

STRATEGY AND ACTION PLAN DEVELOPMENT FOR STRENGTHENING OF MPBSMA

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OBJECTIVES OF ASSIGNMENT

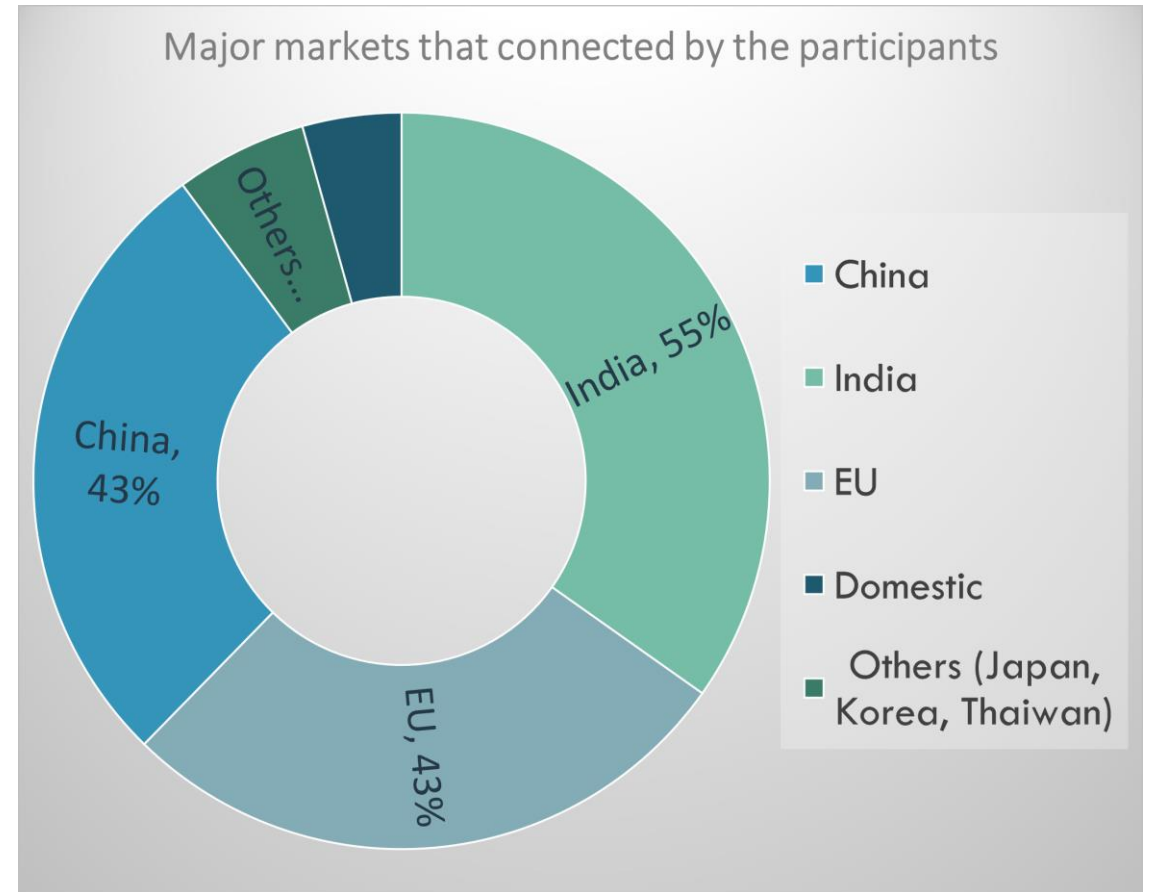
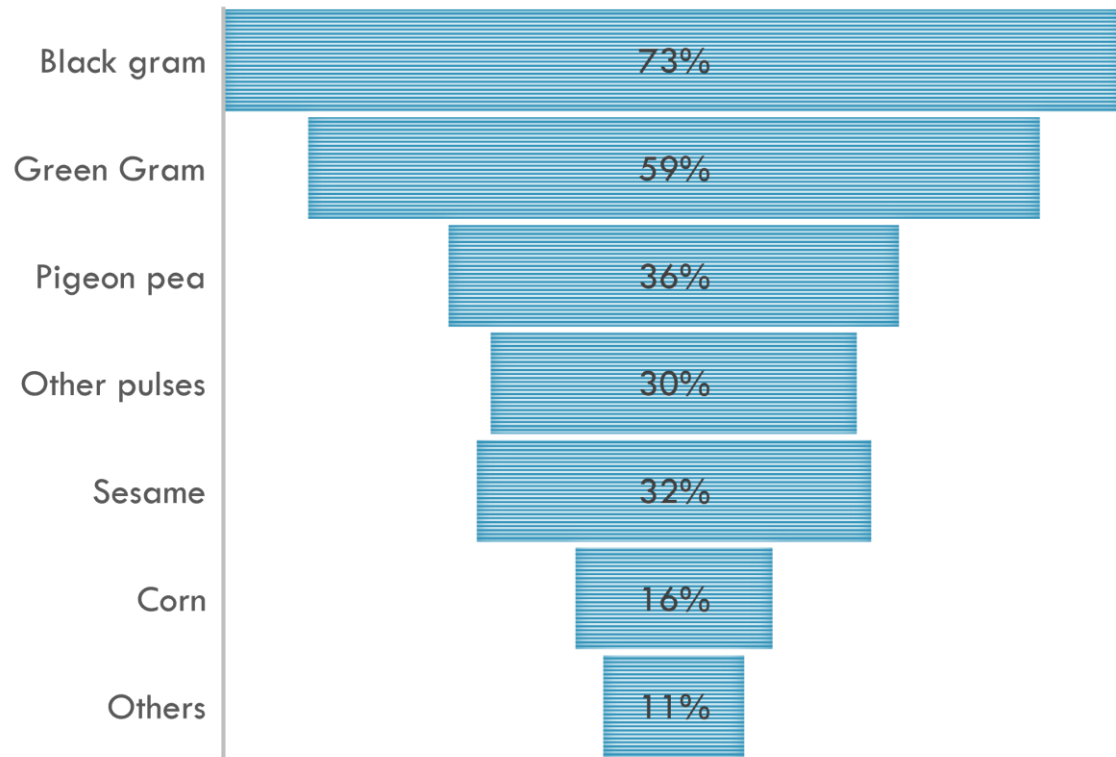
- 1) Conducting an organizational diagnosis and analysis for the Myanmar Pulses, Beans and Sesame Seeds Merchant Association (MPBSMA); and
- 2) Developing a Strategy and Action Plan for transforming MPBSMA into an Apex Association including improving the structure and functions.

OUTLINE

1. General Outlook of MPBSMA (Where are we now?)
2. Making Different Scenarios – for consideration (What do we want to be?)
3. Developing Action Plan (What is the best ways to get there?)
4. Finding out Quick Win activities (Quick starting points to get there in short term?)

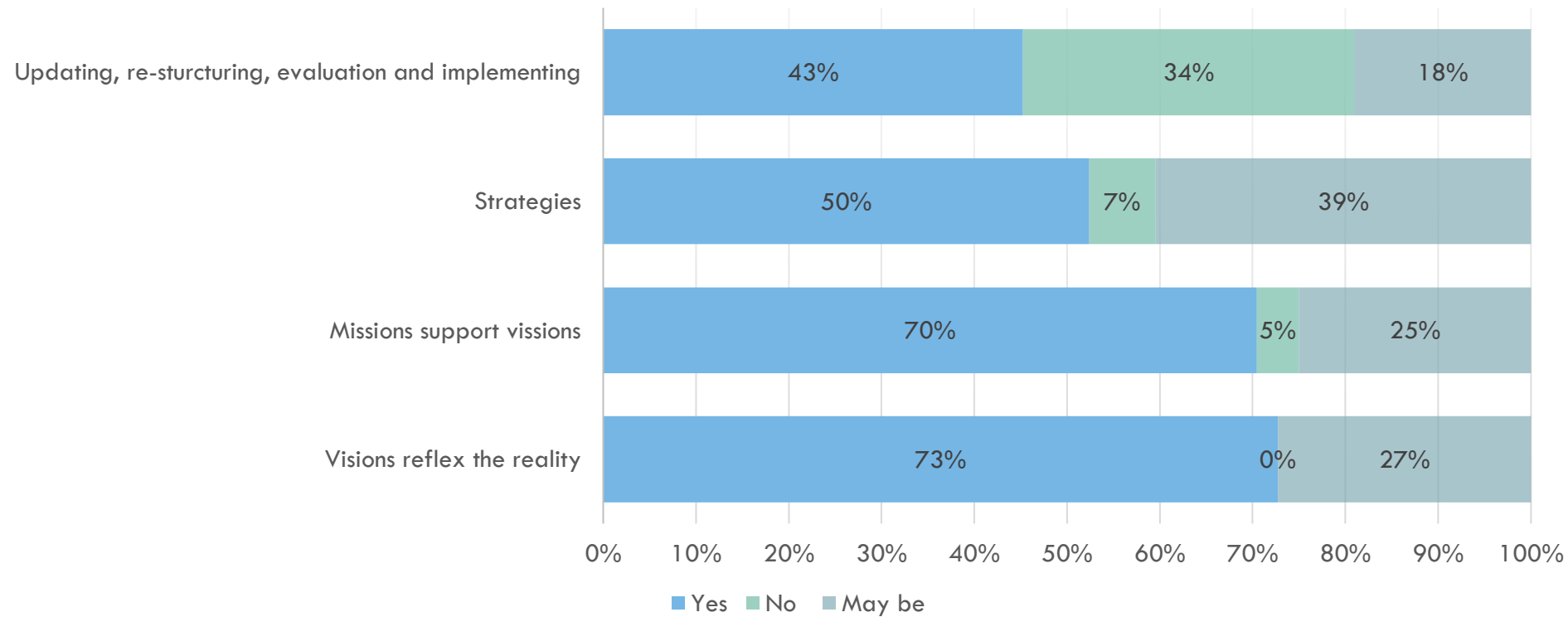
MAJOR CROPS/ SUBSECTOR ENGAGED AND MAJOR MARKETS

MAJOR CROPS/ SUBSECTORS ENGAGED BY THE PARTICIPANTS



LEADERSHIP AND GOVERNANCE

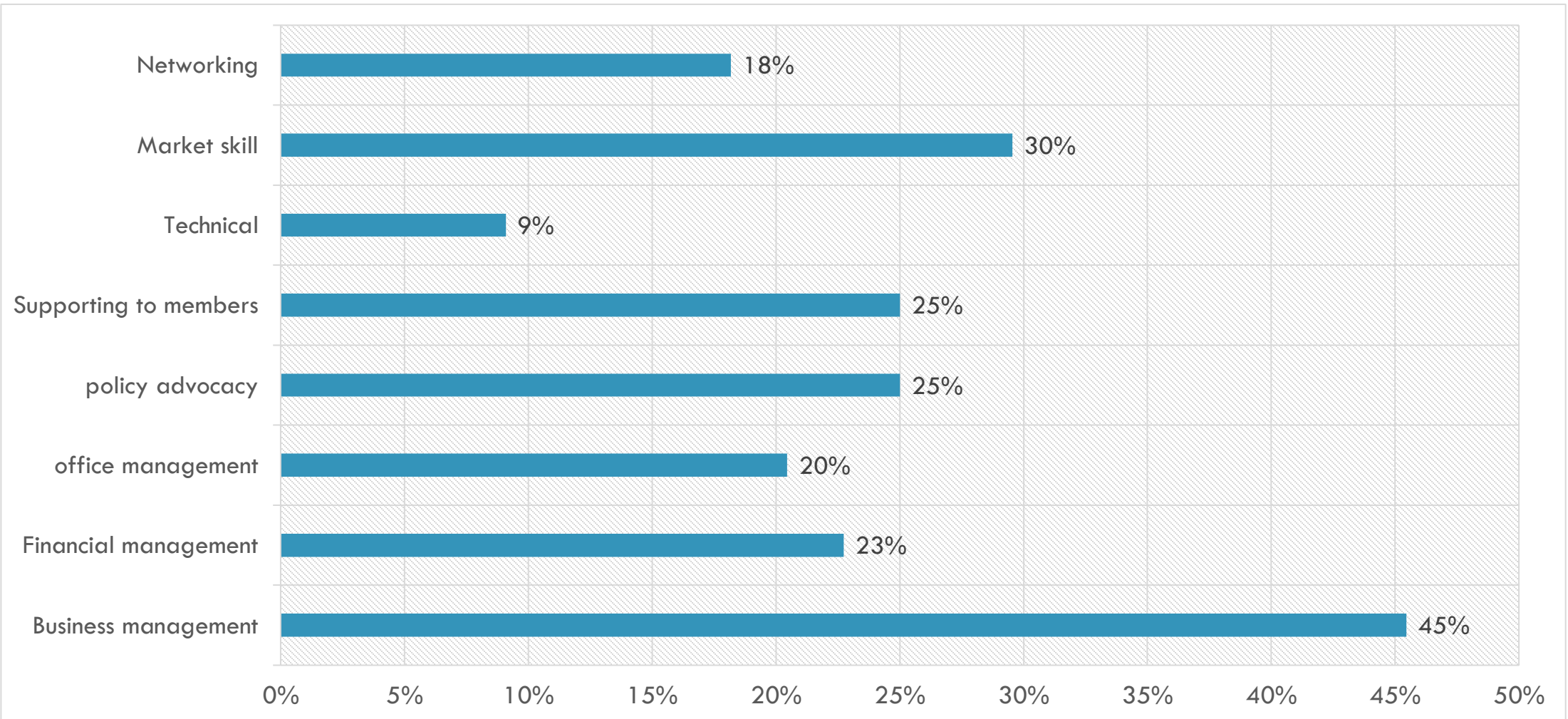
PERCEPTION OF RESPONDENTS ON STRATEGY, LEADERSHIP AND GOVERNANCE OF MPBSMA



SYSTEM

	Average	1	2	3	4	5
❖ Financial management	3	20%	16%	27%	11%	20%
❖ Fund management	3	20%	16%	32%	11%	20%
❖ Financial policies	3	20%	14%	27%	16%	23%
❖ Accounting & Auditing	3	20%	14%	30%	16%	20%
❖ Collaboration with Gov and NGOs	3	14%	14%	20%	20%	20%
❖ Internal Information sharing	3	16%	18%	30%	23%	14%
❖ Information with other Gov and orgs	3	11%	11%	57%	14%	7%
❖ Office Management	3	7%	5%	36%	11%	5%

PERCEPTION ON THE SKILLS OF MPBSMA



SWOT

Strengths

- Trustful by MPBSMA's members
- Under the network of UMFCI and other relative associations
- Involved in policy advocacy
- Resolved the disputes among the members
- Strong Members and EC members
- Up to date market information available
- Strong Individual's capacity for the investment
- Working with Ministries (MoC, MoI, MoH, weak linkage with MoALI)

Weaknesses

- Less fund and fund management
- Weak governance structure
- Less communication between regional/ state level associations under Less capacity to start future trade/market
- Less support by related government/departments
- Less communication with producers in different states and regions
- Weak supports to the farmers
- Poor linkage with international organizations that can support to the development of the sector (Weak networking)
- Weak in getting the information of the international supports/ finance opportunities
- Members are emphasize on their own business and less time contribution to the association

SWOT

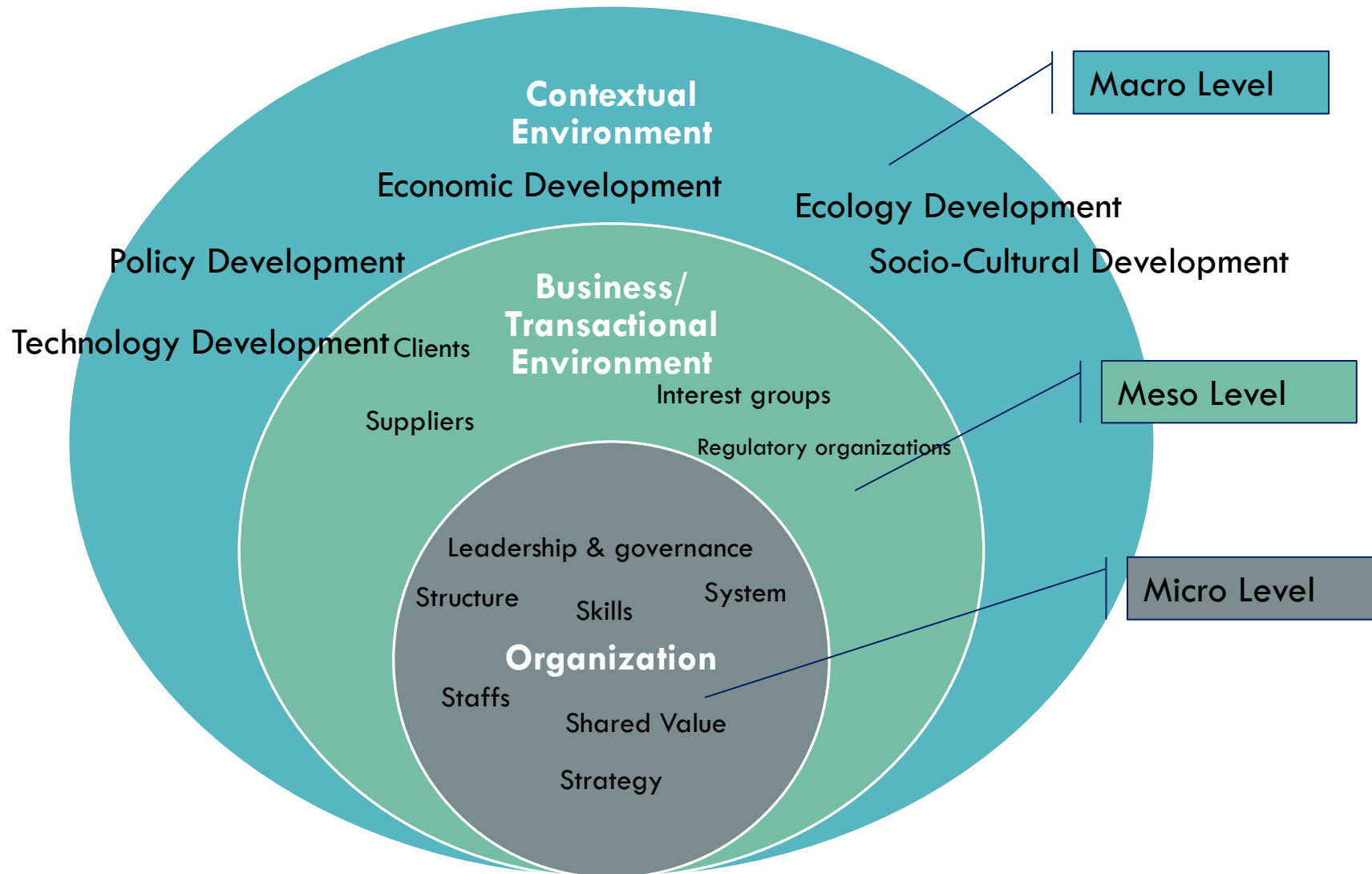
Opportunities

- **Modernize the CEXC platform for future market and farmers knowledge to grow in advance**
- **Opportunities of project loans or crop loan to traders and farmers respectively**
- **Contribute in the implementation of government policies and strategies**
- **Expand the network to international and global**
- **To work/share with farmers to fulfill the market requirements and promote GAP at production level and GHP at industry level**
- **Possibility to organize a cooperative business organization as MAGDPL**

Threats

- **Trade Policy limitations from India in purchasing black gram, pigeon pea and other pulses and beans**
- **No official trade agreement in trading with China**
- **Dynamic Fluctuation of currency exchange rates**
- **Lack of technology improvements**
- **Limited access to good quality seeds of pulses and beans**
- **Low quality agro-inputs in Myanmar**
- **Cannot get the trade/ market requirements of the developed countries**
- **Lack of high yielding varieties of seeds to the farmers**

II. MAKING SCENARIOS – FOR CONSIDERATION



MAKING SCENARIOS – FOR CONSIDERATION

PEST Analysis	Doing as Usual	Scenario 1 (Organizational Capacity developed)	Scenario 2 (Institutional Development)	Scenario 3 (Sectoral Development)
	Organization level	Meso level	Macro level	
P olicy (Trading policies Funding, lobbying, International pressure, Government strategies)	<ul style="list-style-type: none"> - Less support, poor law enforcement, Limited international market access, poor implementation of Gov strategies 	<ul style="list-style-type: none"> - Policy advocating - Inline with Gov strategies - Better negotiation with international markets 	<ul style="list-style-type: none"> - Contribute in policy making and enforcement, Better Int relations - Cooperation with int markets - Supports of Gov and donors, Less int markets pressure 	<ul style="list-style-type: none"> - Peace, National Reconciliation, Security & Good Governance - Better int relations
E conomic (Trade and market, international cash flow, profit)	<ul style="list-style-type: none"> - Less market competitiveness, unstable market 	<ul style="list-style-type: none"> - Better market access - 	<ul style="list-style-type: none"> - Better market competitiveness - Better investment and financial management - Value Chain Development 	<ul style="list-style-type: none"> - Better market competitiveness - Increased productivity, profitability & market efficiency
S ocial (Inclusive, attitude of people, occupation, etc.)	<ul style="list-style-type: none"> - Only traders, exporters and processors, Less coordination with regional sub-associations, 	<ul style="list-style-type: none"> - Strengthen regional sub-associations - More involvement of 	<ul style="list-style-type: none"> - Producers, buyers, interest groups and regulatory orgs involved - Job creations and private sector developed 	<ul style="list-style-type: none"> - All inclusive - Decent jobs and welfare - Human & Social develop
T echnology (Researches, technology innovations, etc.)	<ul style="list-style-type: none"> - Poor technology, Cannot support to farmers, limited/ No research 	<ul style="list-style-type: none"> - Poor technology, Cannot support to farmers, limited/ No research 	<ul style="list-style-type: none"> - Involve in research and innovations - Contract farming - Technical supports 	<ul style="list-style-type: none"> - Research and innovations - Improved technology
R equirements	<ul style="list-style-type: none"> - Doing as usual 	<ul style="list-style-type: none"> - Capacity Buildings - Staffs recruiting - Build up net-working - Review and revise the Constitution 	<ul style="list-style-type: none"> - Reforming the association (Federation) - Setting up Goal, mission & vision - Strengthening Cooperate Business - Project implementation and expand investments 	<ul style="list-style-type: none"> - Reforming the association - Institutional strengthening - Well function of Cooperate business branch

INDIA PULSES AND GRAIN ASSOCIATION (IPGA)

India Pulses and Grains Association (IPGA)- the apex body of India's pulses and grains industry & trade

-membership encompasses market participants along the value chain (over 270 including various regional associations of the Pulses industry and over 10,000 stake holders involved in the farming, processing, warehousing and import business of Pulses across the entire value chain)

- IPGA works closely with Gov to assist in evolving dynamic policy responses by providing market-related inputs and strategic advice, to monitor foreign trade (import and export) in pulses and grains and to provide effective forward-looking guidance to feed in policy formulation.

LOOK FORWARD...

(i) Reduce the gap of understanding of the private sector on what government is doing towards AEC formation; (ii) explore how intra-regional trade and investment could be promoted; and (iii) reduce current and future trade impediments faced by business enterprises (standing committee)

❖ Level of engagement: to be engaged with ASEAN Economic Ministers (AEM)/ASEAN sectoral bodies or ASEAN Leaders

❖ Type of engagement : consultation, dialogues, meetings, joint events and activities, including regional conferences (administrative procedure, engagement mechanism)

❖ Response Mechanism: ASEAN's Senior Economic Officials' Meeting (SEOM)

❖ Myanmar scenario

- regions

- production,

- trade flow,

- value chain

❖ Global scenario (India, China, EU etc)

❖ Innovation practices

❖ Inclusion of smallholder beans, pulses, and sesame seed growers

❖ Commodity Exchange Centers (????)

CALL TO ACTIONS!

- ❖ Build linkages national and global
- ❖ Donor and partnership mapping (LIFT,EU,DFID, Netherlands, DANIDA, Government etc..)
- ❖ Resource mapping
- ❖ Investing in the pulse research community
- ❖ R& D projects
- ❖ CSR projects

THANK YOU VERY MUCH

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