

Pachamama Raymi



Annual report
2010

Pachamama Raymi
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Public recognition



On November 29, 2010, the First Lady of Peru, Mrs. Pilar Nores honored us with the award «Integration and Solidarity» of Radio Programas del Peru, RPP for our work in the communities of Cusco.



The population expresses their gratitude for the financier of Pachamama Raymi in so many communities, Mr. Carl Greer.

Also in the picture: Ms. Medalith Rubio preparing the broadcast of RPP in recognition of the work of Pachamama Raymi.



The year 2010 was successful and very interesting for Pachamama Raymi.

We are very proud to have signed two important contracts during 2010:

- An 18-month contract with the Swiss Foundation for Development and Cooperation (Intercooperation) to implement their project in communities in the province of Canas (Department of Cusco) and the province of Antabamba (Department of Apurimac). This project is an initiative of bilateral cooperation between the Ministry of Environment of Peru and the Swiss Agency for Development and Cooperation, SDC. The project aims to strengthen people's capacities to effectively confront climate change and reduce their vulnerability
- A 12-month contract was signed with the Chamber of Commerce of Cusco to implement a project funded by Casa Andina and Interbank, for the economic and social reconstruction of flood victims in six communities in the Sacred Valley of Cusco, affected by heavy rains and flooding in early 2010.

During 2010 we continued the poverty eradication projects funded by the Millennium Champs: «Leren van Elkaar» from the Netherlands (since 2007) and Mr. Carl Greer of the USA (since 2008) and Jan Oleksy of Poland (since early 2009).

In September 2010 we successfully completed the post-disaster project for economic and social reconstruction Aid For Peru (AYUPER). The project was implemented in 75 communities in 19 districts of the departments of Lima and Huancavelica, under a contract with the GTZ-IS. The project was funded by the European Union and was aimed at the rural populations affected by the devastating earthquake of August 2007.

During 2010 we worked in 161 communities in 30 districts of the departments of Cusco, Apurimac, Huancavelica and Lima with a total population of 59.500 people, significantly improving their lives and opportunities.

I am confident we will be up to the challenge to meet our obligations with the flood victims of the Sacred Valley in Cusco and with the great number of rural communities where we are working now. Pachamama Raymi also wishes to expand into new areas in Peru.

I thank our sponsors for their continued confidence in us and hope you will join us during the coming year.

Thank you very much.

A handwritten signature in black ink, appearing to read 'W. van Immerzeel'.

Willem van Immerzeel
President



The «AID FOR PERU» Project AYUPER

AYUPER PROJECT



European Commission



International Services

German Technical Cooperation

A devastating earthquake hit southern Peru on the 15th of August 2007, with a magnitude of 7.9 on the Richter scale. Peru and the entire world, including the European Union, send help. After the emergency aid, the European Union started the project "Aid for Peru," better known as AYUPER. The project was implemented through the GTZ, which in turn contracted Pachamama Raymi.

The project is aimed at helping rural victims of the earthquake to reconstruct their lives. Pachamama Raymi was commissioned specifically to support the rural population in their recovery of their food security and to generate new sources of income. The project ended in September 2010.



Mobilization of Pachamama Raymi: April 15, 2009

End of the project: September 2010

Project area: 75 rural communities, with a total population of 3.896 families:

- 6 districts in the province of Huaytará, Department of Huancavelica, in 35 communities with a population of 1.578 families
- 7 districts in the province of Castrovirreyna, Department of Huancavelica, in 14 communities with a population of 660 families.
- 6 districts Yauyos Department, Department of Lima, in 26 communities with a total population of 1.658 families.

Participation: of the total population of 3.896 families, 61% participated, ie 2.380 families, or 17,000 people.

Funding: European Union. Pachamama Raymi was contracted by the GTZ

Mission impossible...

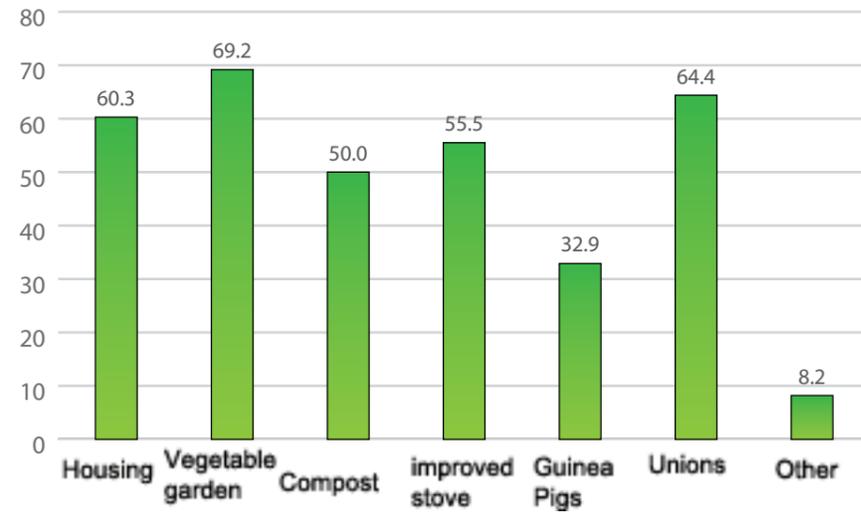
GTZ contracted Pachamama Raymi to achieve a massive mobilization of the population to improve their livelihoods (food security), to recover their incomes from agricultural and forestry, start income generating activities and to achieve sustainable management of reconstructed rural infrastructure.

Pachamama Raymi only had one year, as the project would end in mid 2010. To complicate matters, the work area was enormous: according to the contract, we had to work in a total of 66 communities, in 19 districts in the provinces of Yauyos (Lima), and Castrovirreyna and Huaytará (Huancavelica).



The enthusiasm of the population in those communities, and in surrounding communities as well, made it possible to implement the project in 75 communities, which is nine more than what was in our contract. Pachamama Raymi accomplished this at no additional cost!

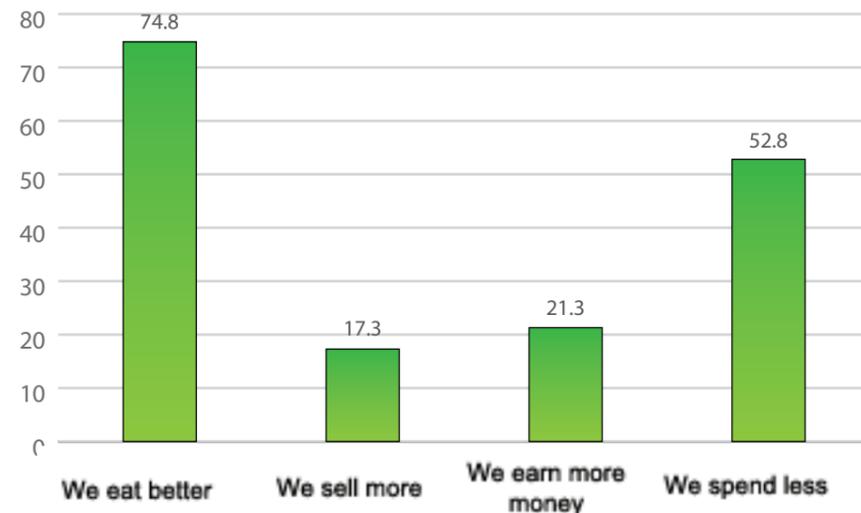
Participation, by subject (% of families)



Although this project seemed a 'mission impossible', over 60% of the total population participated. The project objectives were achieved in 75 communities, that is nine more than the 66 communities required by contract.

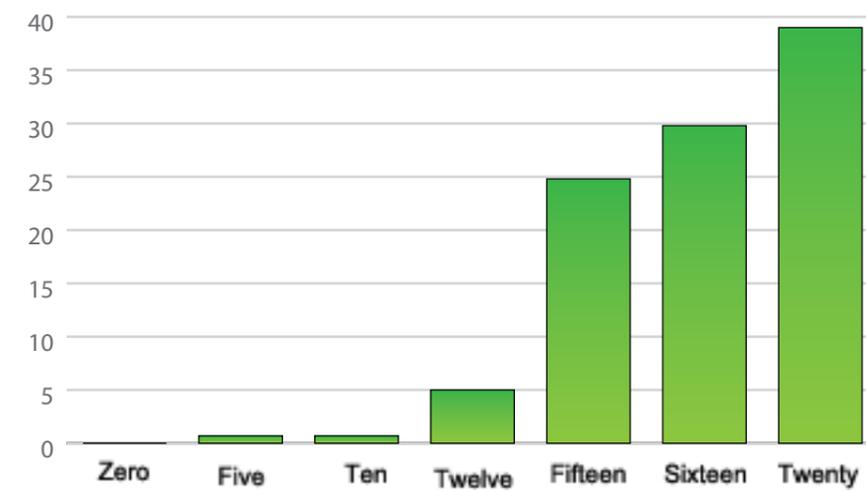
We could show that the Pachamama Raymi team, composed of farmers from Cusco and the rural communities of AYUPER, was capable of handling such a tremendous challenge, achieving economic and social reconstruction of so many people in so many districts, within such a short time even surpassing the required number of communities, without the need for additional funding!

Effect of the Pachamama Raymi approach (% familias)



The final evaluation by Dr. Enrique Nolte showed the impact of Pachamama Raymi in the population: an overwhelming 74% of participants said that now they «eat better» and 53% indicated that they now «spend less», while 21% indicated that they earn more.

Average rating of Pachamama Raymi: 17 (over 20)



In the same final evaluation report of Dr. Nolte, the population rated the services of Pachamama Raymi with a 17 (out of 20)!

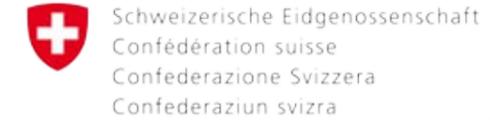
An expression of appreciation

Such was the excitement about the impact of Pachamama Raymi, that in several places of the many communities, Dr. Enrique Nolte who evaluated the project, heard people express their feelings about the impact: «Thank God we had an earthquake!» as the earthquake was the reason the project had come to their village. Dr. Nolte was so impressed by it that he used this phrase as the title of his report!





Program to Adapt to Climate Change PACC-Peru



One of the objectives of PACC-Peru is the strengthening of the capacities of rural populations to adapt to climate change and to reduce their vulnerability.



Contract signed with Pachamama Raymi: July 9, 2010.

End of project: December 2011

Project area: 25 Communities with a population of 2.334 families.

- Five communities in the district of Juan Espinosa Medrano, Province of Antabamba, Department of Apurímac
- Twenty communities in the districts and Kunturkanki Checca, Province of Canas, Cusco

Participation: 60% to 70% of the total population of the area.

Financed by: SDC, Switzerland.

Pachamama Raymi has been selected by PACC-Peru to implement its «promotion, training, support and advice in implementing adaptation measures to climate change in the watersheds of Huacrahuacho-Cusco and Mollebamba-Apurímac.»

With PACC-Peru, Pachamama works in 25 communities to improve preventive health, food security, environmental and economic recovery. The emphasis is on water management and reclamation of soil and soil cover, including grasslands, and reforestation.

What families already achieved in 2010, during the first six months of the project:

- 918 families improved management of their rangelands
- 999 families implemented vegetable gardens;
- 951 families built or improved latrines
- 972 families built an improved stove.

During the same period, the communities planted over 200,000 trees for the afforestation of 200 hectares.

The Roque-Mamani family

The Roque-Mamani Family of the Pumathalla community participates in the Pachamama Raymi contests. They have planted 100 pine trees of the 1200 trees that were received by their community. The family received training from Pachamama Raymi to care for the trees and protect them with straw or small walls of mud and stone. These protective measures are necessary during the first year after planting. Mr. Roque explains: *"I am going to plant trees every year, all the way to the top of this hill, so the whole landscape will look a beautiful green and we will feel good"*.

PACC-Peru and Pachamama Raymi helped constructing the infiltration ditches. *"These ditches need maintenance, we'll need to clear out the grass, earth and stones"*.

"We used to see these bare hillsides and now there are many trees, so we'll see them all green."

PACC-Peru and Pachamama Raymi gave them 12 kilos of alfalfa seed. The Roque family sowed oats mixed with the alfalfa, so the oats protected the alfalfa from rain and hail and it could germinate and grow strong. Alfalfa is an excellent fodder for fattening cattle and increase milk production.



The Roque family also received seeds of lettuce, onions, carrots, beets, cilantro and parsley for their vegetable garden. Now they are quite happy to be able to feed the whole family with their own vegetables. They sell the surplus.

They want to produce more and will form an association with their neighbors in the community to bring the vegetables to the market.

"This is our vegetable garden. Now what you're seeing here will be a good adobe fence and I'm going to plant all kinds of vegetables. I also want to sell to the neighbors and we want to bring a lot to the market, big quantities, a lot, not like now"



The Roque family has 10 cows that all graze on their land, which they divided in 8 plots. They used to do free grazing, or as Mr. Roque says: «normal grazing.» Now they have 8 plots and grazing is rotational, ie the animals are taken from one plot to the next. This is necessary to allow the grass in each plot to recover after grazing. This new grazing system allows the family to produce more fodder and to have more time for their chores without having to be concerned about their animals.

The Roque family wants to change their cows for animals of a better breed, so they will be able to produce more milk.

Mr. Roque says: - *"before these contests, people here lived in houses with thatched roofs and there were holes and gaps between the adobe blocks. Cold winds and dust came through those holes."* Now with the training they have received about how to plaster the walls with mud, the walls look very nice and they have been nicely decorated. They also made a room for each of their children, a room for their tools and a storage room for their products. They want to make another room for guests. The yard used to be a mess and was full of weeds. They have a sink, which they will improve for the next contest.



Now their new stove doesn't fill the kitchen with smoke anymore. The smoke goes outside through a chimney. With the stove that they have built themselves, the pans don't get black anymore. The whole kitchen is nice and clean now, dishes and cutlery are sorted and cooking is more comfortable now.

The fire is hotter and water cooks faster with this new stove. The Roque family learned to do all this during exchange trips to other farmers and from the facilitators of Pachamama Raymi.

"We used to live in a complete mess. Our food and everything we had, was all stored in one room. That was also our bedroom. Now we have different rooms and everything is neat and orderly. The PACC-Peru project and Pachamama Raymi taught us how to live in a real home. We will gradually improve from here, and in 5 to 10 years our house will be even better."



Mr. Roque is actively involved with his community to preserve the environment. After the training courses and exchange trips to other villages he has made several landfills: one for metals and glass, another for organic and a third hole for plastic and disposable bottles.

In this way the community and his home are cleaner and all the garbage that used to be all over the village now has its own place.



Mr. Roque also build the latrine, to avoid all kinds if diseases and infections.

All these improvements have made it possible that the Roque-Mamani family enjoys a better life, more orderly, healthier. They are very pleased with all these improvements. They even made a plan until the year 2020. According to their plan, they will be self-sustainable and produce their own seeds for their crops. Their quality products will be sold in the market and the slopes of the mountains will all be planted with trees and produce a lot of fodder for their livestock.

The Chamber of Commerce of Cusco



Project start: June 15, 2010.

Project end: June 2011

Project area: 7 Communities with a population of 334 families, in four districts of the Province of Calca.

Participation: 227 families participate, which is 68% of the total population of 334 families.

Financed by: Hotel chain Casa Andina and Interbank.

The year 2010 began in Cusco with torrential rains that caused rivers to overflow, triggering many avalanches of mud and stones. Houses were damaged, farmland and crops were lost. The department of Cusco declared an emergency.

Once the emergency was over, the Chamber of Commerce asked Pachamama Raymi to help the affected farmers of six communities located in the province of Calca (Sacred Valley of the Incas).

The project is aimed to reconstruct people's economy, their houses and their lives.

Most of the funds for this project were donated by the staff of Casa Andina and Interbank.

In the Sacred Valley of the Incas:

70.000 trees were delivered to participating families under an agreement with the Regional Government and the Municipality of Calca.

70% were exotic species. The other trees were native trees.

5.000 fruit trees were planted orchards under an agreement with the Association of Arariwa.

In addition, 131 vegetable gardens were implemented. 146 families built or improved their latrines. 146 families built improved stoves. 156 families greatly improved their house.



"All kinds of organizations tried everything in rural communities. Many institutions tried all kinds of methodologies ... But now, with Pachamama Raymi in a very short time, we have seen great results. That is what we are seeing here in the district of Calca. They accomplished so much, really so much enough. It is awesome! The most important thing for us in the office of agricultural development of the Local Government, is the way people are responding."
 Engeneer Rolando Mora, is in charge of the Rural Development Department of the Municipality of Calca.



The Quino-Huamán family

Mrs. Benita Quispe and Mr. Thomas Quino Huamán have 3 children and live in the community of Makay. They grow potatoes, corn and beans and have cows. They first entered the competition Pachamama Raymi in July 2010.



The Quino-Huaman family planted 100 apple trees. They also grow peach and avocado.

The families received seeds of lettuce, onion and cabbage to improve their vegetable gardens. All participating families learned how to transplant the seedlings. Now there are plenty of vegetables in the family pot. There is so much that it is being sold in the market. With the earnings people buy whatever is needed to maintain their family.

People have learned to make organic fertilizers and pesticides, including biol, biocide, compost and humus.

"We have enough onions, carrots, and cabbage in our garden. We don't need to buy anything. My children eat those things and so do we. We have all we need."

They learned a lot during exchange visits to other communities! for example, how to get their cattle to produce more milk, how to fatten their animals and achieve a better price in the market.

They now care for their animals in a very different way. They used to simply release their animals in the higher rangelands to graze wherever they wanted. But now they keep their animals under a roof, which Mr. Tomas has made for them. And the Quino's now grow oats and alfalfa to feed to their livestock.



Expert farmers of Pachamama Raymi taught them how to deworm their animals. Since then, Mr. Thomas applies the medication to his animals on a regular basis.

"We now sell our animals at a better price. That makes it possible that our children can study and we also improved."

The price of corn is low. That's why the community of Makay wants to change to growing fruit. This seems to be a good option in the Sacred Valley of the Incas.

Mr. Erly Paipay is an expert farmer from the province of Yauyos (Lima). The coordinator of Pachamama Raymi in Yauyos met him there and invited him to come to Cusco. He is now helping the 78 families of Makay, to plant 3 hectares (7 acres) of apple trees.

Like almost all participants in the Pachamama Raymi contests, the Quino-Huamán family build a latrine, improved their kitchen with a stove and a chimney. With the farmer exchange programs they learned the importance of plastering the walls of their house. They have also seen how to paint the walls with colored clays from the area. The house is tidy and has separate areas: one room for mom and dad, a room for the boys, and another room for the girls, a storage room, and a room to receive visitors.

"The walls are all plastered now, so there are no spiders hiding in the holes, or dust. And our kitchen is no longer filled with smoke. Now we clean our dishes and the pans are kept in their own place. It is because of Pachamama Raymi."



Carl Greer
Jan Oleksy

The Millennium Champs Program offers the opportunity to «sponsor» communities and entire districts, to make it possible that Pachamama Raymi works there. This way, private individuals, institutions or companies can make a decisive contribution to the eradication of poverty in the communities of their choice.

Eradicating poverty in rural areas will always include improving preventive health care, improving education and self-esteem, improving incomes and reclamation of degraded natural resources. We always work in rural communities, having a formal agreement with the respective local governments.



Project start: 2006

Duration in each project area: three to four years

Project area: 56 Communities in the Department of Cusco:

- In the district of Caicay, province of Paucartambo: 762 families in 12 communities
- In the district of Challabamba, province of Paucartambo: 899 families in 19 communities
- In the district of Ocongate province of Quispicanchi: 1370 families in 17 communities
- In the district of Ccarhuayo province of Quispicanchi: 321 families in 6 communities

Participation: over 60% of a total population total of 20,000 people.

Financiers: The Millennium Champs, including «Leren van Elkaar» from the Netherlands, Mr. Carl Greer from the United States and Mr. Jan Oleksy from Poland.

The Millennium Champs program lasts three to four years in each community. The first Millennium Champs project will be completed in 2011. It worked in 50 communities in the districts of Ocongate, Caicay and Challabamba with a total population of 20,000.

The Millennium Champs program is always tailored to the potential of the communities. For example, at high altitudes, extensive areas of natural grasslands were reclaimed and close to 2,400,000 trees were planted during the past three years. But lower areas, suitable for coffee cultivation, the Millennium Champs program helped the communities to improve coffee production and assisted them to create their own cooperative to market their coffee. It's name is «Coffee Producers Cooperative River Mapacho».

With the Millennium Champs program:

- 1.514 families improved rangeland management
- 1.941 families implemented vegetable gardens
- 1.909 families built or improved latrines
- 1.782 families built or improved a smoke free stove
- 1.910 families plastered their house.
- 2,400,000 trees were planted in the communities: 65% pine trees and 52,000 fruit trees. It is estimated that 70% is alive, thanks to the care and improved grazing strategies, preventing damage by animals.

The Huayllani-Quispe family

Mrs. Benedicta Quispe and her husband Mr. Remigio Huayllani Holgado from the community of Huacatinco, in the district of Ocongate, participated in six Pachamama Raymi contests. They won several awards.



They have improved and constructed their house with their own resources and available material. Their house is decorated with flowers and they paved the path to their house to avoid the mud in the rainy season.

They now have a bedroom for themselves, one for the boys and another for the girls. They also made a room for visitors, a storage room for tools and even a separate room for their products that are for sale: cheese and handicrafts. They constructed a latrine, a shower and a chicken shed. They also improved their kitchen.



All these new rooms are plastered and painted with natural colors (different kinds of clay) with typical designs from their community.

"Our house is beautiful now, it is like a school when there is a party. Our house is so beautiful for everyone to see. I made a plan of our future house. They brought us that kind of knowledge."

The Huayllani-Quispe family has planted 3800 native trees, such as Q'euña, Q'olle and Capuli. They live over four thousand meters above sea level. That's why the practice of agro-forestry. Hedgerows of trees reduce the effects of icy winds and freezing nights.



Protecting their land with trees is what they have seen during the farmer exchange trips to Cajamarca. They don't need barbed wire. They only use hedgerows of trees and to plant grass and organize grazing of the native rangelands.

They were able to grow vegetables in their garden, thanks to the fence of trees that protect it from the frost and cold winds.

Mrs. Benedict now has onions, lettuce, beets, carrots, chard and other vegetables. She has enough vegetables to feed her family and she doesn't need to buy any on the market!

The Huayllani-Quispe family excels at making hats, caps, ponchos, scarves and sweaters of wool from sheep and alpaca.

They have a vision of this activity as a true business and want to associate with others to make an association of artisans to be able to meet big orders.



"What is our strategy so we all have work? The important thing is to put effort and encouragement. You have to work even if you don't earn anything. It's always good to work. It's the best thing to do for yourself"



I have learned the techniques of construction and maintenance of a chicken shed during farmer exchange trips to different areas of Peru.

With that shed we can avoid that the chicken run loose around the house, as before. Now they produce eggs every day, enough for us and to sell.



They made sheds for the bigger animals. They bought the construction material with money won in the Pachamama Raymi contests. Now their cows and sheep sleep in the shed, sheltered from the cold.



The Huayllani-Quispe family started to improve their alpacas. According to rules and regulations of the contest, the reproductive (male) animals should be changed every 2 years to avoid inbreeding. It is too early to see the results but they already started to improve their alpacas.



"I will stay right here, always, and I will work even harder. That's our plan, that is what I want and that is what I think."

The Pachamama Raymi Team

Staff :

Office managers

Office in Cusco (Main Office)
Office in Ica (AYUPER Project)

Ms. Maria-Elena Huaita Fuentes
Ms. Verónica Salinas Calle

Supervisor

Buenaventura Gerundas Ccori

Coordinators

District of Caicay
District of Challabamba
District of Ocongate
District of Ccarhuayo
Province of Castrovirryena
Province of Huaytara
Province of Yauyos
Province of Antabamba
Province of Canas
Province of Calca

Mr. Antero Ramos Cayllahua
Mr. Toribio Huillca Yabar
Mr. Abelino Mora Olayunca/ Mr. Roberto Sallo Cjuiro
Mr. Roberto Sallo Cjuiro
Mr. Jhabel Guzman Escalante
Mr. Rubén Alvarez Pareja
Mr. Buenaventura Gerundas Ccori
Mr. Rubén Alvarez Pareja
Mr. Elías Guzman Yapura
Mr. Jhabel Guzman Escalante

Field staff

15 Expert farmers
27 Facilitators

Board

President
Vice-president
Secretary
Treasurer

Willem van Immerzeel
Humberto van der Zel
Antoine Briot
Jesús Astete Veria

Our ID

Legal Status

Non Profit, Non Governmental Organization
for Human Development

Legal representative
Constitution
Legal Registration
Tax registry

Willem H.M. van Immerzeel
March 24, 2008, in the city of Cusco, Peru
11074927 of the SUNARP Cusco (10/06/08)
no. 20450578798
SUNAT Cusco N° 0990050001946 (31/10/08)
MEF N° 346-2009-EF/15 (31/07/09)
ONGD N° 2734, Res. N° 455/2009/APCI (16/11/09)

Tax Exemption Resolution
Right to receive donations
APCI NGO Registration

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Phone

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Web page

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e-mail

immerzeel@dexcel.org

Pachamama Raymi's presence in Peru in 2010

In 2010, we worked in:

4 regions
8 provinces
30 districts
161 communities, supporting...

9,916 families, covering a total population of

¡ 59,500 people !

Offices ● Cusco (main office)
● Ica (AYUPER Project)

Total Investment in 2010: US\$ 900 000

Lima

In the province of Yauyos
we work in:
6 districts, 26 communities, with 1.658 families

Huancavelica

In the province of Castrovirreina
we work in:
7 districts, 14 communities, with 660 families

In the province of Huaytará
we work in:
6 districts, 35 communities, with 1578 families

Apurimac

In the province of Antabamba
we work in:
1 district, 5 communities, with 627 families

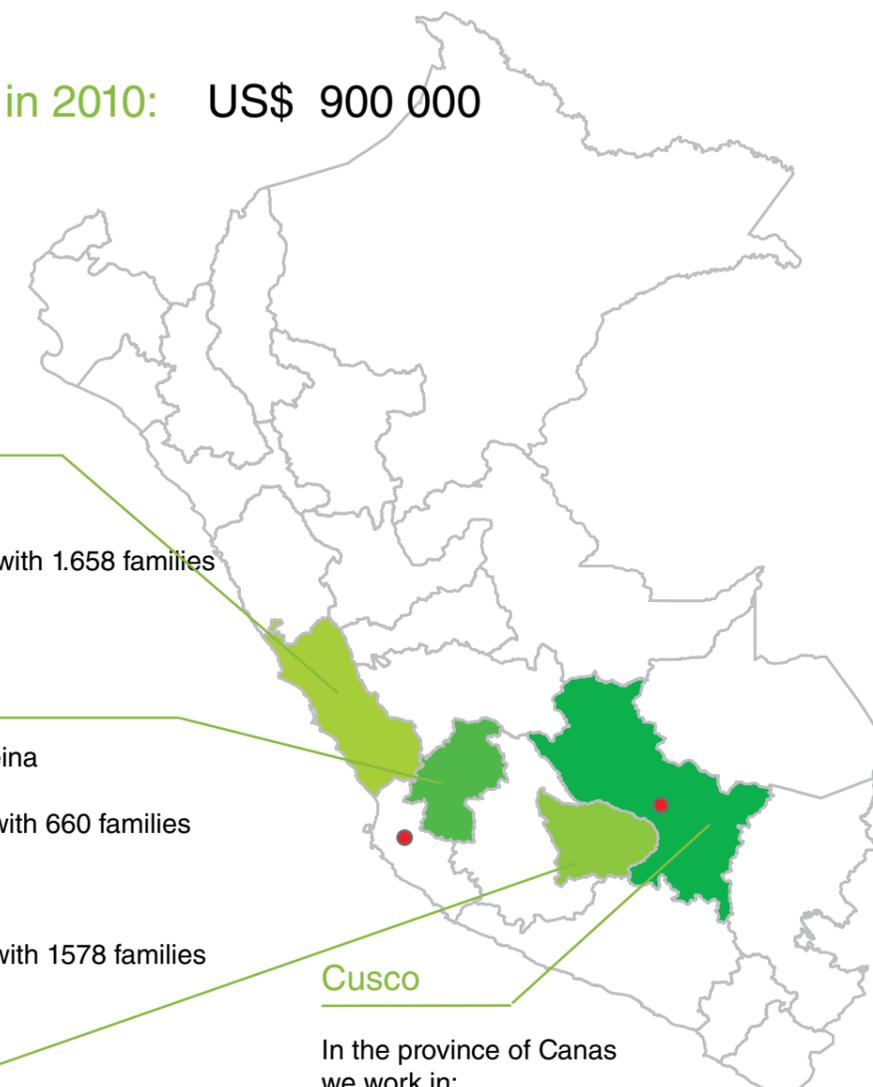
Cusco

In the province of Canas
we work in:
2 districts, 20 communities, with 1,707 families.

In the province of Calca
we work in:
4 districts, 7 communities, with 334 families.

In the province of Paucartambo
we work in:
2 districts, 31 communities, with 1661 families.

In the province of Quispicanchi
we work in:
2 districts, 23 communities, with 1,691 families.



BALANCE SHEET

as at December 31st 2010 and 2009
(In PEN, Peruvian New Soles)

ASSETS	2010 S/.	2009 S/.
Financial Assets		
Cash	268,448	397,993
Receivables	2,500	2,500
Deferred charges	8,075	8,075
	-----	-----
	279,023	408,568
Non-financial Assets		
Infrastructure, machinery and equipment	26,791	25,332
	-----	-----
	26,791	25,332
	-----	-----
Total Assets	=====	=====
	305,814	433,900
LIABILITIES AND EQUITY		
LIABILITIES		
Accounts payable	0	43,400
Other accounts payable	141,084	97,684
Provisions for Social Securities	2,448	2,448
	-----	-----
	143,532	143,532
EQUITY		
Accrued Results	290,368	25,655
Operational Results	-128,086	264,713
	-----	-----
Total Liabilities and Equity	=====	=====
	305,814	433,900

STATEMENT OF INCOME AND EXPENSES

For the years ending December 31st 2010 and 2009
(In PEN, Peruvian New Soles)

	2010 S/.	2009 S/.
OPERATIONAL INCOME		
DONATIONS	1,445,633	679,543
INCOME FOR SERVICES	750,078	837,698
Other income	188,838	0
	-----	-----
Total Operational Income	2,384,549	1,517,241
EXPENSES		
PROGRAMME SERVICES	2,507,737	1,215,636
ADMINISTRATION	0	32,373
FINANCIAL EXPENSES	4,898	4,519
	-----	-----
Total Expenses	2,512,635	1,252,528
	-----	-----
OPERATIONAL RESULT	-128,086	264,713
	=====	=====


Willem van Immerzeel
President


Tania Davila Velarde
Accountant



Pachamama Raymi y DEXCEL-Perú

DEXCEL-Peru (Development & Excellence - Peru) was established in May 2005 as a subsidiary company of DEXCEL-International.

DEXCEL-Peru is dedicated to promoting excellence in rural development projects. The company developed quality standards for rural development in addition to implementing quality certification for organizations operating in this area, and contributing to the Peruvian Agency for International Cooperation - APCI.

DEXCEL-Peru provides consulting services, project evaluation and implements projects based on the innovative methodology Pachamama Raymi.

The creation in 2008 of the NGO Pachamama Raymi was an initiative of DEXCEL-Peru. The NGO was created to implement high quality rural development projects.

There is a very close relationship between DEXCEL-Peru and the NGO Pachamama Raymi:

- Both have the same general purpose: to raise quality of rural development projects, to allow lifting as many people as possible from poverty, learning from their peers, while contributing to environmental reclamation.
- Both are managed by Willem van Immerzeel, who designed the methodology Pachamama Raymi. He is general manager of DEXCEL- Peru and President of the NGO.
- Both apply the innovative methodology, which generates overwhelming results, generating cooperative competition between participants.
- They share the same administrative structure, which belongs to DEXCEL-Peru. The NGO Pachamama Raymi contracts management services, office, staff, equipment and transportation from DEXCEL-Peru.
- DEXCEL-Peru owns the intellectual property of the methodology and the trademark Pachamama Raymi.



The NGO Pachamama Raymi uses the methodology for peer learning with that same name in all its projects.

We use this methodology to strengthen the capacities of the rural population. It allows the introduction of a coherent set of innovations necessary to eradicate poverty, to overcome post-disaster conditions and achieve the adaptation to climate change.

The main tools of the Pachamama Raymi methodology are: peer learning and motivation through contests, rewarding families and communities that best implemented the innovations.

The methodology allows achieving sustainable change in over 50% of the population within three to four years, even in remote areas, at a very reasonable cost.

History of the methodology
Videos and testimony
Publications

www.pachamamaraymi.org/en/history-of-pachamama-raymi
www.pachamamaraymi.org/en/videos
www.pachamamaraymi.org/en/books