

# IMPULSA TU RUMBO PROGRAM

## PROGRAM OBJECTIVES

### MAIN OBJECTIVES

Wage employment	<b>Food security</b>	Financial inclusion	<b>Self-employment</b>
Market access	Social services	Income diversification	Women's empowerment
Social cohesion	Productivity	<b>Social inclusion</b>	Climate resilience

## PROGRAM DESCRIPTION

The project supports the most vulnerable households in Nuevo León to increase and improve their productive, financial, human, and social assets.

## PROGRAM COMPONENTS



TRANSFER



COACHING



BUSINESS CAPITAL



FINANCIAL SERVICES FACILITATION



WAGE EMPLOYMENT FACILITATION



MARKET LINKS



SKILLS TRAINING



CLIMATE RESILIENCE SUPPORT

## AVERAGE PROGRAM DURATION FOR PARTICIPANTS

Under one year	<b>Between one and three years</b>	More than three years
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## DO PARTICIPANTS ACCESS COMPONENTS IN A SPECIFIC SEQUENCE?



## DIGITIZATION

### COMPONENTS DELIVERED DIGITALLY

TRANSFER	COACHING	BUSINESS CAPITAL
FINANCIAL SERVICES FACILITATION	MARKET LINKS	SKILLS TRAINING
CLIMATE RESILIENCE SUPPORT	WAGE EMPLOYMENT	



## BASIC PROGRAM INFORMATION

### COUNTRY

Mexico

### REGION

Latin America & Caribbean

### LEAD IMPLEMENTING AGENCY

Secretary of Social Protection and Opportunities under the Secretariat of Equality and Inclusion, Government of Nuevo Leon

### TYPE LEAD IMPLEMENTING AGENCY

Regional/district govt

### START DATE

10/01/2022

### END DATE

10/01/2024

### P-CODE (WB PROGRAMS)

DNA

### GLOBAL PRACTICE (WORLD BANK)

Non-WB



## COUNTRY INFORMATION

### LENDING CATEGORY (WB ONLY)

IBRD

### FCV COUNTRY (WB FY24 LIST)

No

### TOTAL POPULATION (MILLION)

126.71

### POVERTY HEADCOUNT (NPL) (%)

43.90%

### POVERTY HEADCOUNT (\$2.15/DAY (2017 PPP)) (%)

3.10%

### POVERTY HEADCOUNT (MPI) (%)

7.39%

### NO. ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY

8

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

1,863,759



## PARTICIPANT PROFILE

### TARGETED POVERTY GROUPS

Poor

Extreme poor

### PRIORITY VULNERABLE GROUPS

Women

Persons with disabilities



## ELIGIBILITY CRITERIA

Other eligible criteria



## PARTICIPANT IDENTIFICATION METHODS

Geographic targeting

Categorical targeting

Proxy Means Test



## PLANNED RESEARCH AND EVALUATION

EVALUATION/RESEARCH TYPES

IMPACT EVALUATION TOPICS

NAME RESEARCH PARTNERS  
TBA

DATE WHEN IMPACT EVALUATION RESULTS AVAILABLE  
TBA

Data submitted as of 04/19/2023, through PEI's Landscaping Survey.

For more information on the survey [click here](#).

## IMPULSA TU RUMBO PROGRAM

### PROGRAM COVERAGE

DIRECT PARTICIPANTS

14,000

DIRECT & INDIRECT BENEFICIARIES

52,362

PERCENTAGE FEMALE PARTICIPANTS

76-99% of participants

Share of country population (%)

: 0.04

Area/s

: Mix (urban & rural)

Share of poor (national poverty line) (%)

: 0.09

Geographic coverage

: One state/region

### INSTITUTIONAL ARRANGEMENTS

ORGANIZATIONS

INVOLVED IN IMPLEMENTATION

PROVIDING FINANCING

National/central government



Regional/district government



Local/municipal government



Non-governmental organization



Community



Financial Service Provider



World Bank



Multilateral (not WB)



Bilateral organization



Private sector organization



### COMMUNITY ENGAGEMENT

COMPONENTS DELIVERED THROUGH COMMUNITY

COMMUNITY STRUCTURES LEVERAGED FOR PROGRAM DELIVERY

- Transfer
- Business capital
- Wage employment facilitation
- Skills training
- Coaching
- Financial services facilitation
- Market links
- Climate resilience support

- Informal community groups
- Formal community groups
- Local governance groups
- Community individuals
- Other community structures

### LEARN MORE

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

### CONTACT US



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