

CoopBank, with the mission of “ **rooting its foundation in communities to provide banking solutions with emphasis to cooperatives and agro-based businesses**” and “**concern for community**” as its core value has been supporting the agricultural communities through financing and capacity building. Accordingly, the Cooperative capacity building and advisory services department conduct training and awareness creation sessions for cooperative staff and members in grain and coffee growing areas every year on different topics. This year, from **October 24 to November 7**, the bank conducted an awareness creation session on **Coffee quality and financial literacy** for 1,200 selected members from 40 cooperatives in four districts (namely Mettu, Bedele, Agaro, and Jimma) in the Oromia region by allocating a budget of 1.8 million ETB.



Awareness creation on coffee quality management

Awareness creation on coffee quality management aimed at raising awareness from production to the entire process up to the consumer. This includes post-harvesting, and the entire process of collecting, washing, drying, storage, and transportation of coffee. Coopbank believes that through training and education, farmers can grow the number of high-quality yields, increasing income year after year and boosting the local economy. As a result, farmers can attract premium prices for their coffee and improve their quality of life.

Since the producer groups of most developing countries facing financial hardship came from insufficient capital and were financially illiterate, Coopbank has also addressed awareness of **financial literacy**. Financial literacy awareness raising mainly focused on general knowledge about financial literacy, how to save, how to use loan/credit, and the path to successful investments. Financial

literacy is also a critical part of farmers' education to pave the way for increases in productivity, income and profitability, and improved and sustainable livelihoods.



awareness on financial literacy

During the awareness session, the impact of covid-19 was taken into account and the necessary measures and precautions were taken to protect the participants against the coronavirus. Accordingly, masks and disinfectants were provided to the participants and the allocated budget was fully covered by the Coopbank of Oromia. We also applied physical distance in the session.



Elders on closing the session with blessing as per the culture of the community