



PERU

PROSIP/Condoray

2012 - 2017
Valle de Cañete, Peru

PROJECT PROFILE

Promotoras de Obras Sociales de Instrucción Popular (PROSIP) through Condoray Centre focused on business advice and support to women who need help improving their informal businesses to provide income for their families. The project aimed to increase the financial independence of low-income women by training them in the hospitality services area and sought to improve the entrepreneurial capabilities of the women to grow and strengthen their businesses.

A total of five 1-year projects were implemented throughout a 5-year period focusing on for disadvantaged young women in Valle de Cañete:

- Project 1: access to employment through vocational training in the field of hospitality management.
- Projects 2 & 3: improve access to employment in the Hospitality and Catering industries.
- Project 4: business advice and support to help participants improve their informal businesses and establish profitable micro-enterprises as well as capacity building of the partner NGO.
- Project 5: training in hospitality, tourism and micro-enterprise management.

CONTEXT

In 2017 the province of Cañete had a population of 233,151 inhabitants, 50.3% of which are women. The precarious living conditions of the population was reflected in the multiple needs of basic living conditions such as water, sewerage, food, education, health and housing, all which has been exacerbated after the earthquake of 2007. Improving the family's financial situation is a great concern particularly for women as they are the ones with lesser opportunities for employment and income. The women identified the following as their main needs:

1. Lack of financial resources
2. Parental constraints to promote education
3. Limitations to land a job
4. Need for a flexible schedule for family life.

IMPACT

Between 2012-2017, the following have been achieved with Reledev's involvement:

- The program reached 450 participants over the 5 different projects.
- 65 women were selected from remote villages to have their micro-enterprises audited by expert business analysts, receive advice and attended workshops specific to micro-enterprise management.