



# PROFILE

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Nampula – Mozambique

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# MIRUKU COOP

## WHO ARE WE?

MIRUKU means “ideas” in Emakua, the local language in the Northern of Mozambique. Back in 2008 in Nampula, Mozambique, short term projects were coming to an end and a lot of accumulated experience on supporting groups of small farmers in getting organized and reaching the markets was getting simply lost. The 11 professionals, who founded the company, felt that new ideas were needed about how to work with small farmers to strengthen their own initiatives.

The smallholder producers, which in most countries form the larger part of the population, live in a cyclic or permanent food insecurity situation. At a certain moment in time, business was seen as the “solution” to this situation. Many collective and individual business initiatives emerged in the rural and urban areas. But despite numerous government, civil society, and private sector-led efforts, no lasting difference has been made to the situation of those poor farmers. Most initiatives fail due to lack of market studies, definition of clear strategies, organizational management as well as monitoring and evaluation. NGOs and other actors were simply not prepared to work as/with businesses. **Miruku wanted to change this, by providing direct coaching, training and advice to such actors. It wanted to develop participatory approaches to set up small businesses and cooperatives based on both farmer requests and market demand and orientation.**

The assumption for a local sustainable development is the existence of good governance. In Mozambique, under the law of local government bodies 8/2003 and its regulatory act (decree/2005), government created participatory local governance. The civil society, the private sector and the local government can interact in a balanced manner. Despite this openness, there is still a weak interaction and dialogue between these actors. The capacity building and coaching at the intermediate level are determinant for a conscious and dynamic participation in the local development processes.

MIRUKU aims at contributing for the improvement of community life based on the development of community initiatives. MIRUKU considers its best practices and accumulated experience, based in the reflection and a more reaching and conscious analysis. It also considers empowerment of human capital as strategic for development.

MIRUKU is made up of professionals with over 10 years of consolidated experience. It specializes in project cycle management, strength of small and medium enterprises

(SMEs), Organizational Development (OD), governance processes and local participative development and studies/research and development.

## **VISION**

To become a competitive Business Cooperative of international reference in the development of business strategies for strengthening private sector (SMEs) or COOP sector, advise NGOs, development agencies and local government, by providing quality services with professionalism and sustainable financial returns.

## **MISSION**

Provide training and advisory services in business strategy, participatory methodologies and local governance for SMEs, NGOs, Development Agencies and Local Governments respectively, offering high quality services with a national market share of 5% by 2020.

## **VALUES**

MIRUKU is guided by the following values:

- Quality;
- Customer satisfaction;
- Honesty;
- Creativity;
- Trust;
- Sustainability.

## **OBJECTIVES**

1. To improve the performance of small, emerging farmers, cooperatives (COOP), small and medium enterprises (SME) in the identification of business opportunities, implementation and management of a cycle of activities.
2. To increase the value of local production and the household incomes through the management of a cycle of activities and value chains.
3. To develop the institutional management capacity and the quality of insertion of public and development organizations.
4. To contribute for good local and participative governance.
5. To strengthen the technical and institutional capacity of MIRUKU

## **LINES OF INTERVENTION**

1. Strengthening of SMEs, Cooperatives, associations and emerging farmers;

2. Technical assistance to development agencies/NGOs, CSOs and public institutions;
3. Carry out studies and researches in areas of socioeconomic development.

## **MAIN SERVICES**

### **Strengthening of SMEs, cooperatives, emerging farmers and associations, include:**

- Identifying business opportunities, market researches and preparation of business plans;
- Setting up of operational and financial management systems;
- Establishment of market integration models of small farmers through agribusiness SMEs (contract farming) based on inclusive business model.

### **Technical assistance to development agencies/NGOs, CSOs and public institutions, include:**

- Project design, assistance in implementation and monitoring and evaluation;
- Design of the intervention approach, training and establishment of cooperative business models.
- Training and advise to Local Governments in the establishment and implementation of the Local Economic Development Strategy (LED).

### **In the studies and research on the socio-economic development area, include:**

- Conducting baseline studies (baseline);
- Mid-term and final (impact) project evaluation;
- Value chain analysis and other relevant socioeconomic studies.

## **INTERVENTION STAFF**

MIRUKU has a highly experienced team in the above mentioned areas and has in its structure partners and collaborators consultants.

These capacities and structure converge complementarily and ensure good quality of the results in the several intervention areas.

This characteristic translates the cooperative name – MIRUKU (ideas)

SHARE IDEAS WITH ALL COMMITTED STAKEHOLDERS TO SUPPORT SUSTAINABLE DEVELOPMENT.