

# ACCESO DE HOGARES RURALES CON ECONOMÍAS DE SUBSISTENCIA A MERCADOS LOCALES—HAKU WIÑAY/ NOA JAYATAI

## PROGRAM OBJECTIVES

### MAIN OBJECTIVES

Wage employment	<b>Food security</b>	Financial inclusion	<b>Self-employment</b>
Market access	Social services	<b>Diversification</b>	Women's Empowerment
Environmental Management	Productivity	Social Inclusion	Resilience

### PROGRAM DEVELOPMENT OBJECTIVE(DESCRIPTION)

To develop productive capacities and rural enterprises in the families that use the Haku Wiñay/Noa Jayatai project so that they have better access to local markets and can generate their economic income in an autonomous and sustained manner.

## PROGRAM COMPONENTS



### AVERAGE PROGRAM DURATION FOR PROGRAM BENEFICIARIES



### DO PARTICIPANTS ACCESS COMPONENTS IN A SPECIFIC SEQUENCE?



## DIGITIZATION

### COMPONENTS DELIVERED DIGITALLY

TRANSFERS	COACHING	BUSINESS CAPITAL
FINANCIAL SERVICES FACILITATION	MARKET LINKS	SKILLS TRAINING



## BASIC PROGRAM INFORMATION

COUNTRY

Peru

REGION

Latin America & Caribbean

LEAD IMPLEMENTING AGENCY

Fondo de Cooperación para el Desarrollo Social—Foncodes (Ministry of Social Development and Inclusion)

TYPE LEAD

IMPLEMENTING AGENCY

National/central government

START DATE

01/01/2012

END DATE

PRIMARY ENTRY POINT

Livelihoods and Jobs

P-CODE (WB PROGRAMS)

DNA

GLOBAL PRACTICE (WB PROGRAMS)

DNA



## COUNTRY INFORMATION

LENDING CATEGORY (WB ONLY)

IBRD

FCV COUNTRY (WB FY20 LIST)

No

TOTAL POPULATION (MILLION)

32.17

POVERTY HEADCOUNT (NPL)

20.50%

POVERTY HEADCOUNT (\$1.90/DAYPPP2011)

3.42%

POVERTY HEADCOUNT (MPI)

11.87%

NO. ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY

2

NO. BENEFICIARIES (DIRECT & INDIRECT) OF ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY

501,443



## PARTICIPANT PROFILE

### TARGETED POVERTY GROUPS

Poor  
Extreme poor  
Ultra-poor

### PRIORITY VULNERABLE GROUPS



## ELIGIBILITY CRITERIA



## PARTICIPANT IDENTIFICATION METHODS

Categorical targeting



## PLANNED RESEARCH AND EVALUATION

EVALUATION/RESEARCH TYPES

IMPACT EVALUATION TOPICS

NAME RESEARCH PARTNERS  
N/A

DATE WHEN RESULTS AVAILABLE  
-

LINK TO PUBLISHED WORK  
-

Data submitted/updated as of 01/26/2020, through PEI's Landscaping Survey, via <https://enketo.ona.io/x/0ah4Y58C>

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## PROGRAM COVERAGE

DIRECT BENEFICIARIES

133,718

DIRECT & INDIRECT BENEFICIARIES

501,443

PERCENTAGE FEMALE BENEFICIARIES

N/A

Percentage of country population

1.56%

Area/s

Rural

Percentage of country population under the poverty line

7.60%

Geographic coverage Several states/regions

## INSTITUTIONAL ARRANGEMENTS

ORGANIZATIONS

INVOLVED IN IMPLEMENTATION

PROVIDING FINANCING

National/central government



Regional/district government



Local/municipal government



Nongovernmental organization



Community



Financial Service Provider



World Bank



Multilateral organization (not WB)



Bilateral organization



Private sector organization



## COMMUNITY ENGAGEMENT

COMPONENTS DELIVERED THROUGH COMMUNITY

- Business capital
- Skills Training
- Coaching
- Financial services facilitation
- Market Links

COMMUNITY STRUCTURES LEVERAGED FOR PROGRAM DELIVERY

- Informal community groups
- Formal community groups
- Formalized producer organizations
- Local governance group

DOES THE PROGRAM CREATE/STRENGTHEN COMMUNITY STRUCTURES/GROUPS?

YES  NO

LEARN MORE  
[www.peiglobal.org](http://www.peiglobal.org)

CONTACT US



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