



★
Mochila, a bag with a **dream**

Community development project for the **Wayuu** tribe

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Mochila, a bag with a **dream**



C o n t e n t s

- Introduction – Mochila story
- About the project
- Effects of the project
- Our suggestions



Do you know **Mochila bag**

In Spanish, Mochila means a bag or pocket.

It is a beautiful art craft bag made by Wayuu native women with unique pattern inspired by the nature where they live like a beautiful cactus in desert, wild goats and spiders. Most of Wayuu women learns how to make Mochila from a young age and its inherited from mother to daughter in traditional way.





Mochila as **a window** to communicate with the outside world

Wayuu is one of the biggest native tribe in Colombia who has been lived for centuries in the Guajira peninsula in the northeast region of Colombia. As most of Wayuu it is, our communities, **Kapuchirumana and Koushalarin**, live in barren environment **in the middle of desert, without electricity, little access to water, and precarious access to basic education and healthcare**. Because of these reasons, they still are **suffering hunger and waterborne diseases**. Their main economy sources are goat farming and making Mochila bag. As their mother tongue is Wayuunaiki, a tribal language, not Spanish which is the official language in Colombia, it makes it all the more difficult to earn income even in Colombia. Mochila for Wayuu, is not only a economic means but also methods to relate with the others.

Because they live spread in desert, access and qualities of education are a chronic problem. This problem cause a vicious circle of poverty for Wayuu. Our communities have a multi-grade primary school in community but middle school is more than 30 min away by car.



Traditional house of Wayuu and children



Cultivo de amor supports production and distribution of mochila to **create income of family**, to **empower women**, and to solve community's problems in a **sustainable way**



Our project is focusing on Mochila for 3 reasons:
First, **Mochila as a tool for fishing** – not giving them the fish but teaching to fish
Second, to **empower women** as they have socially weak position in the tribe and mostly couldn't get basic education (most of them even doesn't speak Spanish) but women are central for the children and who have a great influence to them
Last but not least, we want to **build sustainable chain** to keep generating income and through it, solve problems that they are facing with by themselves

planning

Investigation >>> Planng >>> Feasibility Analysis



eveluation

Selling >>> Generating income & solution



implementation

Materials >>> Monitoring (Quality check) >>> collecting



Training





Mochila training

The training was conducted in three villages, Capuchirumana, Kousaline, and Panerkisi, and 60 women were participated and among them 23 women were given a certificate of completion and membership. Through education, we supported the Wayuu family to achieve stable income generation. This training was done to increase quality and standardise methods

beneficiaries | 60 women



Repair of the Windmill

A well windmill that had not been used for one year due to a mechanical problem was fixed

Beneficiaries | 23 families



Stationery for new semester

70 children who were registered in primary school in 3 Communities, received school supplies for new semester. It is to promote to assistance to school.

beneficiaries | 65 children



COVID-19 Humanitarian Relief

During quarantine, 55 families in 4 communities, where our women are living, received groceries and we are planning second delivery.

beneficiaries | 55 families



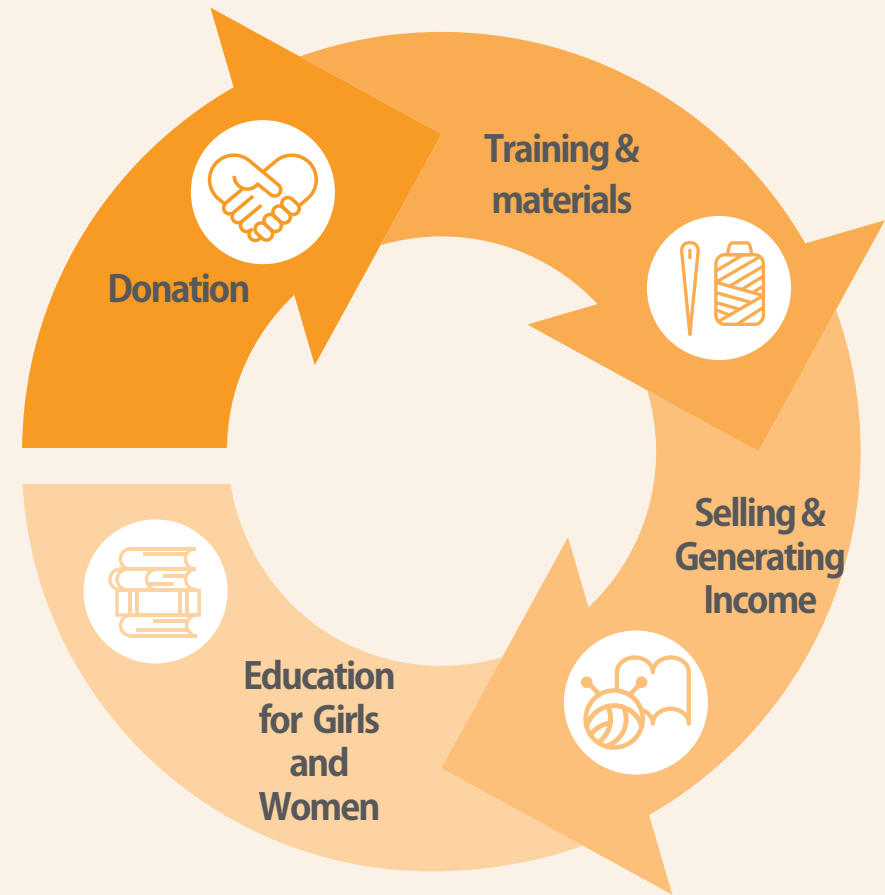
For the better
future of Wayuu,
more secure and
self-sustainable



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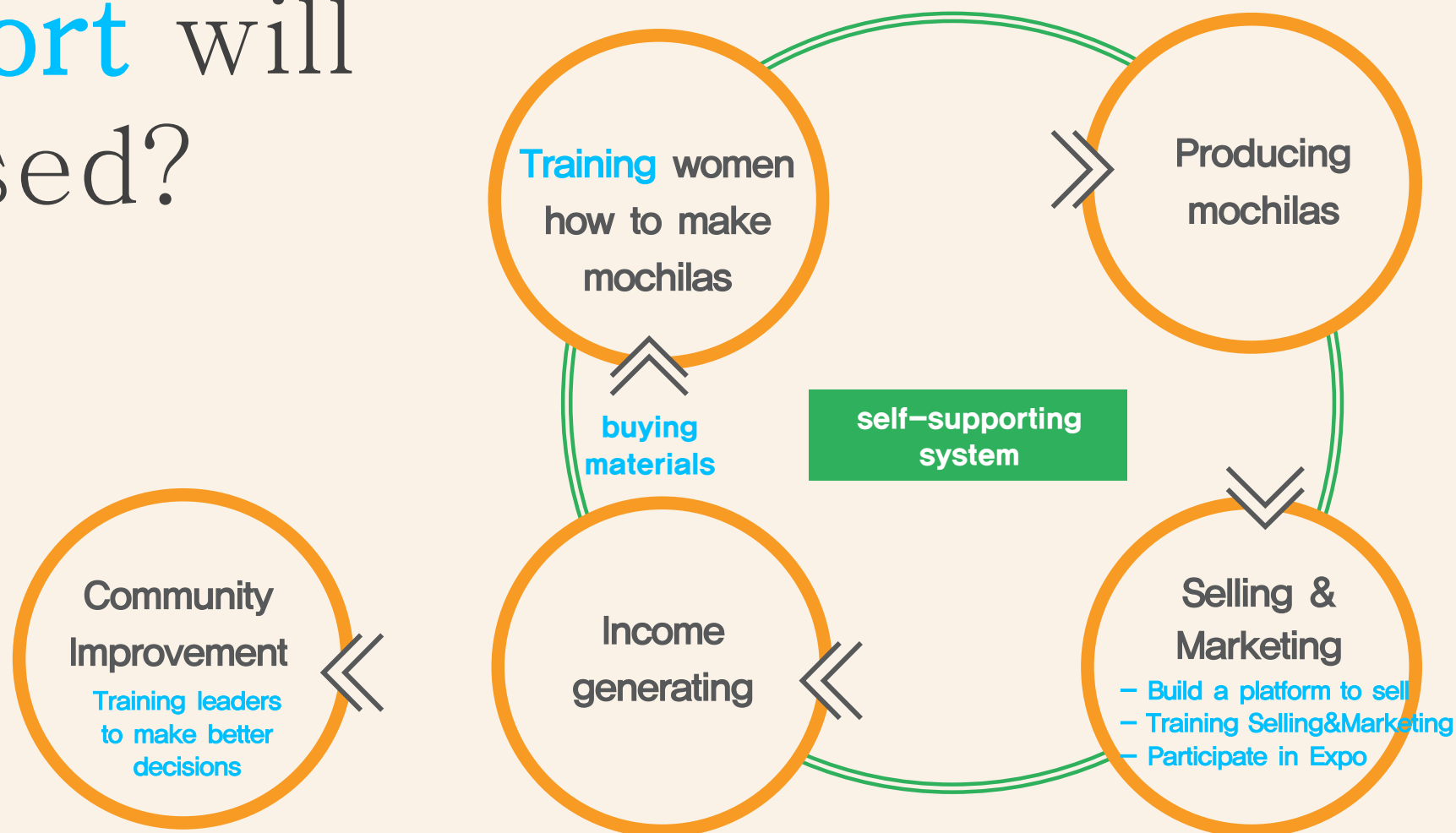
Proposal of
Creating Shared Value

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Your donation will break vicious circle and **build a virtuous circle** for Wayuu to get out of poverty and let them know how to solve a common problem that community face together

How your support will be used?



Difficulties & Challenges



Until now, Cultivo de amor has been the leading part of the project of development; we have listened their voice, decided the priorities, investigated and carried it out. We want to build an autonomous community that could make better decisions by themselves. For this we are preparing new training for leaders and women.

And as the whole world is suffering the situation of COVID, our communities are all the more in difficulty. Not only the demands for Mochila bags were reduced but also there was a big change to work with the community and to sell Mochila bags, we are looking for opportunities to meet buyers and, to build virtual platforms to sell.

Cultivo de Amor and the wayuu communities, appreciate a lot to your attention. We need also your continuous attention, encourage and advice in this long term journey as a companion.



Help
Wayuu
children

Dream

again with Mochila

