



Get to Know Us!

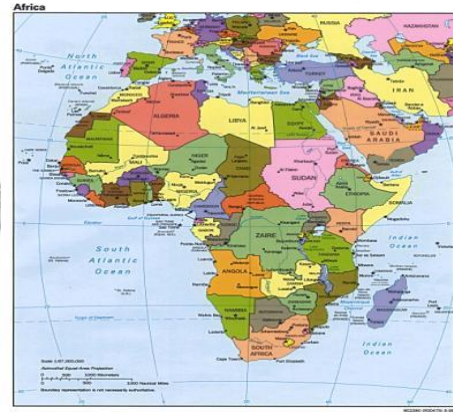
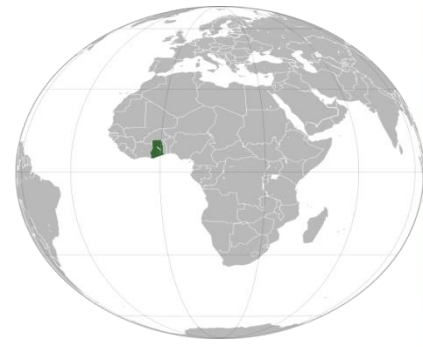
**EASY INVESTMENT CO-OP
CREDIT UNION**

**JCCU/ILO STUDY
TOUR : AFRI-COOP**

2017



Where in the world are we from?



Ghana- My Country



- o **Official name:** Republic of Ghana
- o **Capital:** Accra
- o **Population:** 25.9 million (2013)
- o **Regions:** 10 administrative regions
- o **Languages:**
 - o English (official); African languages such as Akan, Moshi-Dagomba, Ewe, and Ga

- **Currency:** Ghanaian Cedi
- 1 GHS = 25.94 JPN YEN (8th July 2017)
- **Unique Fact:** Ghana produces around 15 % of the world's total **cocoa production** - it is second to the Ivory Coast/Côte D'Ivoire

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Ghana – My Country

- **Religion:** 75% Christian, 15% Muslim and the rest traditionalist and other religious faith.
- **Independence 6th March, 1957**-Ghana gained independence from the British colony.
Ghana celebrated its 60th Anniversary this year
- **Republic Day 1st July, 1960**- Ghana became full republic

Our National Flag



The coat of arms



Ghana Co-operative Sector

- Co-operative Development in Ghana started in 1928 in Agriculture, Industry, Services and Finance.
- By 1950 Co-operatives contribution to Agricultural and GDP was around 45% to 52%.
- After independence in 1957 Government attempted to coerce the co-operative movement into politics by the leaders refused.
- Government set up parallel institutions to compete with co-operatives in every sector and refused to support the movement.
- Government through legislation promulgated laws to regulate co-operative activities. Co-operative Societies decree of 1968 (NLCD 252
- Government established Ghana Co-operative Council to champion the co-operative movement and appointed its officers who do not know and appreciate the principles and values of co-operatives
- By 1994 co-operative institutions have all collapsed leaving Credit Unions , Co-operative Distillers and Co-operative Pharmaceuticals.
- No proper records of operations are currently available for inclusion.



CREDIT UNION SECTOR IN GHANA

Number of credit Unions	622
Membership	490,167
Number of Employees	2,384
Member Deposits(Shares and Savings)	USD \$ 122,042,737.00
Loans Outstanding	USD \$ 74,323,521.80
Total Assets	USD \$ 144,983,519.00
Liquidity Levels	USD \$ 42,914,758.20

Source: CUA Report, May 2017

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My Credit Union- Easy Investment

- A community based CU established in Sept. 2008 with three (3) membership
- Over 70% of staff members are women
- 67% of the management team are women
- Serve over 3,319 (65 % women) and Total Assets: US \$ 457, 999.10 as at 30th June, 2017
- Established over 10 co-operative societies in Agricultural, Industrial, Financial and Service sectors mostly in rural communities in Ghana.

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Easy My Credit Union- Easy Investment

o **Vision**

To become the best managed and reliable co-operative society in Ghana, serving as a model.

o **Mission**

To provide efficient and effective capacity building services to marginalized but productive persons in rural and peri-urban communities of Ghana to improve local economies through education, training and information aimed at improving their knowledge, skills and attitudes to ensure a sustainable management of finance, customers, process and people to improve the wellbeing of our stakeholders.



Overall Objective of EICCU (2017 -2020)

- To drive employment using the co-operative business model through education, training and information.
- To promote the formation, establishment, capacity building and strengthening of co-operative societies to improve the living conditions of the people and the communities.
- Specific Strategic Objectives includes:
 - To educate, train and provide information to improve the knowledge, skills , attitude and wellbeing of our stakeholders about co-operatives and business.
 - Network and collaborate to promote the co-operative business model.
 - To promote the formation and establishment of co-operative primary societies, unions and alliances in all sectors of the economy.
 - To build alliances to facilitate stakeholder dialogue in relation to legal, regulatory and policy issues affecting co-operatives.
 - Lobbying and mobilisation of resources to promote the growth and development of the rural economy.
 - To ensure operational and financial self-sufficiency of our member organisations.



TARGET MARKET & AREAS

- Rural and peri-urban communities
- Agriculture, Industry, Service and finance.
- Women, Youth, vulnerable/marginalised but productive lower income members of society,



MEMBERS





Communities in which we Serve



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PRODUCTS AND SERVICES

- Promotion, formation and establishment of Co-operatives.
- Capacity Building Services
 - Financial and Technical support
 - Investment Advisory services
 - Education, Training, information:
 - Knowledge, Skills and Attitude Development –
 - Finance,
 - Customer/Member Care Service,
 - Process and
 - People
- Assets and Liability Management
 - Savings and Loans
 - Provident Accounts



ACHIEVEMENTS

- Growth in membership-From 3 to 100 in 2008 to well over 3000 members.
- The only full member of the international co-operative alliance in Ghana.
- Establishment of over 11 co-operatives societies, unions and affiliates including the following-
 - Dunwell Methodist Co-operative Credit Union
 - Atwima Coperative Credit Union Ltd
 - Atwima Co-operative in Agric Society Ltd
 - Twedie Community Co-operative Society
 - Asotwi Co-operative Thrift and Assistance Society
 - Ashanti Catholic Teachers Co-operative Society
 - Consuming Fire Co-operative Society
 - Yaa Asantewaa rural bank Ltd
 - Okese Co-operative Alliance: 10 Coops Societies in Agric, transport, Services
- The 1st and only credit union in Ghana offering International Money remittances products such as MoneyGram, Western Union, Transfast, Smallworld Ria

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CHALLENGES

- Inadequate capital, funding, logistics and staff capacity building programs.
- Political , Economic and Legal issues

It is all about me

- I am Samuel Addo Otoo
- 43 years old, ambitious, entrepreneur, altruistic and purpose driven Ghanaian in a family of Ten(10) including 9 dependents.
- I am deeply motivated by the passion to make impact in the lives of others
- A Co-operator, banking and finance professional with passion for Karate sports.
- I am enthuse about Security and intelligence information gathering, enjoy meeting new people.



THANK YOU !!!!!

ありがとうございました !!!!!

Arigatōgozaimashita !!!!!