


Enterprising Families Program

- › In 2019, more than 200 wives in the southern part of the country were interviewed in order to recognize the entrepreneurial opportunities they identified in their cities.
- › Then, the first pilot  was defined in Mollendo, Arequipa, where the wives were trained to produce and market.
- › In 2020 a new project will be developed in the north of the country.

STAGES OF THE PROGRAM



1

DIAGNOSIS

We identify the interests and limitations of our employees' wives to start their own business, and the opportunities and resources that their environment offers them.



2

TRAINING

We develop the necessary technical skills in them so that they can carry out their business idea.



3

PILOT

We promote the development and commercialization of a pilot product in strategic locations.

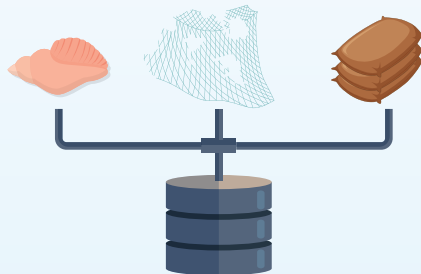
PILOT PROGRAM TO 2019: MOLLENDO



PROJECT

Fashion and identity enterprise

The project focuses on promoting the design, production and marketing of fashion products based on nets and seashells.



SUPPLIES

Seashells: Extraction of 50 kg of seashells per day.

Disused nets from industrial and artisanal fishing.

TASA scrap: slings, bags, blankets, and stretchers.



RESULTS

- › **12 leading business wives** with a minimum monthly salary.
- › **Trained in fair trade, sustainable fashion, and management.**
- › **Workshop installation with their own machinery.**
- › **1st production: 700 products** with TASA nets and seashells from Mollendo.