for members' products in Bharatpur, Chitwan.



BDC showroom



Mission & vision

Mission:

to provide marketing support including market linkages, sale of products, capacity building and assistance in production of handmade products to women entrepreneurs.

Vision:

to become a model organization in the field of business development support for credit union members (women) of local communities in Nepal.



Products



Bamboo products: picture frames, pen holders, flower vase, mobile holder, clock;
 Hand painted linens with flower motif: bed sheets, bed skirt, pillow cases, sofa & TV cover;
 Woven baskets (Dhakiya) and doormats made of jungle grass, corn leaves;
 Woven items: waist and shoulder fabric (Lungi, pachaura,) Cussion, hand bags, scarves, shawls, belts;
 Framed flower arrangements/art work;

...products

- Honey, Achar (pickles) and Dalmoth;
- Ladies & Children clothing: Dresses, Shirts, Traditional suits;
- Dhaka covers, Handkerchiefs, Baby slippers, Waist coats;
- Incense, Candles, Cotton wick, Liquid soap;
- Men's traditional hats (topi), Cap, Gloves, Winter hats;
- Gift items: Stuffed animals, Figurines, Key rings, wallets;

Services

- Consultancy
- Research and product development
- Market identification
- Sale of members' products
- Training (skill & entrepreneurship development)
- Networking /coordination
- NEFSCUN extension – sale of stationary

Training

Business:

selling, accounting,, marketing management, entrepreneurship development, micro-enterprise creation, business management, etc.

Technical skills:

Mushroom, achar, bee keeping, juice, sauce, snacks, fabric, dalmoth, weaving, doll making, basket/mat weaving, sewing, hair cutting, photography, Incense, candle, embroidery, liquid soap, cooking



Marketing

- Promotion of members' products
- Networking with craft organizations (FTG, ACP, Mahaguthi)
- Market studies on potential products
- Market linkages with buyers
- Exhibition trade fair



Production

- Product survey
- Input supplies (raw materials)
- Product development (design)
- Maintain quality
- Product distribution



Key strategies

- Adoption of mobile selling approach & improve display of products (window)
- Develop unique & quality products
- Generate independent revenues
- Product and market survey
- Training needs assessment & planning
- Establish quality control system
- Expansion of business network

Ideas for model products

- Hand-painted T-Shirts
- Knitted wear (wool)
- Gift boxes made of weaved jungle grass with shawl inside & incense
- Born baby items
- Occasional packing (Marriage, Bratabandha etc)

How to get involved

- By participating in our trainings and learning new skills
- By joining one of our SACCOS
- By producing handmade crafts which can be marketed by BDC
- By purchasing BDC products
- By telling friends and family about BDC
- By supporting (grant, training, information sharing)

**Please join us and
encourage Credit Unions'
women entrepreneurs!**

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Thank You !