



2015 Scholarship Application

Thank you for your interest in a Global Women's Leadership Network scholarship!

Application Instructions

Please read the Scholarship and Empowerment Grant Guidelines before filling out this two-part application. Be sure you submit a complete application including an Empowerment Grant proposal. Email completed applications to CUWomen@woccu.org by midnight April 10, 2015, for consideration.

Part 1: Scholarship Application (Please attach resume to application)

Personal Details	
Name	MsKruewanChonlanai
Position	Executive Director, Credit Union Development Institute
Organization	Credit Union League Of Thailand,LTD.
Address	40 RamkhamhaengRoad,Sapansoong Bangkok 10240 Thailand
Phone	+669 09565604
Email	Kruewan9@hotmail.com
Are you a World Council member?	No, I am not.
Union Capital Base	None
No. of Credit union members	None
Do you require travel assistance?	Yes, I do.
Community Involvement Activities	<ul style="list-style-type: none"> - Gender and Women Development Activities for Thailand Credit Union and in the member of Asian Women in Co-operative Development Forum(AWCF) by conduct Gender training and Business Development for women Credit Union member - Women Leadership Activities for Credit Union member by set up Women Credit Union Committee which already done with total 12 women leader representative from 6 region in Thailand. Then design to set up Women Credit Union Chapter and now will coming up to conduct General Assembly of Women Credit Union Chapter in 23 April 2015 for electing new Committee and approve program and activities of Women Credit Union Chapter in 2015. - To Design, Develop and conduct Credit Union Training Course - Management of Credit Union Training Center, the Center which conduct training for Credit union member of CULT



Professional Accomplishments	<ul style="list-style-type: none"> - Increase Load outstanding for Credit Union League of Thailand 2013-2014 - Set up 1st Women Credit Union Committee in national level in 2013 - Established the Women Credit Union Chapter in 2014 - I was promoted to Executive Director of Credit Union Development Institute which in charge of Education, Training, Research, Women and Youth Program.
Leadership Roles in Professional Career and Community	<ul style="list-style-type: none"> - Leadership role in Professional Career, I am a Executive Director of Credit Union Development Institute, my role are managing for Education and Training for all Credit Union members in Thailand and also managing of the training center. - Leadership role in Community, I am a Chairperson of Asian Women in Co-operative Development Forum ,and Regional Women Committee Member of International Co-operative alliance of Asia Pacific (ICA-AP)
Formal Degrees	Master of Art in Cooperative Economics
Why do you want to participate in the Network and what do you hope to accomplish as a scholarship participant?	Because Credit Union Movement in Thailand we have a lot of women activities in term of Women Business, Women Leadership and women network. I would like to develop a platform by social media and any way for linking with Global Women Network for Learning and sharing the activities between Global and Thailand (and in Asian) about all Credit Union activities, special on Women Program and Servicers. I can do it because now in Thailand we already have Women Credit Union Chapter which cooperation with Credit Union Institute and supported by Credit Union League of Thailand (CULT), More over as I am now the chairperson of AWCF, I also have network in Asian Member.
What value do you bring to the Network?	After I attend the Women Forum I will have platform for Sharing and Learning the Success stories among women in Asia and Global network and we also can set up sister society in Thailand for make more participation among women network .
Special Needs	<ul style="list-style-type: none"> -Technical support from GWLN for developing the platform by social media and translation of language for sharing success stories of women in my project. - Traveling budget support for me during attend women global network.

Part II: Empowerment Grant Proposal Ms Kruewan Chonlanai

- **Executive summary**– *A brief paragraph highlighting the purpose of the program.*

The problem is Thailand women leader are not involved in the Network because of the language barrier, most of women credit union leader in Thailand do not understand and communicate by English league that is why they can't share more success stories or can't learn more the success stories from other, even most of women leader now can access Information Technology or social media such as website, LinkedIn, Facebook etc.

How to get more member involvement with the Women Network, special for women credit union in Thailand?

The Solution of this, I will provide a translation of the Network's social media outlets, website, LinkedIn, Facebook, etc. in order to get more women in Thailand connected with the Network. Through this project: **The Capacity-Building for Women Credit Union through Social Media Platform. The objectives** of this project are: (1) to setting up Platform through Social Media such as website, LinkedIn, Facebook. to sharing experience of the activities and upload the success stories of Women Credit Union Network in Thailand, Asia and International (2) have more connection to the involvement of Women network among Thailand Sister Society members, Asian Sister Societies, and International Sister Societies, the Network can involve by doing some activities together depend on their expertise area such as Gender and Development, Financial Management, Marketing and leadership in Credit Union. **The Goal of the project** is more women member involve with the Network, special for women credit union through the Social media platform such as website, LinkedIn, Facebook etc. which will complete by the end of December 2015 and at least 5 women's success stories will upload by the end of March 2016 from women network which assistant by CULT, ACCU and GWLN. **The activities** for obtaining the goal are:

1. Design and Development of the Social Media Platform such as website, LinkedIn, Facebook
2. Present the project of the Social Media Platform to Women and Youth Workshop in ACCU Forum to share how the network can support other women in Asia and Global. The Sister Society from Nepal, Philippines and Thailand can sharing experience in this workshop and help other country to create a plan for their first meeting.
3. Conduct workshop to Introduce the Social Media Platform and project.
4. Upload the activities, Success Stories by network member encourage by Credit Union Development Institute, CULT, ACCU and GWLN.

Project narrative: Capacity-Building for Women Credit Union through Social Media Platform

o Problem and Need

Thailand women leader are not involved in the Network because of the language barrier, most of women credit union leader in Thailand do not understand and communicate by English league that is why they can't share more success stories or can't learn more the success stories from other, even most of women leader now can access Information Technology or social media such as website, LinkedIn, Facebook etc.

Thailand Credit Union Network is the most strengthen of the network if compare with other Cooperative network, because we have a while network connection namely: Global Network (WOCCU, GWLN), Asian Network (ACCU, AWCF), National Federation Credit Union (CULT), and Credit Union Primary (CUs).

How to get more member involvement with this Network, special for women credit union?

The Global Women Leadership's Network, WOCCU is a world while network among women in Credit Union. They have many ways to have more connection, learning and sharing among the Global Women who have a lot of expertise of each section.

The Association of Asian Confederation of Credit Union (ACCU) is partner of WOCCU. ACCU works in partnership with its members in 22 countries to strengthen and promote credit unions as effective instruments of socio-economic development of the people. As a development organization, ACCU addresses the issue on Women participation in credit unions since 1982. It has included in its structure a Women Advisory Committee that meets annually in conjunction to the Annual General meeting. The committee provides inputs on women issues that need to be addressed in credit unions. In 2015, ACCU has supported the organization of Sister Society in Asia. It has helped organize the Sister Society in the Philippines, Nepal and Thailand. ACCU believes the Sister Society can accelerate its initiatives on women empowerment by connecting Asian women globally. It believes the network can offer encouragement, self-confidence and professional development to Asian credit union women.

The Asian Women in Co-operative Development Forum (AWCF) is a resource center and advocacy body on gender and co-operatives in Asia, Its members in Indonesia, Malaysia, Philippines, Thailand, Cambodia and Vietnam are national co-op



organizations and non-government organizations (NGOs) that promote co-operatives. AWCF functioned initially as an informal, collaborative forum among its founding organizations. It promoted gender awareness among these organizations' female and male leaders, staff, and members so as to enable them to pursue the thrusts of AWCF. AWCF is also a member of the Regional Women Committee of International Cooperative Alliance in Asia Pacific (ICA-AP).

Credit Union League of Thailand, LTD. (CULT) is ACCU's member and also AWCF's member. CULT is a national organization initiated by the private sector in 1972. CULT brings together more than 1,230 Thai credit union groups, with more than 1,300,000 individual members, with women comprising more than 60 percent of the membership, as of year 2014. CULT works toward developing a strong and viable credit union (CU) movement in Thailand founded on the values of commitment, honesty, sacrifice, responsibility, sympathy, and trust, to promote self-help and mutual help to achieve human development and peace. Toward this, CULT seeks to develop CUs as the main financial institution in the community. Thus it commits itself to delivering excellent financial services and other services that will respond to both the social and economic needs of the members.

CULT's programs and activities include education and training, bookkeeping and accounting, dormitory and meeting room services, CU chapters' promotion, women and youth development, mutual aid in CU, business enterprise development, information technology, and research and publications.

Since 1998, CULT has been addressing the role and participation of women in co-ops. In fact, part of its organizational structure is a Gender and Development (GAD) Committee that serves as advisory body on gender concerns to the CULT Board and General Assembly. Meanwhile, CULT's Women Co-operative Products Development Center (WCPC) helps sustain women co-ops' initiatives to create and develop products, for instance, through support in marketing and product development and design.

In 2013, CULT's Board of Director appointed the Women Committee to work closely with Education Department for developing women in Thailand. In 2014, CULT set up the Women Credit Union Chapter to strengthen and promote the women program and services. There are many women programs, activities and success stories which working and promotes with the cooperation between Women Committee and Women groups in Credit Union in all regions across Thailand which supports by Credit Union Development Institute belong to CULT.

In 23 April 2015, Credit Union in Thailand set up the Thailand Sister Society with this great event, Ms Brianne Hurford, WOCCU Communications & Development Manager gave a video message to the women which showed them that they were now really connected to the credit union world and could help to make a difference in their lives, their members' lives and their communities.



Now a day, Asia Network have three Sister Society in Thailand, Nepal and Philippines Sister Society and will coming up soon with many counties in Asia by Collaboration among ACCU and its member from National Credit union Federation of each county. They can be connected to the Global Network and also the women in Global Network can being network to the women in Thailand and in Asia as well.

Thus, It will be a great opportunity if all women can share experience and learning among them to network not only in Thailand but also in Asia and Global network, but How to get more member involvement with this Network, special for women credit union?

The Solution of this problem, I will provide a translation of the Network's social media outlets, website, LinkedIn, Facebook, etc. in order to get more women in Thailand connected with the Network. It will be useful for women network if have platform for sharing and learning the activities, success stories of women who those success in any business both financial and leadership. It is not only in Thailand but the Global network can involve through this project as well.

○ **Goal**

More women member involve with the Network, special for women credit union through the Social media platform such as website, LinkedIn, Facebook etc. which will complete by the end of December 2015 and at least 5 women's success stories will upload by the end of March 2016 from women network which assistant by CULT, ACCU and GWLN.

○ **What will you and the project bring to the Network?**

The Thailand Sister Society, Nepal Sister Society, Philippines Sister Society and International Sister Society will be involved with this project by:

1. Before develop the Social media platform such as website, LinkedIn, Facebook, women network who expertise on IT or Social Media can consult and assist this project to design the platform for efficiency to all women network.
2. After develop the Social media platform the women network can upload data, information, news and success stories to show how strengthen of our women network.
3. Sharing and learning culture and experience among women network through this platform.

○ **Design**

-project objectives

1. To setting up Platform through Social Media such as website, LinkedIn, Facebook.to sharing experience of the activities and upload the success stories of Women Credit Union Network in Thailand, Asia and International.



- 2. To have more connection to the involvement of Women network among Thailand Sister Society members, Asian Sister Societies, and International Sister Societies, the Network can involve by doing some activities together depend on their expertise area such as Gender and Development, Financial Management, Marketing and leadership in Credit Union.

-Activities

- 5. Summit Proposal to GWLN
- 6. Design and Development of the Social Media Platform such as website, LinkedIn, Facebook
- 7. Present the project of the Social Media Platform to Women and Youth Workshop in ACCU Forum to share how the network can support other women in Asia and Global. The Sister Society from Nepal, Philippines and Thailand can sharing experience in this workshop and help other country to create a plan for their first meeting.
- 8. Conduct workshop to Introduce the Social Media Platform and project.
- 9. Upload the activities, Success Stories by network member encourage by Credit Union Development Institute, CULT, ACCU and GWLN.
- 10. Submit mid-year report to CULT and GWLN
- 11. Submit final project report to CULT and GWLN

If possible may I request Ms Brianne Hurford, WOCCU Communications & Development Manager to join this project for recommendation and suggestion in ACCU Forum which I will present this project to Women Workshop in This Forum.

Expected result (outcome): Social Media Platform such as website, LinkedIn, Facebook at CULT is setup with policy and procedure in place to gather activities and success stories from network members			
Activities:	target populations :	Staffing/Partner:	timeline:
Summit Proposal application to GWLN	None	Kruewan/GWLN	10 April 2015
Design and Development of the Social Media Platform such as website, LinkedIn, Facebook	women network who expertise on IT and willing to support this project	Kruewan/GWLN	1 August to 31 October 2015



Present the project of the Social Media Platform to Women and Youth Workshop in ACCU Forum to share how the network can support other women in Asia and Global. The Sister Society from Nepal, Philippines and Thailand can sharing experience in this workshop and help other country to create a plan for their first meeting.	More than 50 Women leader in Asia attend this Workshop	-Kruewan -Leni (ACCU) - Brianne Hurford, WOCCU (if possible)	September 2015
Conduct workshop 3 times to Introduce the Social Media Platform and project support by GWLN	Total 70 Person -1 st time 15 of CULT BOD -2 nd time 40 CULT staff - 3 rd time at least 15 women leaders	Kruewan/Education Department, CULT/ Women Credit Union chapter Committee/GWLN	November 2015 to January 2016
Upload the activities, Success Stories by network member encourage by Credit Union Development Institute, CULT ,ACCU,GWLN	At least 10 activity and success stories will upload by women network in Thailand, Asia and International	Kruewan/Education Department, CULT/ Women Credit Union chapter Committee /GWLN	December 2015 to June 2016
Submit mid-year report to CULT and GWLN	None	Kruewan/CULT/GWLN	December 2015
Submit final project report to CULT and GWLN	None	Kruewan/CULT/GWLN	June 2016

○ **Sustainability**

According to, I am now a Executive Director of Credit Union Development Institute which belong to CULT which work on Haman Development for Credit Union Movement, special for Youth and Women program have many activities because promoting women activities is the main program of Credit Union Development Institute in CULT and we also working with strengthen network such as the Thailand Women Credit Union Chapter, the other reason CULT is a AWCF's Secretariat, act as a coordinating member of AWCF among 6 counties which will continue to promote women program, and also CULT is a ACCU's member which have first CEO woman Ms.Elenita V San Roque. The Social media Platform will be the way to get connection to network and continue to upload the activities and success stories of Women of Credit Union in Thailand and also including Asia and International Network.

And also I have networking with Regional Women Committee of International Cooperative Alliance Asia Pacific (ICA-AP), we can continue to do the capacity building for women.

Moreover, this project will have more sustainable if we have support from WOCCU to consults by someone from WOCCU that now we have Ms Brianne Hurford, WOCCU Communications & Development Manager who always support and suggest us how the setting up the Sister Society in Thailand and other countries in Asia.

- **Evaluation**

The evaluation by:

1. Survey from Women Leader who attend the workshop
2. Collecting data from Women Leader in each region in Thailand

- **Outcomes**

Expected result (outcome): the women will be more involved in the Network especially in the Sister Society through the Social Media Platform such as website, LinkedIn, Facebook by sharing and learning the activities and success stories from network members in 2015 and can continue use this platform in future.

- **Measurement**

I will put this project plan in one main job of the women program in Credit Union Development Institute and contribution from the BOD meeting in CULT, setting my year calendar for implementing the activities.

- **Attachments**

- **Cost** – Outline the amount requested, total project cost, and any additional support obtained.

No.	Item	Amount(\$USD)
1	Social Media Platform Consult, Design and Development.	3,000
2	Present the project of the Social Media Platform to Women and Youth Workshop in ACCU Forum to share how the network can support other women in Asia and Global. The Sister Society from Nepal, Philippines and Thailand can sharing experience in this workshop and help other country to create a plan for their first meeting	800
3	Conduct workshop 3 times to Introduce the Social Media Platform and project	6,000
3	Travel Allowances in Thailand during implementation and Evaluation the project	2,500
4	Language Translation for Upload date from Thai to English.	1,000
Total budget Grant		13,300

Note: this budget not including the cost to attend the World Credit Union Conference and Global Women Leadership Forum in 2015