

HAKU WIÑAY/NOA JAYATAI PROGRAM



BASIC PROGRAM INFORMATION

COUNTRY

Peru

REGION

Latin America & Caribbean

LEAD IMPLEMENTING AGENCY

Cooperation Fund for Social Development (FONCODES), under the Ministry of Development and Social Inclusion (MIDIS)

TYPE LEAD IMPLEMENTING AGENCY

National govt

START DATE

01/01/2014

END DATE

Open-ended

P-CODE (WB PROGRAMS)

DNA

GLOBAL PRACTICE (WORLD BANK)

Non-WB

PROGRAM OBJECTIVES

MAIN OBJECTIVES

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

PROGRAM DESCRIPTION

The program targets poor households that rely on subsistence economies in rural Peru. It aims to develop their productive and entrepreneurial capacities to access local markets and generate a sustainable economic income.

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	Between one and three years	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	



COUNTRY INFORMATION

LENDING CATEGORY (WB ONLY)

IBRD

FCV COUNTRY (WB FY24 LIST)

No

TOTAL POPULATION (MILLION)

33.72

POVERTY HEADCOUNT (NPL) (%)

25.90%

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

5.90%

POVERTY HEADCOUNT (MPI) (%)

7.37%

NO. ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY

4

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

604,901



PARTICIPANT PROFILE

TARGETED POVERTY GROUPS

Poor

Extreme poor

PRIORITY VULNERABLE GROUPS

Women

Youth

Marginalized



ELIGIBILITY CRITERIA

Behavioral attributes



PARTICIPANT IDENTIFICATION METHODS

Geographic targeting

Categorical targeting

Proxy Means Test



PLANNED RESEARCH AND EVALUATION

EVALUATION/RESEARCH TYPES

Needs assessment
Process evaluation
Economic evaluation

IMPACT EVALUATION TOPICS

NAME RESEARCH PARTNERS

Consultoras externas privadas:
GRADE, U Pacífico, PRISMA, etc.

DATE WHEN IMPACT EVALUATION RESULTS AVAILABLE

2025

Data submitted as of 07/17/2023, through PEI's Landscaping Survey.

For more information on the survey

[click here.](#)

HAKU WIÑAY/NOA JAYATAI PROGRAM

PROGRAM COVERAGE

DIRECT PARTICIPANTS

148,800

DIRECT & INDIRECT BENEFICIARIES

535,680

PERCENTAGE FEMALE PARTICIPANTS

1-25% of participants

Share of country population (%)

: 1.59

Area/s

: Only rural

Share of poor (national poverty line) (%)

: 6.13

Geographic coverage

: National coverage

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

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CONTACT US



PEI Management Team

peimt@worldbank.org

PARTNERSHIP FOR ECONOMIC INCLUSION

