

Doing Development In...Peru



I-DEV INTERNATIONAL
Market Based Sustainable Development

10-Day Field Experience in International Development & CSR

I-DEV International's Doing Development In... (DDI) program was created to give professionals & graduate students a realistic, first hand view of how grassroots development, micro-finance, corporate social responsibility and social venture capital programs are making a difference on the ground, in communities at the base of the pyramid.

This 10 day immersion program provides participants with a unique opportunity to:

- Network with senior management at top international development organizations
- Stay with a local host family in rural Peru & experience the daily challenges faced at the base of the pyramid (BoP)
- Learn the on-the-ground challenges of managing international corporate social responsibility and development programs
- Have a truly unforgettable vacation

DEVELOPMENT & CORPORATE SPEAKERS:

NON-PROFIT COUNTRY/REGIONAL DIRECTORS*

Clinton Giustra Sustainable Growth Initiative

Kiva

TechnoServe

U.S. Peace Corps Business Program

GTZ

Asociacion de Productores de Tara San Marcos

CEOS & DIRECTORS OF MAJOR CORPORATIONS*

Aramark

Social Capital Group

Newmont Mining Corporation

Hilti Tools

TOPICS

Microfinance

Social Venture Capital

Innovative Grassroots Development Practices

BoP Business Incubation

Overseas Corporate Operations & CSR Programs

* Past speakers. Please visit our facebook page for ongoing updates.



2009 – 2010 PROGRAM: PERÚ

Peru's economy is a reflection of its diverse geography – an arid coastal region, the towering Andes mountain range, and the expansive jungle regions of the Amazon. Peru's coastal waters hold one of the world's richest reserves of aquatic biodiversity, creating an extensive fishing trade. Its mountainous regions, the Andes, are abundant with mineral resources. With an economy that is expected to grow at 10% (faster than China & India), Peru is caught between two worlds, modern & traditional, rich & poor, developed & developing.

The DDI Program places participants at the nexus of these changes, and offers a unique opportunity to gain valuable insight from those shaping Peru's development. Participants will be exposed to economic and political dynamics that cannot be found in a book.

Witness first-hand what it takes to make a difference at the base of the pyramid in a truly fascinating country.

E-Mail: DDI@idevinternational.com

Facebook: [Doing Development In...](#)



See more photos on Facebook!

SAMPLE PROGRAM AGENDA (Exact program agenda and activities vary from session to session)

FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
Arrivals to Lima	Fly to Cajamarca	Drive to San Marcos	Field-Case Study: Tara Producers Association	Morning Free	Hike to Incan Archeological Site & Return to Cajamarca	Tour of Cajamarca Jewelry & Artisan Industry
Welcome Dinner & Cocktails	City Tour	Visit Local Market	Lunch & Tour of the Tara Fields	Cooking & Chicha Making Lesson	Relaxation at Laguna Seca Hot Springs Resort	Free Time
	Grassroots Development Discussion & Fireside Chat at San Vincente Lodge	Pachamanca Cookout w/ Community	Night 2 w/ Host Families	Camping or Night 3 w/ Host Family		Night Out in Cajamarca
		Night 1 w/ Host Families				
FRIDAY	SATURDAY	SUNDAY	<p>The Doing Development In... Program is one way in which I-DEV improves the standard of living for local communities. Each host family is trained on basic sanitation, hygiene, safe cooking, and other related topics. Families are generously compensated for hosting DDI participants, and are encouraged to invest this money in capital improvements for their homes.</p>			
Return to Lima	Lima Sightseeing	Visit Downtown & the Black Market				
Speakers Sessions & Networking	Inka Market	Departures/ End of Trip				
	Dinner at Huaca Pullcana					

CAJAMARCA REGION: Exploring the Northern Andes, Traditional Culture & Untapped Opportunities for Growth

The DDI program will take participants to Perú's northern region of Cajamarca. At nearly 9,000 feet above sea level, Cajamarca sits nestled in the lush Northern Highlands of the Andes mountain range and is the gateway to the Amazon basin.

Cajamarca holds a special place in Peruvian history and culture. Cajamarca City, sister city to Cusco, was the northern capital of the Incan Empire. It was the primary residence of the last Incan Emperor, Atahualpa, who was captured & killed by the Spanish Conquistador, Pizarro, in the city's main plaza.

After centuries of isolation, Cajamarca is beginning to emerge into the 21st century. Its vast gold and silver deposits have made its economy one of the fastest growing in South America. Yet, the region still has some of the poorest communities in the Americas.

IN-FIELD EXPERIENCE & CASE STUDY: Cajamarca City & San Marcos

During the DDI stay in Cajamarca, participants will gain a unique inside perspective into a city and region experiencing development as a result of multinational corporation & NGO activity, a budding tourism industry, and an abundance of microfinance lending.

DDI participants will take part in an in-field case study of Project Tara Cajamarca. In eight years, the Project created a \$23 million region-wide industry and increased average household income for 6,000 local farmers in San Marcos Province from \$.85 to \$5.88 per day. Participants will be hosted by tara farmers and will tour the grounds where the multi-million dollar tara industry was built up.



DATES & PRICING

Friday, MAY 28 – SUNDAY, JUNE 6
Friday, AUGUST 27 – SUNDAY, SEPTEMBER 5

US\$1,499 (double); US\$1,799 (single)*
Optional trip extension to cusco/Machu Picchu

Group Rates Available for 4 or More.
For information on customized corporate training programs, Contact: DDI@idevinternational.com

ACCOMMODATIONS

Host families are in rural villages in Cajamarca. Houses have electricity, showers & toilets, and typically accommodate 2 DDI participants, plus a translator. All other accommodations are in centrally-located hotels.

Spanish is a plus, but not a requirement.

Trip proceeds support host families & I-DEV's non-profit projects in Peru.

*Fee includes accommodations, most meals & all transportation in Peru (except to/from Lima airport).



I-DEV INTERNATIONAL, is a strategic management firm designed around the unique challenges of operating at the base of the pyramid. It is dedicated to investing in & building viable, market-based BoP businesses and industries by aligning the interests of corporations & local communities around profit; creating real bottom-line value for both. To learn more, visit us at: www.idevinternational.com