

Ending the Cycle of
poverty

**Housing and Sustainable
Business Program**



This is México
Today, 42 million
people live in
poverty



**The lack of employment,
exploitation and
inaccessible resources
are the causes of the
problem**



**These are the
consequences**

My home



According to Unicef, 58% of Mexican children live in extreme poverty.

Working Children





Marginalization

How to end with **poverty**



**Development of Sustainable Housing
& Implementation of small Businesses**

**“Housing and Sustainable
Business Program”**

**The program has started and
it is being implemented in El
Estado de México, in
Zinacantepec**



Beneficiaries

We work with Families who are incorporated into the programs developed by DIF Zinacantepec (Integral National System for Family Development). These families live in conditions of poverty and are not able to satisfy the basic needs for an integral development. Often times they find themselves in the need to perform informal commerce activities, to beg in the streets or to work for a very low salary, earning much less than the basic salary regulations in Mexico.



Objectives

To Integrate children who work into the schooling system

To Lower respiratory and gastrointestinal illnesses

To lower childhood death

To Improve family nutrition

To Lower family violence

To Lower rape indexes due to the lack of space and privacy

To Generate income sources



Sustainable Housing

PROPUESTA DE MEJORAMIENTO DE VIVIENDA



PROPUESTA DE IMAGEN Y TECNICAS DE CONSTRUCCION AUTOSUSTENTABLE



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Houses are built with the following characteristics



Spatial Distribution:

- **According to gender differences**
- **Privacy for the parents**



Development of small **businesses**





Integrated to the new housing, a small business is developed. This initiative allows the family to increase considerably their income and thus their living standards.

Consulting and a year follow up is provided in order to ensure the operation and efficiency of the new businesses.

The economical benefit of these micro businesses will substantially impact their respective communities.



**Help us build a better world, where children
dare to **dream****



The world is in your hands; it is time to **ACT**





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