



DATA PAGE

Project Title:	Yurac Yacu, Peru – Community Business Center For Human Development	
Location:	Sector Yurac Yacu, Community of Rivas (Alto), Municipality of Independencia, Province of Huaraz, Departament of Ancash, Perú	
Project Executing Agency:	Andean Alliance (NGO) / Community of Rivas	
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Total Project Budget:	\$118,345.00 USD	
Community Contribution:	\$18,400.00 USD (15.5% of budget)	
Funding Request:	\$99,945.00 USD	

PROJECT PROFILE

This project involves the construction of an indigenous community Business Center for Human Development. The Center will include two mutually supporting programs including: a) the Community Business Center - containing two community businesses including an Internet Café and a Mountain Expedition Services Office. Additional revenue will be gained from the sale of bread to community residents (who currently purchase their bread 8 kms away in Huaraz), user fees from the use of community showers and health facilities and the rental of conference/meeting room space for company meetings and b) the Community and Human Development Program - funded by the community businesses and revenue channels identified above to provide poverty reduction education and skills training programs in areas such as: health, hygiene, nutrition, maternal-infant care, technical agricultural assistance, computer training, literacy and language education, textile production etc. Yurac Yacu is located on the edge of Huáscaran National Park, the highest tropical mountain range in the world and an ideal location for providing exclusive tourism services. The revenues generated from the provision of these services will cover the Center's operating expenses and 80% of the cost of all education and skills training programs provided to local residents while generating a number of employment positions and increasing local family incomes.

Beneficiaries: Approximately 320 (mainly indigenous) residents including 54 families, 155 children ≤ 14 years of age and 40 youth between 15 and 18 years of age.



PROJECT COMPONENTS

This project involves the construction of a Community Business Center that will house two community businesses and six separate revenue channels. The revenues earned will enable the Center to become economically self supporting within its first two years of operations while significantly enhancing local family incomes and simultaneously covering the cost of poverty reduction education and skills training courses that will further enhance community economic and social progress. Women, children and youth will particularly benefit from this project, its educational programs and the increased income generated. The Project involves the construction of a 337 m² Community Center which includes the following two programs:

- i) A Community Business Center which includes: a) an Expedition Services Office where visitors may hire guides, cooks, porters and assistants for their hiking or climbing expeditions and b) an open terrace Internet Café serving good coffee, light meals and desserts. The kitchen will also make bread to be sold to local residents who currently buy their bread in Huaraz thus drawing limited finances out of the area.
- ii) A Community & Human Development Center – with three rooms including a) a Library/Learning Center containing eight computers with Internet connections (shared use with the Café visitors). The library will also serve as a conference or meeting room to be rented for special events such as company meetings or used for local resident training and educational programs. b) a Maternal-Infant Care Center providing educational programs to local women in aspects of health, hygiene, nutrition and early childhood care etc. and c) community showers for men and women with a common exercise area.

The Community Center has a Detailed Engineering & Design Plan and cost estimate prepared by a civil engineer available on the request of interested parties.

PROJECT BENEFITS & BENEFICIARIES

Yurac Yacu has approximately 320 (mainly indigenous) residents, including 54 families, 155 children under 14 and 40 teenagers between 15 and 18 years of age. The project will generate immediate as well as permanent long term benefits for the community and its residents. Short term benefits will come from the hiring of residents during construction of the Center. Residents will be hired on a rotational basis (every 30 days) and paid a daily wage 20% below the average market wage with this amount being considered a community contribution to the project. Total income to local residents for the labor provided during construction of the Center is estimated at \$23,725 USD (or \$440.00 USD per family over a 7 month period).

Long term benefits will come from: a) employment and income captured by residents from the delivery of Business Center services and b) education and life improvement benefits gained by residents in the areas of health, hygiene, nutrition, maternal-infant care etc. The Center will generate at least one permanent full-time position (the Center Administrator), two full-time seasonal positions (May 1 to September 30th) for one cook and one waitress and three part-time seasonal jobs (relief administrator, cook and waitress).

The Center will also increase family incomes within the first two years by approximately \$1,300/year to 10 families whose members currently provide expedition services as cooks, guides and porters to mountain tourists. A baseline family income survey will be conducted during the initial phase of the project once approved. Average local family incomes are estimated at approximately \$60 US/month X 54 families for an estimated total local income of \$3,240 US/month. The employment income generated by this project (see Table 4-1) and averaged over 54 families would produce an estimated increase in the average monthly family income of 50% with this being \$1,600 US/month in total community income or approximately \$31 US/month increase in average family income for all residents.

The Center will be economically self-supporting by the end of its second year of operations. Revenues will be generated from six separate sources including: a) the Café b) the use of Internet services c) a percentage of revenues (or rental payments) received from the Expedition Services Office d) income from the sale of bread to local residents e) user fees from the community showers and exercise facilities and f) rental of the Learning Center space for conferences and company meetings.



1.0 PROJECT DESCRIPTION

The objective of this project is to assist the residents of Yurac Yacu in capitalizing on their unique opportunity and location for providing tourism services and, as a result, to increase family and community incomes while funding human and community development programs to expand these opportunities in the future. This project will serve as a catalyst by which the community of Yurac Yacu can integrate itself into the formal economy while retaining its cultural integrity and pride by addressing its own needs with its own ingenuity, labor and resources. This project compliments existing regional and municipal development programs.

PROJECT LOCATION

Yurac Yacu is located 3 kms above the town of Marian and approximately 8 kms east of the city of Huaraz, Peru. Yurac Yacu is a sector which occupies the upper part of two adjacent communities, Rivas and Cachipampa, and whose residents live in closer proximity to each other than to the remainder of their respective communities. The Yurac Yacu Business Center for Human Development is located within the territorial limits of the community of Rivas, at the base of the Cordillera Blanca mountains on the edge of Huascarán National Park.

The area is an international destination for mountain enthusiasts who come to climb and hike in the Cordillera Blanca mountains each year between May 15th and September 15th with the project area offering access to five major valleys and many well known mountains inside the National Park. The area is located in the center of what the Municipality of Huaraz has formally defined as a new tourism circuit with funding provided from the World Bank (Provias) Program and the NGO "Swisscontac" to support tourism infrastructure development, training and promotional programs in the area. This project will compliment existing Municipal development programs and add momentum and resources to an alliance of institutions that share many of the same objectives as this project. There are no other tourism services in the project area. As a result the Yurac Yacu Business Center for Human Development would provide exclusive tourism services to visitors on the edge of Huáscaran National Park and the Cordillera Blanca mountains. Yurac Yacu therefore offers untapped potential for tourism development which can in turn be harnessed to provide a complimentary source of family income while funding basic poverty reduction education and skills training programs in the area.

Figure 1-1:
Project Location

