

Title: CHACHA EMPRENDE PROJECT

Country: Bolivia

Sponsoring College: Princeton University

Students and their home countries: Gustavo Andre Blanco Quiroga (Bolivia), Princeton University Student

Associated Organizations: [Warmi Shining](#) Contact: Dayana Blanco Quiroga; ["AMDEOR"](#) Contact: Max Alvaro Zabala Carvajal; ["IKIGAI Incubator"](#) Contact: Wara Iris Ruiz Condori;

In Bolivia, domestic violence against women is one of the most significant and long-lasting problems families face. According to the National Institute of Statistics in Bolivia, women between 21 and 30 are more likely to suffer domestic violence. Days ago, a serial killer was found with +77 women victims. The Bolivian society is alarmed. This problem persists primarily due to a lack of education about gender equality, rights, and privileges. Without proper education, power dynamics in many Bolivian households are unequal: men claim the highest authority in a family and often turn violent to maintain that power.

This project is focused on creating discussion spaces with Indigenous men in Oruro, Bolivia, to break these unequal power dynamics in Bolivian houses. Focusing on men to fight against Gender Inequality is important, evidence suggests that even when women receive social support and tools to defend themselves, their aggressors have not stopped committing violence. The issue is not only about the victim but the aggressor. We aim to create a holistic program based on discussions/action and learning that focuses on three pillars: new masculinities, social entrepreneurship, and the Chacha-Warmi Indigenous family perspective (man and woman are equally important and complement each other). With the Chacha-Warmi innovative approach in rural areas, our male participants will have a space to critically challenge ideas about gender roles and inequality. Most importantly, we will open the participant's eyes to new ways of entrepreneurship unrelated to men's physical strength.

We will work with 20 Indigenous leaders -- men between 18-25 years old -- for this project. They come from an indigenous community named Jach'a Carangas. We want to work with these men to understand the Chacha-Warmi Concept better. Also, they will benefit from having entrepreneurial skills to develop social ventures for their communities. The leaders of this community, J'acha Carangas, are willing and eager to join this project. In addition, the Ikigai organization will help us build and direct this program's entrepreneurial aspect. Thanks to their help, our incubator will have the presence of experts in our workshops.

This project focuses on providing tools in three main aspects to our participants—first, the methods to implement an entrepreneurial project successfully. In conjunction with Ikigai, the participants will learn/apply the essential skills from successful entrepreneurs in Bolivia. This opportunity will provide participants with first-hand learning, life experiences developing projects, and the chance to explore their interests through action. For example, in one of our workshops, we will have "Criss Emprende," an Indigenous boy with entrepreneurs showing Bolivian cooking in TikTok with more than a million of followers. When the participants see admired examples of people who have followed unique entrepreneurial paths, they will learn from these experts and consequently explore how they can simulate that with their interest. At the end of the project, participants will have access to financial awards to implement projects they propose to solve social issues in their communities. Therefore, turning this program into an incubator allows sustainable development.

Second "New Masculinities" in Bolivia will be discussed, challenging misogynistic stereotypes of masculinity (man's superiority) and are strongly tied to the project's entrepreneurial aspect. For example, men have to make important decisions about the family's future or actions; women are left out of this decision-making process. In a family, a man taking care of his children is criticized by society. After Criss Emprende's talk, men will learn how to cook as part of the entrepreneurial instruction they are given. Also, we will discuss how by doing practices such as cooking for their families, men can contribute to harmony. Patriarchal practices harm us as men when they create emotional constraints that prevent taking care of self and developing emotional intelligence. We plan to introduce these concepts in practical, safe, and open-to-dialogue spaces, so nobody feels threatened or blamed.

The participants will reinforce their understanding and application of the Chacha-Warmi Aymara Indigenous principle by discussing with an Indigenous elder from the Carangas community that has this principle's correct definition of Gender Equality, emphasizing how ancient Bolivian traditions already had an idea about gender politics in the family. Our final timeline includes a mixture of workshops contrasting new masculinities and the Chacha -Warmi concept to allow students to actively think, reflect, and discuss the knowledge. We plan to measure the reaching of these discussions by using self-reflecting questionnaires at the beginning and end of the program.

At the end of this program, the participants will present group or individual project proposals. Our agenda will prepare participants to start a social venture that focuses on solving a social issue and creating revenue. These proposals focus on developing solutions to community issues. The best proposal will have total funding to develop their project, and the other two projects will have partial funding to apply their projects. The funds will come from the Peace Project, and the amount is 1000 USD (7000 BOB). The rest of the participants will join a network with mentors. The mentorship program will connect participants with leaders, thus helping them apply to different financial grant awards in Bolivia.

### **Project calendar:**

**Week 1:** June 4-5: Introduction to the program for participants. They get to know the team, the different events, and each other. Introduction to what is Entrepreneurship.

**Week 2:** June 11-12: Entrepreneurship with cooking, introducing the concept of "New Masculinities"

**Action:** Participants get to cook, breaking patriarchal stereotypes.

**Week 3:** June 18-19: Traditional medicine to identify customers.

**Action:** Participants travel outdoors (Vito) to identify their medicinal plants.

**Week 4:** June 25th/June 30th: Indigenous business identity, how to identify our community's need. How being masculine in a patriarchal system is prejudicing men.

**Action:** Participants get to analyze their community's social issues and design solutions.

**Week 5:** July 2nd/July 3rd: Social networks and their impacts on marketing/Men's role in the family.

**Action:** Participants get to discuss how they can improve their role as men in their community and inspire others to do the same.

**Week 6:** July 9th/July 10th: Chacha-Warmi Principle, do we have the correct meaning?/Proposals of project's prototypes.

**Action:** Conversation with Elder in Native Language Aymara, valuing our heritage.

**Week 7:** July 16th/July 17th: Testing project's prototypes/ Chacha Warmi (Part 2)

**Action:** Participants provide and receive feedback for their project from leaders and themselves.

**Week 8:** July 23rd/July 24th: Final Product presentation.

This project becomes sustainable through the participant's projects in their communities. Our leadership team in Oruro, Bolivia, will help them in every step to apply their project and do the constant follow-up to observe the impactful results we aim for. We target a population who traditionally learn they are superior only because of their gender role by working with men. The superiority of males in Bolivian culture is wrong and hurts the women and themselves. We are confident this program will successfully contribute to peace. We will be contributing to changing a violent narrative and then, hopefully, preventing femicide and violent cases. Changing misogynistic narratives can provide peace and avoid children and women growing up in a violent environment.

I present this proposal representing Dayana, Stephanie, and myself as a team in Oruro. We have experience working with Indigenous women in "[Warmi Shining](#)" and are aware of the challenges that can come up on the way, such as the pandemic. That is why we have designed our budget and are fully prepared for pivoting to virtual operations. We manage virtual workshops more accessible to our participants by providing them with an Internet plan as we did with Warmi Shining successfully. Most importantly, we are in an unprecedented time, women are afraid inside and outside of their houses because of male-provoked violence. We want to propose a unique and never tried solution with this project to Gender Inequality. Our passion to serve our Indigenous communities will drive us to be successful on the way.



Gustavo Andre Blanco Quiroga