

**Aspirations of Small Co-operatives to Serve Bigger Geographical Areas
The Case of Ngara Farmers Co-operative Society [NFCS Limited in Ngara District
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Abstract

This report presents a description of internally-generated innovations by a small sized co-operative society determined to serve a district-based coffee farming community. It shows how Ngara Farmers Co-operative Society strove to maximize member benefits amidst the turbulence of a liberalized economy while mainly banking on its members' active participation in the society's activities and the visionary leadership.