„ECONOMICAL AND SOCIAL INTEGRATED MODEL”-M.E.S.I., ACCESSIBLE FOR SMALL PRODUCERS OF „MAXIMUM HEALTHY FOOD” RESIDENTS IN RURAL AND ACCEPTED CONSUMERS RESIDENTS FROM URBAN ENVIRONMENT

„MODELE ECONOMICE SI SOCIALE INTEGRATE” – M.E.S.I. ACCESIBILE MICILOR PRODUCATORI DE „MANCARE SANATOASA” CARE SUNT IN MEDIUL RURAL SI CONSUMATORII ACCEPTATI DIN MEDIUL URBAN

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Abstract: *The Project harness the potential of economic and human resources that are not integrated in reprezentation of globalized economy, namely described below:*
- several milions subsistence households (economic entities without corresponding equivalent in market economy),
- several milions of citizens without employee status.
The authors use an auditated MECHANISM for creating WORKPLACES through the medium of two integrators: Non- Government Organization(further mentioned as NGO), also non-profit organization that integrates small farmers-producers from rural areas and one organization with profit of public limited company type which integrates elder beneficiaries through ***Penultimate Resort(Home) concept***

Key words: *„CPS”- Complete Packages of Services, „AJ/AW”-Alternative Job-Workplace, „M.E.S.I.”- Economical and Social Integrated Model, „A.B.P.” - ALTERNATIVE BANK OF PROJECTS*

INTRODUCTION

The authors capitalize the results of Applied Research Private Program in the priming Sustainable Rural Development conducted between 1990-1997 in Maramures.

The research was motivated by the layoffs from Mining and Forestry Industry due to Economical Restructuring Program in Maramures County.

The main objective of the research was to find an easy viable solution for professional insertion of redundant staff through/with the help of flexible small family business organized on peasant households, created by Law.18/1991.

MATERIAL AND METHOD

In fact **„M.E.S.I."** is a service and production type structure, which integrates Small Scale Models of profit and non-profit organzations divided in social and economic agents of the one part and an agreed group of adviced consumers of the products realised by the above mentioned agents of the other part

„M.E.S.I." has an operational infrastructure composed of:

1.„Association for Alternativ Regional Economical Development- Asociatia pentru Dezvoltare Economica Regionala Alternativa"-A.D.E.R.A is in fact an non-profit integrator of services producers, the mentioned services grouped in **FPS (Full Packages of Services)** and the producers organized in Professional associations on the one hand and the beneficiaries of the **FPS** organized in a NGO, able to represent their interests with AGREED SUPERVISOR role by all parts implied (supervisor for quality check and prices control) on the other hand.

Main Target is organizing small producers to eliminate tax evasion and illegal employment

Objective 1.is defending member's interests in relation with officials and unfair competition

Objective 2. is assuring a real social protection of categories with low incomes (practicing lower prices) and of those who are elders.

2. "**Regional Economic Development Agent "-ADER** is in fact a corporation started by three interest groups named below:

- Small Investors group with-proven/ Guaranteed capability (5x5.000Eu = 25.000Eu),
- true specialists Investor group category-with know- how contribution to the company capital represented by approved models and/ or technologies (20x5.000 Euro/ know-how, Euro = 100,000),
- beneficiaries of Complete Package of Services Investors group of' - (shorthly named PCS), PCS representing " healthy food", "Housing for the the 3'rd age beneficiaries" and others (1000Benficiari x 50Euro / beneficiary of PCS = 50000 I).

The capital amount of 175,000 Euro is divided into 35,000 shares of

50 Euro each and it is used to support the Model Development Fund (100,000 Euro) and to guarantee the participation of beneficiaries included in PCS Guarantee Fund (50,000 Euro) and 25,000 euro for risk fund.

Business objective.number one is priming the Program for Creating Jobs in the rural community for not integrated persons.

Business objective number two is to put into operation ALTERNATIVE BANK OF individual PROJECTS for SUSTAINABLE DEVELOPMENT of the subsistence peasant households which provides projects with 0 interest for the ones who are able to guarantee the cash and the implicaton in the project.

"The Association for Alternative Regional Economic Development"- ADERA manages the following portofolio of projects:

1.1. "Guidance Center for professional orientation/reorientation"- G.C.P.O.R. for production activities and services that can be organized by small family firms, flexible on the support of peasant subsistence households which are able to modernize.

1.2 "Alternative Job/Workplace- Locul de Munca Alternativ" -AJ/AW

- AW that processed 8 l milk/2h, (32 l milk/ 8 hours, 96 l of Milk in 3 shifts, 2,800 l milk per month),
- AW that grows 6 bulls,
- AW that grows 12 pigs, (1 pig / Month is equivalent to 110 kg meat),
- AW that grows 60 sheep,
- AW thst grows 60 muttons,
- AW that grows 200 birds for eggs,
- AW that grows 240 birds for meat,
- AW that produces vegetables (variable capacity on demand),
- AW that produces honey,
- AW specialized in services for the population,
- AW collecting medical herbs,
- AJ providing travel benefits,
- AJ: that provides Complete package of services for elderly people integrated in "The Economic and Social Integrated Model" MESI.

1.3 Distribution network containing "0" commercial addition-Retea de Distributie Adaos "0"(RDA) delivers to M.E.S.I. members at home, based on a preorded subscription, a monthly food and non- food basket, which is negotiated at a price that is 10-15% lower than the "local shop".

(RDA "0" eliminates unnecessary intermediaries who increase the price of the products).

1.4 Virtual Store

On the Internet is made a site www.magazinulvirtual. ..... that transmits to subscribers images of products made in AJ/AW. The experimental model was conducted between 1991-1993 in Maramures with the financial effort of a group of specialists from Maramures.

The model was audited by P.N.U.D.- I.M.M. at the request of Romanian Agency for Development in 1993.

The Experimental Demonstration Model was conducted between 1994-1997 as the "factory of small economic agents" - FSEA, organized on the peasant subsistence support capable of upgrading and guarantee, through personal effort and Dutch co-financing NGOs.

The audit was realized in 1995 by A.S.E. Bucharest at the request of the Agriculture Minister (Prof. V. Tabără).

Independent groups of applied research cooperated with the following NGOs: "Romanian Federation for Mountain Development"-FRMD, "Help Yourself Association" -H.Y.A., "Mensen in Nood" the Netherlands and Youth and Sport's Minister represented by Mr. Mironov A.

How should M.E.S.I. be considered?

M.E.S.I. is the ideal solution for solving the Integrated Package of Natural Real Needs of educated citizens,who decided to carry out through major issues with the slogans:

- "HELP yourself!"
- "Youngs and seniors ASSOCIATE yourselves!".

How does MESI work?

In the community from its area of interest, A.D.E.R.A. puts into operation: "Local Economic Alternative Development Agency"-ADELA which prezents to applicants for future employment a film called "Job Models Store" in which they choose what they think "suits them best" and seek to establish their capability.

A.D.E.L.A. has a group of accredited specialists who establish if one of the aplicants is able to achieve **AJ**. The capability report establishes the need for credit and recommands alternative financing through Bank. The applicant is inserted in a vocational practice training program through G.C.P.O.R. into a Practical Teaching Center approved as Model.

After graduating the introductory course, the applicant is guided from organizing **AW** "at his home", till **AW** is functionable.

In commissioning the applicant has a small active family company with flexible object of activity according to the needs of professional integration focused on family members, which is medical/ veterinary authorized to produce ..... (object of activity).

The Manager of the company applys for the Association of non-profit profile (Manufacturers Association .....). Manufacturers Association ..... enters the "new integrated" in delivery program through the distribution network containing "0" commercial addition.

The used Mechanisms are:

- "The Economic-Financial Mechanism for Creating Jobs"
- "The Mechanism of Integration M.E.S.I."
- "The Mechanism to ensure Complet Services Package".
- "The Mechanism for generating financial flows that generates financial synergy".

The used Concepts are:

- Atomization of economic agents: instead of large structures as large farms for growing 12,000 pigs (with its own sensible issues),we create an alternative of 1,000 Jobs that are used for growing 12 pigs (in the integrated system).
- Joint ventures Guaranteed.
- Payment by crossed-check with 60 days term for external MESI partners.
- Trade credits up to 80% of the registered interest for integrated members of the MESI and pay within 60 days of the differences.
- Flexible small family-company integrated into the association.
- Alternative workplace-AW.
- Agroturistic Willage with Houses for tourist or social purpose.

RESULTS AND DISCUSSION

1. A flexible small family business model organized on the peasant household subsistence support and management for its transformation in plant/animal production farm and/or services profitable in 3-5 years.

2. Economic Financial Mechanism that allows these models with recoverable costs and without bank loans (UNDP IMM/1993 confirmation).

3. A non-profit integrative model of healthy food manufacturers.

4. An integrator model specialized in making a profit and selling Complete Package of Services for creating classical and/or alteranatice workplaces and/ or to ensure their real natural needs for elderly people. (Confirmation ASE Bucharest 1995).

CONCLUSIONS

1. The current economic crisis caused mass unemployment and restores the CURRENT NEED TO FIGHT UNEMPLOYMENT.

2. The authors presented a model, through a standard project for creating 100 Jobs in the rural community, which CAN be a support for a National Program to create 1-3 million jobs.

3. The Economic-financial mechanism used in such projects can ensure full absorption of European funds.

4. To protect the capital engaged in such projects against diversion/ misapropriation, the authors have experienced a mechanism that is comfirmed in:

- Co financed PHARE/2001Project (Local Economic Development Agency Alternative) and
- Co-financed USAID/2002 project (Regional Centre for Tourism Development Zone Travel Borsa).

5. The presented results refer only to small projects of 50 000 - 100.000 Euro, fit for integration into the associative structures with power of the medium or larger firms.

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LOC de MUNCA ALTERNATIV
in care se prelucreaza 8-32 l. Lapte/24 ore,
se cresc animale si pasari, se produc legume



Loc de Munca Alternativ : **1. Prelucrare 8 l. lapte pentru consum propriu:** **-in telemea proaspata** **-in cas proaspat.** **2. Crestere 5 porci.** **3. Solar 40mp+gradina 80mp** **4. Se lucreaza 1 Ha porumb.** **Un ciclu prelucrare lapte:** **3 ore in 2 zile calendaristice**	**Potential producere hrana MAXIMUM SANATOASA: 8 adulti si 4 copii.** **Gradina "in lazi de bere/suc" Permite varstnicilor sa nu se aplece si reduce la maximum nevoia de plivit.** **Pentru gradina se recomanda achizitia unui "Nucleon" (polenizator cu albine)**	**Potential de Dezvoltare Gospodarie Taraneasca de Subzistenta** **PAS 1. Ordonare Resurse, pregatire profesionala practica pentru realizarea de produse standard: 1 an.** **PAS 2. Dubleaza productia de lapte:** **PAS 3. Autorizeaza spatiul de prelucrare** **Foloseste aceleasi echipamente 6ore/2zile.** **Poate dubla numarul de porci crescuti.** **Poate dubla suprafata**

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Catre cei interesesati de modelul de revigorare a initiativei taranesti

Concluzii privind Modelul economic de revigorare a initiativei taranesti

La cererea Agentiei Romane de dezvoltare am analizat Proiectul mentionat, in baza datelor prezentate de catre S.C. Montana SRL.
Din analiza proiectului rezulta urmatoarele:

1. Proiectul este fezabil daca se gaseste sustinerea financiara necesara, respectiv, credite cu dobinzi preferentiale de pina la 30-35%, precum si un capital initial, necesar demararii actiunii de cca. 40 mil lei.
De asemenea este foarte important ca acele rotatii ale capitalului comercial prevazute sa poata fi realizate si urmarite in mod corespunzator.

2. Reusita proiectului este conditionata de o pregatire anterioara a tuturor participantilor la acest experiment.
O pregatire inadecvata a celor care sint implicati in desfasurarea si organizarea activitatilor poate avea efecte negative puternice asupra rezultatelor. De aceea consideram esentiala pentru reusita proiectului infiintarea unui Centru Metodologic care sa desfasoare aceasta pregatire.

3. Avantajele care decurg din acest model sint atit de ordin social (absorbirea unei parti a fortei de munca disponibilizate din intreprinderile care isi restring activitatea, sporirea productiei agro-alimentare) cit si economic (utilizarea unor resurse aflate in prezent in stare latenta - capacitati de productie, spatii comerciale, sporirea resurselor materiale pentru practicarea unei agrotehnici moderne). Toate acestea se pot realiza cu costuri recuperabile.

4. Avantaje importante ar putea apare in cazul consumurilor colective (cantine, spitale etc) care cuplate la acest sistem ar putea beneficia de economii importante la costurile de aprovizionare, in aceasta situatie nemaifiind necesara apelarea la credite bancare.

17/09/1993

Consultant financiar
ec. Viorel Nitu