



# PARAGUAY

## PROMU

### PROJECT PROFILE

Asociación para la Promoción de la Mujer Artesana y Obrera's (PROMU) project aim was to provide a means of income generation for women to earn a living and increase the personal well-being for themselves and of their families through a Micro-Enterprise Program. As a result of project initiatives the women participating were able to set up their own cooperative as well as a workshop manufacturing corporate uniforms for the catering/hotel industry.

As well as vocational training, a mobile medical clinic provided regular assistance to men, women and children for the prevention of sickness and to promote health and hygiene.

### CONTEXT

2009 - 2016  
Barrio San Antonio, Asunción, Paraguay

Paraguay is one of the poorest countries in South America. Of its over 7 million inhabitants (2020), 24% live in conditions of poverty, of which 10% live in absolute poverty (UN Human Development Index), earning less than US \$1 per day.

The Barrio San Antonio has a population of 62,663 (2016) and is located on the outskirts of the capital city of Asunción. In Asunción and other large cities, one out of every three families rents or lives in a borrowed home. 50% of the homes in Paraguay suffer from inadequate conditions such as overcrowding, no floors, poor waste management and lack of access to water.

### IMPACT

Between 2009-2016, the following have been achieved with Reledev's involvement:

- The program reached 700 participants, of which 300 attended micro-financing courses which focused on budgeting, micro-enterprise administration, costing and pricing of products, investment, and business management.