

VOLUME 4-2

Promotion of Safer Housing Construction

(Dissemination and Awareness-raising Activities)

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CHAPTER 1 BACKGROUND AND OBJECTIVES OF THE PILOT PROJECT 2-2

Pueblo Nuevo is a district that has 14 villages. Most of the people who live in these villages, have suffered the earthquake damage and most of their houses are not repaired or rebuilt yet. Mainly this happened because people have not received the government BONO 6000 or do not have money to start the reconstruction. Besides, most of the houses rebuilt lack minimum requirements for safer housing, which means that if another earthquake happens, houses are going to be destroyed or severely damaged or, even worse there will be a repeat of what happened in the earthquake of 2007.

The JICA Study Team has realized that there is a need to educate and sensitize the earthquake victims about construction knowledge in order to facilitate the early reconstruction. Some victims do not know why it is necessary to have safer houses or, if they do understand the need for safer housing, they think it is far beyond their means.

From those findings, JICA Study Team has developed a pilot project that aims to provide information on the importance of having a Safer House by answering these questions: What is a safer house and what do I need to know and do to have a safer house?

Two objectives were outlined in the Interim Report for the Pilot Project to disseminate the government programs to support housing reconstruction of the earthquake victims. They are as follows:

1. Dissemination of knowledge on earthquake vulnerable homes and specific knowledge on safer and resistant building; and
2. Raise people's interest on the importance of earthquake-resistant homes. This should be done in an appealing way in order to attract more people.

CHAPTER 2 DESCRIPTION OF THE PROJECT

2.1. Location of Implementation

The project's location was the district of Pueblo Nuevo in the province of Chincha, Department of Ica, Peru. (See Appendix 1)

Pueblo Nuevo has an extension of 209.45 km² and according to the last national census on population of 2005, it has 47,150 inhabitants. It has a population density of 225.11 people per km² and an annual population growth rate of 2.1 percent (1993-2005).

The social poverty indicators (FONCODES-URP 2006) showed that in Pueblo Nuevo 19 percent of the population lacks water, 3 percent sewage and 16 percent electricity. Most of the population lives in the urban area and work in agriculture and engages in commercial activity.

Regarding housing conditions before the earthquake, there were 11,948 homes of which 1,195 were masonry, 5,975 made of adobe and 596 made of cane and mud (quincha).

Pueblo Nuevo is considered a district severely damaged by the earthquake. According to government records, 55,176 houses were destroyed.



Photo: Overview of the houses destroyed, Pueblo Nuevo. August 2008

2.2. PROJECT COMPONENTS

The project was executed in two stages:

2.2.1. First Stage - Preparation

The following activities were conducted in this stage.

- Agreement was signed between JICA Study Team and ADRA PERU (technical team) for the project implementation.
- Documents' preparation for the project's designs and implementation (Work Plan, Organization Chart, Visit plans).
- Design and preparation of the material to be used in the One Day Training and Theater

play (Facilitator's Manual, posters, information kit, scripts).

2.2.2. Second Stage - Implementation

Activities to provide training and theatrical presentation were carried out in Pueblo Nuevo.

(1) Components of Project

The work plan has been designed to allow the technical team to carry out programmed activities in the given time and in the proper process. (See Appendix 2)

(2) Selection of the Technical Team

Once the agreement was signed between JICA Study Team and ADRA PERU, this organization selected a Project Coordinator, who was responsible for the project's preparation and implementation and selected a Technical Team which was responsible for the implementation at the field.



**Photo: JICA Study Team and
Technical team in a work meeting
(August 2008)**



**Photo: Technical Team
(September 2008)**

(3) Organization Chart

The functions of each member of the Technical Team were decided according to the table description (See Appendix 3).

(4) Coordination Meetings with Municipal Authorities

After forming the technical team, the team held coordination meetings with municipal authorities of the districts in order to know the geographic situation, population density, socio-economic situation of communities as well as to coordinate cleaning and electricity service to be used in the training.

The technical team also was part of meetings held by the Mayor with the presidents of the Committee Boards of different villages in order to present the project and requested their support to invite people to the One Day Training and Theater presentation.

(5) Meetings with JICA Study Team Technical Team

Two coordination meetings with JICA Study Team were held in Pueblo Nuevo. The purpose of these meetings was to coordinate the use of the location between SENCICO and ADRA and receive in depth information about minimum requirements and construction process from JICA Study Team experts.



Photo: Technical team discussing the training sessions with the person in 2. charge of pilot project

(6) Technical Team Training

Trainings for the technical team were programmed due to the need of the technical team to know about the different legal provisions that the Government mandated to speed up the reconstruction process and to strengthen its capacities to work as a team. Two training sessions were conducted to increase the capacity of the Team.

a. First Training

In this training, the technical team was trained by public officials of the MVCS, COFOPRI and SENCICO, and coordinated it with JICA Study Team. These trainings were carried out in Ica, because the headquarters of these institutions were located there. Taking into consideration the kind and amount of information to be acquired, two days was necessary for the training.

Training-First day

In the first day, the JICA Study Team presented an outlook of general advances of the reconstruction in the area and objectives of the JICA Study on the Pilot Projects of reconstruction with earthquake-safer housing in the affected areas. These Pilot projects which are going to be implemented in the area of the earthquake are indicated as Pilot Projects 1, 2 and 3.

Subsequently, the MVCS presented approaches of reconstruction of the areas damaged by the earthquake, aspects of access to the housing subsidies and use and limitations for the housing subsidies for earthquake victims. Another topic taken up was the role of the governmental and private companies in the reconstruction of houses damaged by the earthquake and the general view of the process of the house reconstruction, subsidies and

loans provided by MVCS. Also, a representative of COFOPRI spoke about the role and functions of COFOPRI in property registration, mechanism of the land registration and the role of local governments, and COFOPRI achievements in the area affected by the earthquake.

Training-Second day

The second day of training, an engineer who was a representative of the District Council of La Tinguña and Chief of Civil Defense of the District Council of Independencia presented a general outlook of the damage caused by the earthquake in districts, the advance of the reconstruction and the actions taken; they also spoke about the process to obtain the certificate of property and the license for minor works.

Then, a representative of BANMAT presented the processes to obtain the Reconstruction BONO, the appropriate way to use the BANMAT card and main doubts that the population has.

Subsequently, a representative of FONDO MIVIVIENDA explained the Techo Propio program: its modalities and the form to associate the Reconstruction BONO with this program.

In other sessions, engineers from JICA Study Team of Pilot Projects 1 and 2.1 and with SENCICO's representative explained the mechanisms of earthquakes and the minimum requirements for the construction of safer houses.

Finally the technical team of both Pilot Projects 2.2 and 3 discussed about the method to be used in the implementation of the projects.



Photo: Technical team participating in the training organized by JICA Study Team. Ica, August 2008

b. Second Training

The technical team of ADRA PERU was trained in how to work as a team in order to improve their abilities in the interests of assisting the population.



Photo: JICA Study Team member (center) participating in training on group work. Lima, September 2008.

(7) Description of the Facilitators' Manual

The facilitator's manual was made in order to clear some doubts which could appear in the daily training work. The topics included in this manual were: earthquake prevention, building permit (importance and process to obtain it) and confined masonry using the minimum requirements. (See Appendix 4) This product was created by using JICA Study Team information.



Photo: Facilitator's Manual Cover

(8) Description of the Information Kit

To improve the quality of information to be given to the population and assure its use and sharing the information with other people who could not receive information provided by the technical team, an information sheet which contains information about earthquake prevention, importance of and process to obtain a building permit and the minimum requirements was provided. (See Appendix 5)

In the design of this material, the character of the target population and its capacity were taken into consideration. Regarding the contents, easy words were used. In this way every person can understand it. The information kit includes one folder that was used to put the materials in; informational sheet that contains a summary of the three topics; and two sheets of letterhead paper for taking notes.

(9) Panels Used in the One Day Training

The panels were created as supporting materials to illustrate the facilitators' explanation. It contained pictures and summarized information about the topics explained. (See Appendix 6-1 and 6-2)



Photo: Participants of the One Day Training using the Information Kit and Banners (Pueblo Nuevo, October 2008)

(10) Theater Play

The theater presentation was conceived as an “edutainment”. It showed the basic standards to build a safer house. Different age groups attended the presentation held in the training center and in chosen villages. Ten presentations were held during weekend afternoons.

A theater group, Stanislavski, was in charge of creating the script and the scenario of this play. (See Appendix 7)



Photo: Participants at the theater presentation (Pueblo Nuevo, October 2008).

(11) Video Presentation of “My Safe House”

The video was also prepared to be shown at the beginning of the one day training. The main purpose of this video was to inform the participants about the importance of building a house using the minimum requirements. An audiovisual producer was responsible for editing and creating the script. (See Appendix 8)

(12) Posters

This poster was designed with the purpose of inviting the population to the One Day Training and to the theater presentations. Therefore, it was strategically posted at places

where a lot of gather such as shops, communal places, markets, common kitchens and milk glass clubs.



Photo: Poster posted in a wall of a village
(Pueblo Nuevo, 2008)

(13) FLIERS

The flier was designed to invite people to the activities. It had information on the training location and hours as well as the theater presentations. The technical team handed out fliers in busy places such as markets and squares.



Photo: Example of Fliers handed out

(14) Facilitator's Vest

The vest was designed for purposes of identification and public relations. It designed in red and white for the colors of the Peruvian and Japanese flags, with logos of JICA, MVCS and ADRA PERU.



Photo: Facilitators' Vest

(15) Project Mascot

The mascot was designed to catch people's attention as shown in the photo below.



Photo: Project mascot with children in a village of Pueblo Nuevo

(16) One Day Training Tents

Four tents were built in order to create a "Training Center" and also to provide protection to the participants from the sun and rain.

The biggest tent was used as main training center and it could accommodate at least 50 participants. The other three tents were used as complementary "information centers".



Photo: The tent next to the cut model construction (Pueblo Nuevo, September 2008)

2.3. Principal Idea of Training and Training Method

The main purpose of the One Day Training was to provide information about earthquake prevention, building permits and knowledge on minimum requirements for safer housing. People from different social strata, i.e. Club Milk, schools and neighborhood committees, were invited.

The training session last about 2 hours. In one day the technical team had two sessions. The session had, on average, 25 participants but in some cases, when more than 30 people gather to receive the training session, the technical team divided the group into two parts making it easier for the facilitators.

During this time, participants saw “My Safe House” video and participated in three educative modules which included information about earthquake disaster prevention (module 1), building permits and minimum requirements (module 2 and 3). Facilitators used the panels and brought the participants to see the “Cut Model Construction”, organized by SENCICO and constructed next to the center, to illustrate the concepts they were explaining. One facilitator was responsible for each module.

The earthquake disaster prevention module (module 1) included information about the mechanisms of an earthquake and what are the most important precautions to be taken to save ourselves, our families before, during and after an earthquake.

Module two explained the importance of construction permits and the application procedures. Also this module included information about quality of construction materials and dimension of the structural elements (minimum requirements). It was also advised that people could receive a prototype drawing if they would request a building permit in the Municipality. In module three, information was given regarding connection of the structural elements. Each module explanation lasts, approximately, 25 minutes.

At the end of the training, participants were asked to comment and make suggestions regarding what they have learned and what their impression was about the training. All the participants who attended received a certificate.

2.4. Invitation Process

(1) One Day Training

The technical team invited different organizations to attend the One Day Training and Theater presentation. The information about the different organizations and villages was provided by the Municipality. Once the technical team had this information, visits to the organization and village leaders were made in order to explain the importance of the training and theater play. Media (TV) was also used to promote the activities. Parallel to these activities, a big signboard was erected next to the training center and posters were put around the main streets of the district.

(2) Theater Presentations

Invitations to the theater presentations were sent out 24 hours before each presentation and, on the same day, before the play, a megaphone, a mototaxi, posters and fliers were used to advertise the presentation.

When the theater presentations were held in the training center, posters were put up around the main streets of villages and fliers were given out before that.

When the theater presentation was held in villages, the technical team coordinated first with the village leader of the place where the theater play would be held in order to ask for help in inviting people to watch it.



Photo: A member of the technical team inviting people to the theater presentation. (Pueblo Nuevo, September 2008)

CHAPTER 3 OUTLINES OF OUTCOMES OF THE PROJECT

3.1. Materials Used in the Sessions

(1) Facilitator's Manual

It was used to answer participants' questions and gave guidance to the training sessions.

(2) Information Kit

The information kit was a material given to each person that went to the One Day Training. In this material the beneficiary could find the topics that were discussed on the training session. This material also had the purpose that the beneficiary can share this information with other people to make it easy to remember.

(3) Panels used in the One Day Training

The panels were used in every training session and its purpose was to illustrate what the facilitators were explaining to make it easy to remember.

(4) Theater Play

Ten presentations were held in the training center or in the villages. This "edutainment" product was useful to gather whole family members to know about safer housing.

(5) "My Safe House" Video

The video was shown in the beginning of every training session and its purpose was to show the importance of rebuilding houses using the minimum requirements.

(6) Posters

Posters were posted in strategic places to invite people to the activities.

(7) Fliers

Fliers were handed out to people to invite them to the activities.

(8) Facilitator's Vest

On each visit the technical team wore a red and white vest, for identification purposes.

(9) Project Mascot

The mascot invited people to attend the activities.

3.2. Activity Results

In the district of Pueblo Nuevo, 1,566 participants attended the One Day Training distributed in 52 sessions. And approximately 800 persons attended the theater presentations held in 10 plays.

In total, more than 2,300 people attended and were informed about the importance of safe housing and minimum requirements.

CHAPTER 4 TABLES OF CONTENTS OF MATERIALS

4.1. Participants' Profile

Women participants composed the majority of participants to the One Day Training at 865, or 67.15 percent of the total. The predominance of women in the training was because of the schedule. Men's working schedule do not allow them to attend the activity. However, whole family members attended the theater presentation.

Table 4.1 Number of Participants by Sex

GENDER	NUMBER	PERCENTAGE
Female	865	67.15
Male	423	32.84
TOTAL	1288	100

According to Table 4.2, majority of participants are from 20 to 59 years old (more than 60 percent). On the other hand, middle and high school students (age 11 to 19 years old) represent 30 percent of all participants.

Table 4.2 Number of Participants by Age

AGE GROUP	NUMBER	PERCENTAGE
11 - 19	395	30.67
20 - 29	173	13.43
30 - 39	239	18.56
40 - 49	233	18.09
50 - 59	150	11.65
60 - 69	67	5.20
70 - 79	26	2.02
80 - 89	5	0.39
TOTAL	1288	100

In terms of house damage, 50 percent answered that their house was totally destroyed by the earthquake, 33 percent said their house was affected, 13 percent said their house is uninhabitable and only 4 percent answered that their house has no damage.

Note: All tables are produced based on interview survey results. This section, therefore source of the tables is JICA Study Team.

Table 4.3 House Damage (Pueblo Nuevo, 2008)

HOUSE CONDITION	NUMBER	PERCENTAGE
No damage	56	4.35
Totally destroyed	640	49.69
Not Able to use	172	13.35
Affected	420	32.61
TOTAL	1288	100

Regarding the Bono 6000 grant, 89 percent of participants said they did not receive this benefit. From participants who have received Bono 6000, 7.2 percent has already finished the construction, 2.3 percent is under construction and 1.1 percent has not started the construction process yet. Only 0.4 percent has associated this benefit with Techo Propio program.

Table 4.4 Situation of BONO 6000 (Pueblo Nuevo, 2008)

BONO 6000	NUMBER	PERCENTAGE
Did not receive the bono	1144	88.82
Received, but still not building	15	1.16
Received and under building work	30	2.33
Received and construction work is done	93	7.22
Received and it was vinculated to Techo Propio	6	0.47
TOTAL	1288	100.00

4.2. Topics of Interest to Participants

During the One Day Training, three topics were explained: Earthquake prevention, building permits and minimum requirements. Of these topics, the explanation on minimum requirements was the one that participants found most interesting (43.4 percent) followed by earthquake prevention (20 percent).

Table 4.5 Topics of Interest

TOPIC	NUMBER	PERCENTAGE
Earthquake prevention	254	19.72
Building permit	150	11.65
Minimum requirements	560	43.48
Earthquake prevention and Building permit	57	4.43
Earthquake prevention, and Building permit and Minimum requirements	163	12.66
Earthquake prevention and Minimum requirements	82	6.37
Building permit and Minimum requirements	22	1.71
TOTAL	1288	100.00

4.3. Entry-Exit Test Results

Participants were asked four questions about the three main topics of the training in order to know their knowledge and understanding of them. After the training, the same four questions were asked in order to know what they understood and what they have learned.

The questions were: 1) What causes an earthquake? 2) What is the importance of a safer house? 3) Why it is important to have a building permit? 4) What are the three minimum requirements for safer housing?

The results are given below.

(1) What Causes an Earthquake?

For this question, in the entry test, 66 percent answered incorrectly. Participants mentioned that earthquakes are caused by witches or because an explosion happens. Thirty-four (34) percent answered correctly: an earthquake occurs when plates move whether under the land or the ocean. In the exit test, 99 percent answered this question correctly.

Table 4.6 Result of Entry Test Question 1

What causes an earthquake? Pueblo Nuevo, 2008				
ANSWER	ENTRY TEST		EXIT TEST	
	NO.	PERCENTAGE	NO.	PERCENTAGE
Answered correctly	34	34.00	99	99
Answered incorrectly	66	66.00	1	1
TOTAL	100	100.00	100	100.00

(2) What is the importance of a safer house?

In the entry test, 53 percent of the participants answered this question incorrectly: “a safer house is the one that is modern in design” or a “house that will never fall down”. But in the exit test, 100 percent of people answered correctly: “a safer house is one that will protect you and you family from the earthquake”.

Table 4.7 Result of Entry Test Question 2

What is the importance of a safer house? Pueblo Nuevo, 2008				
ANSWER	ENTRY TEST		EXIT TEST	
	NO.	PERCENTAGE	NO.	PERCENTAGE
Answered correctly	47	47.00	100	100.00
Answered incorrectly	53	53.00	0	0.00
TOTAL	100	100.00	100	100.00

(3) What is the importance of a building permit?

In the entry test, 72 percent answered incorrectly: “it is important because if you do not have one, you will receive a fine from the Municipality” or “it is not important at all”. In the exit test, 92 percent answered correctly: “a building permit is important because it is a formality that gives value to your house and you will receive benefits from the municipality such as building inspections”.

Table 4.8 Result of Entry Test Question 3

Importance of building permit? Pueblo Nuevo, 2008				
ANSWER	ENTRY TEST		EXIT TEST	
	NO.	PERCENTAGE	NO.	PERCENTAGE
Answered correctly	28	28.00	98	98.00
Answered incorrectly	72	72.00	2	2.00
TOTAL	100	100.00	100	100.00

(4) What are the minimum requirements for safer housing?

In the entry test, 74 percent answered incorrectly. Participants said that minimum requirements are: “quality of materials”, “have a good albañil” and “a good land or quality of materials” and “structural dimensions”. In the exit test, 99 percent of participants answered correctly: “quality of materials”, “structural dimension” and “connection of the structures”.

Table 4.9 Entry Test Question 4

Which are the minimum requirements? Pueblo Nuevo, 2008				
ANSWER	ENTRY TEST		EXIT TEST	
	NO.	PERCENTAGE	NO.	PERCENTAGE
Answered correctly	26	26.00	99	99.00
Answered incorrectly	74	74.00	1	1.00
TOTAL	100	100.00	100	100.00

CHAPTER 5 CONCLUSIONS, LESSONS LEARNED AND SUGGESTIONS

5.1. CONCLUSIONS

- The training methodology was adequate and kept the interest of the participants. It contributed to increase the level of knowledge about earthquake prevention, building permits and minimum requirements, among the population.
- People enjoyed the theater presentation which coupled with the training increased awareness and knowledge of minimum requirements.

5.2. Lessons Learned

- The training should have been scheduled two or three weeks prior to the activities, so that the presence of the participants would be guaranteed.
- Even though the messages of the information kit were suitable to the population, the use of popular media (TV and radio) to inform them about the main messages of the One Day Training would have worked much better.
- The One Day Training should be scheduled during weekends or weekdays starting at 6:00 p.m. to reach as many male head of the households as possible. The women are usually at home to take care of the house and the children.

5.3. Recommendations and Suggestions

- Needs of further information campaign and consultation mechanism for population who need assistance in reconstruction to authorities.
- Deliver training to the other districts affected by the 2007 earthquake which have not been benefited by the project.
- Keep a close relationship with the institutions involved in reconstruction in order to reduce the gap between themselves and the population.
- A resident of the intervention district should be part of the staff because they know the geographic and social characteristic of the district.
- Further information campaign and training is needed for population who need assistance in reconstruction.

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APPENDIX

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Appnedix 1
PUEBLO NUEVO'S MAP



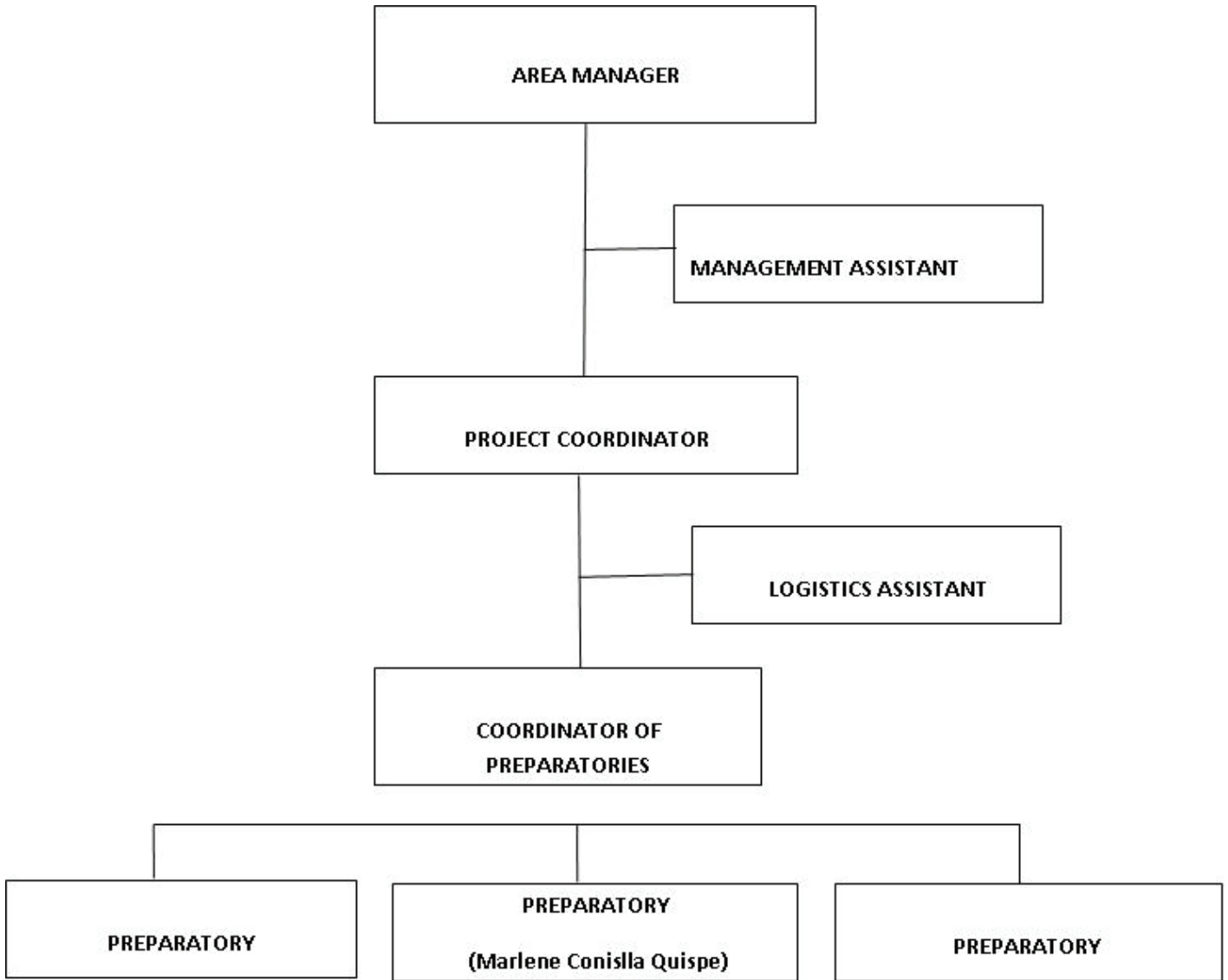
Appendix 2

WORK PLAN

N°	ACTIVITIES	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER	
		12-18	19-25	26-31	01-08	09-15	16-22	23-29	30-06/01	07-13	14-20	21-27	28-03/04	04-10/11	
1	WORK PLAN														
1.1	Work plan preparation														
1.2	Work plan review by JCA														
1.3	JCA's work plan presentation														
2	Coordination meetings with JCA														
2.1	Field trip visit														
2.2	Selection of trainers for 2.2 pilot project														
2.3	Training with the technical team														
2.4	Presentation to the mayor of the participatory diagram														
3	TRAINERS HANDBOOK														
3.1	Preparation of the table of contents														
3.2	Review of the table of contents by JCA														
3.3	Design of the preliminary model														
3.4	Concrete delimitation per JCA														
3.5	Handbook review by JCA														
3.6	Validation														
3.7	Printing														
4	EDUCATIONAL MATERIAL														
4.1	Design and preparation of the educational material														
4.2	Educational materials submitted to JCA														
4.3	Review of the educational materials														
4.4	Delivery of the educational materials														
4.5	Validation of the educational materials														
4.6	Printing														
5	UNIFORMS														
5.1	Preparation of the preliminary model														
5.2	Model approval by JCA														
5.3	Model's approval by JCA														
5.4	Delivery of the final model														
5.5	Manufacturing														
5.6	Delivery of the materials														
6	MASCOT														
6.1	Preparation of the preliminary model														
6.2	Approval of the preliminary model by JCA														
6.3	Review of the preliminary model														
6.4	Delivery of the final model														
6.5	Manufacturing														
6.6	Delivery of the materials														
7	HAT MAKING														
7.1	Preparation of the preliminary model														
7.2	Approval of the preliminary model by JCA														
7.3	Review of the preliminary model														
7.4	Delivery of the final model														
7.5	Manufacturing														
7.6	Delivery of the materials														
8	VIBRATOR VIDEO TABLE														
8.1	Information gathering														
8.2	Preparation of the script														
8.3	Presentation of the script														
8.4	Review of the script and approval by JCA														
8.5	Delivery of the final script and approval by JCA														
8.6	Video editing														
8.7	Presentation of the preliminary video														
8.8	Concrete delimitation per JCA														
8.9	Final delivery of the video														
8.10	Delivery of video copies														
9	VIDEO ACTIVITIES														
9.1	Gathering of information														
9.2	Preparation of the script														
9.3	Presentation of the first script														
9.4	Review of the script by JCA														
9.5	Delivery of the script to JCA														
9.6	Printing														
9.7	Video editing														
9.8	Presentation of the preliminary video														
9.9	Review of the preliminary video														
9.10	Delivery of the final video														
10	PLAY THEATRE														
10.1	Gathering of information														
10.2	Preparation of the script														
10.3	Presentation of the first script to JCA														
10.4	Review of the script by JCA														
10.5	Delivery of the final script by JCA														
10.6	Public play presentation to JCA														
10.7	Play stage presentation in the target area														
11	CALL														
11.1	Phone distribution in popular areas (markets, squares, etc.)														
11.2	Calls among private and public schools														
11.3	Call to private, public institutions and grassroots organizations														
12	ONE DAY TRAINING														
12.1	Learning workshop														
12.2	Coordination meeting with SENSCO														
12.3	Implementation of the training room area														
12.4	Training sessions														
13	REPORTS														
13.1	Submission of monthly reports														
13.2	Submission of the final report														

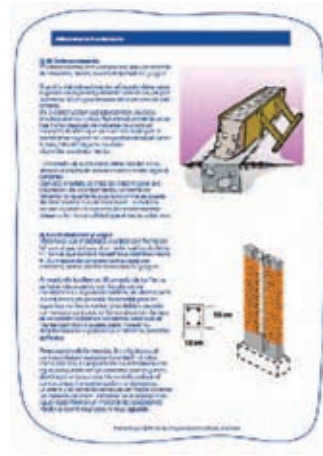
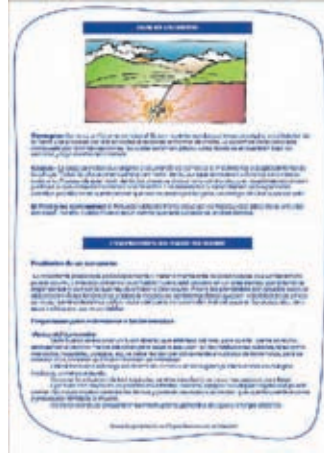
Appendix 3

TECHNICAL TEAM ORGANIZATION CHART



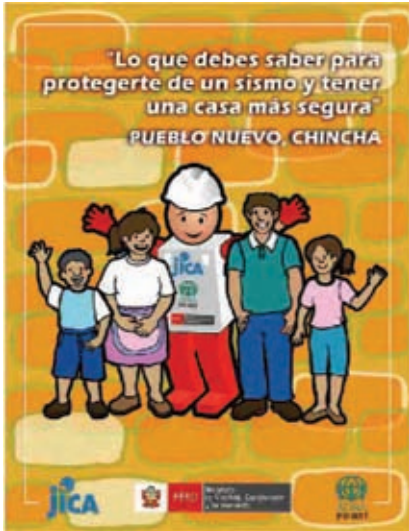
Appendix 4

FACILITATOR'S MANUAL



Appendix 5

INFORMATION KIT



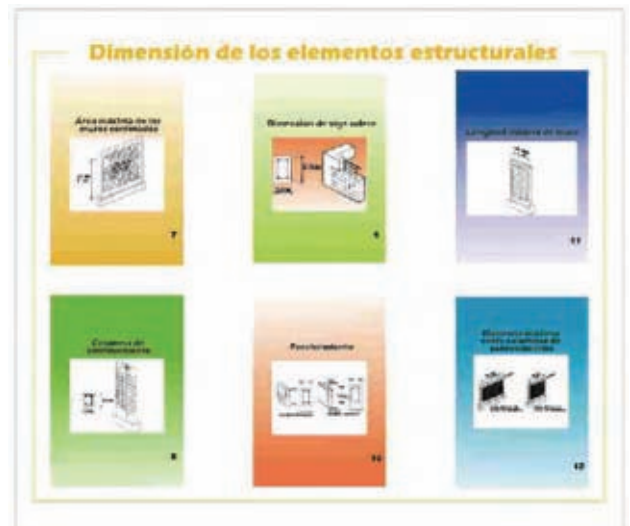
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Paper sheet

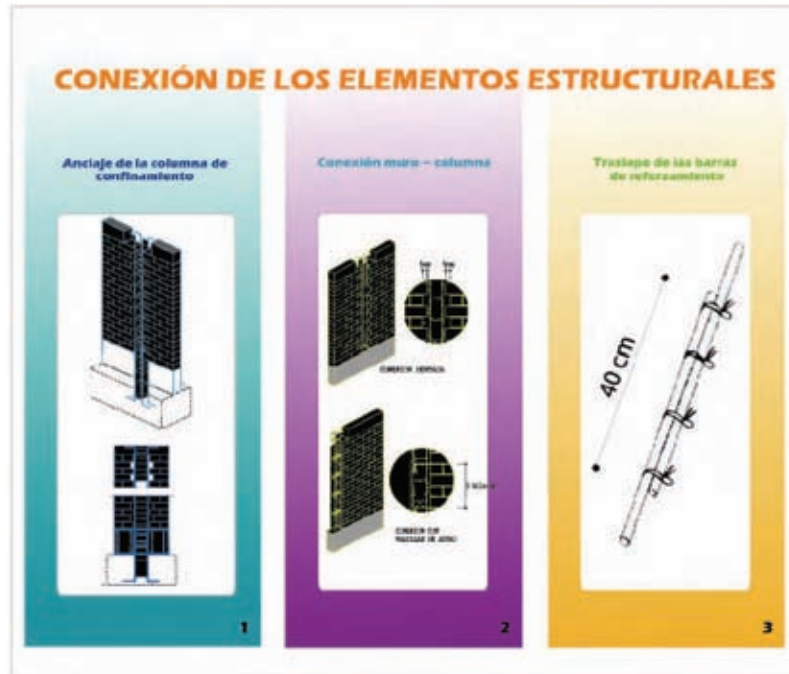
Appendix 6-1

PANELS-1



Appendix 6-2

PANELS – 2



Appendix 7

THEATER SCRIPT

(The story of the little village that learned to live better)

Author, Music and Direction: Jorge Corzzo.

(The story is set in a little villaje with adobe and cana homes. Actors enter one by one...)

ACTOR 1.- Hello. I am Jorge and I am going to present you...

ACTOR 2.- (ENTERING) Hang on a moment, “What do you mean by “I am going to present you”? ...

ACTOR 1.- Well, as I was on my own...

ACTOR 2.- We are going to present you... But before, let me introduce myself. I am Gino.

ACTOR 1.- Right. Now...

ACTRESS 3.- (TALKING TO THE PUBLIC) Hello, How are you my dear people? (Send kisses)
I am Gisella.

ACTOR 1.- I thought you would not make it.

ACTRESS 3.- The car broke down and...

ACTOR 2.- Right, it does not matter.

ACTOR 4.- Hello guys. (TO THE PUBLIC) Good night to everyone. I greeted you and now I leave. (ABOUT TO LEAVE)

ACTOR 1.- Hey!, Where are you going?

ACTOR 4.- Going home.

ACTOR 2.- You cannot go.

ACTOR 4.- Why not?

ACTRESS 3.- Because before we have to...

ACTOR 5.- (ENTERS RUNNING) Excuse me... Excuse me... Here I am! You cannot start without me.

ACTOR 1.- Look when you are coming!

ACTRESS 5.- Actually...

ACTOR 4.- You better say hello and stop talking.

ACTOR 5.- (START SHAKING HANDS WITH THE OTHERS) Hi, how are you doing?...

ACTOR 4.- Not to us! I mean say hello to people.

ACTOR 5.- I see! Good afternoon ladies and gentlemen.

ACTOR 1.- Now that we all are here, let's talk about something very important...

ACTRESS 3.- Something you must get to know. .

ACTOR 4.- That is why we have come to...

ACTOR 5.- That is right. (TO THE OTHERS) What have we come for?

EVERYONE.- Uh!

ACTOR 1.- What we are going to tell you...

ACTOR 5.- I see! Are we going to tell them a story? Cinderella for sure.

ACTOR 2.- No.

ACTOR 5.- Snow White and the Seven Dwarfs.

ACTOR 4.- No!

ACTOR 5.- Little Red Riding Hood then.

ACTRESS 3.- No!

ACTOR 4.- Daft!

ACTOR 5.- I know! The story of the Daft One! (THINKING) Hey, I have not heard of that one...

ACTOR 4.- No! You are the daft one.

ACTOR 5.- Pardon?, (TALKING TO THE PUBLIC) Is it me or are you actually calling me names? (PEOPLE FROM THE PUBLIC ANSWERS) Listen, you are nobody to call me names or to...

ACTOR 4.- Yes you are daft and on top of that unpunctual... (They both argue with each other)

ACTOR 1.- Please stop fighting, what are people going to think of us...?

ACTOR 5.- But why are we actually fighting? Indeed here the only daft and unpunctual man is ...

ACTOR 1.- Pardon? (Actor 5 is scared and goes hiding).

ACTOR 4.- You see? He is daft...

ACTOR 5.- Excuse me? You will see now... (They argue again among themselves)

ACTOR 1.- Stop it! How embarrassing! What our friends are going to think? Apologise!

ACTOR 4.- You are right. Sorry friends.

ACTOR 5.- We are very sorry for this embarrassing incident.

ACTOR 1.- Now you make it up and give him your hand to him to shake hands.

ACTOR 5.- Pardon? But if I give him my hand I will end up losing it. Actually I cannot take my hand out, and...

ACTOR 4.- No! what I mean is to shake hands to make it up.

ACTOR 5.- I see as friends, right? Friends?

ACTOR 4.- Friends now! (Shake hands and hug each other)

ACTOR 1.- Great! Now that we are at peace, let's talk on how to live better in safer and more resistant homes. So we are going to tell you the story of what happened in a little village called "Purucutín". There lived a group of animals...

ACTOR 2.- And what happened then?

ACTOR 1.- You'll see... But before that I will tell you what characters you will be playing... Let's see... (TO ACTOR 2) You will be Mr Cat.

ACTOR 2.- That is all right. (TRIES HIS NOSE AND EARS).

ACTOR 5.- (MOCKS AT HIM) Ha, ha! He is going to be a cat!

ACTOR 1.- You Gisella will be Mrs Hen.

ACTRESS 3.- Oh how sweet! (TRIES ON BEAK AND HEAD).

ACTOR 5.- (MOCKING AT HER) You a hen? (LAUGHING)

ACTOR 1.- (TO ACTOR 4) And you will be a little pig...

ACTOR 4.- How funny! (TRIES NOSE AND EARS)

ACTOR 5.- (LAUGHING) A skinny and short pig!

ACTOR 1.- (TO ACTOR 5) You will be a dog!

ACTOR 5.- (STOP LAUGHING) What? If you are going to insult me, you better watch out...

ACTOR 1.- Don't be silly! You will be Cucho the dog.

ACTOR 5.- Uh! (TRIES NOSE AND EARS).

ACTOR 1.- Now my turn. Do you want to know my character? Wait to see! Now let's start with the story and see what the people from Purucutín learned. (LEAVES. MUSIC STARTS PLAYING. CHARACTERS START SHOWING UP)

CAT.- (ARRIVING WITH A NEWSPAPER IN HIS HAND) Uh! (READING) "Vedette wants to be a nun..." They do everything to catch people's attention!...

DOG.- How is my friend Nacho!

CAT.- Very well my good neighbour Cucho.

DOG.- Let's meet later to play a match.

CAT.- Surely so friend. (THEN ARRIVES THE HEN).

CAT.- How are you doing Mr Clotilde?

HEN.- Very well Mr Nacho, and you Cucho?

DOG.- Very well, you know that I am short of patience.

(ENTERS THE LITTLE PIG)

LITTLE PIG.- Good morning Mrs Clotilde.

HEN.- Good morning young man.

LITTLE PIG.- Good morning, don Cucho.

DOG.- How are you doing boy?

LITTLE PIG.- Good morning Don Nacho. How are you?

CAT.- Very well. Thanks. (THEN GO INTO THEIR HOMES)

LITTLE PIG.- We all live quiet lives without major problems... (SINGING).
(GO INTO HIS HOME)

(THEY ALL GET ALONG WITH EACH OTHER, BUT A SINISTER SHADOW WAS THREATENING THE VILLAGE... THIS IS AN EVIL WITCH...)

WITCH.- (CUCKLING) I am the witch Maruja... crueller than a sting and I have come to spoil it all... In this village everyone gets on well with each other, they are friendly and good neighbours... But I will make them fight with each other... I am very bad, right? (LAUGHS). With my spells they will not be friends anymore...“Piquiti pow... piquitin read... friends fight... (MAGICAL EFFECT) Now I will have fun seeing them fighting...” (SHE GOES CUCKLING)

SCENE II

THEN WHEN THE DOG WAS READING A NEWSPAPER, THE LITTLE PIG PASSES BY AND SLIPS ON A BANANA SKIN THAT THE DOG HAD LEFT AND SO FALLS OFF

LITTLE PIG.- Auch!

DOG.- (LAUGHS)

LITTLE PIG.- Gosh, who threw this skin here? This should be put in the bin!

DOG.- The little pig fell off! (LAUGHING)

LITTLE PIG.- That is not funny! (UPSET)

DOG.- I think it is, it was really funny seeing you falling off. (LAUGHS)

LITTLE PIG.- So it was you who threw the skin!

DOG.- You know something? Leave me alone! (HE GOES INDOORS AND CLOSED THE DOOR)

LITTLE PIG.- **How rude!** (GOES INDOORS. THEN MRS HEN IS COMING WITH HER SHOPPING AND STEPS ON THE CAT WHO WAS READING A BOOK)

HEN.- Auch!

CAT.- Auch!, Watch your way!

HEN.- You should mind your way!

CAT.- I felt I was ran over by a tank!

HEN.- Hey!, How do you dare?, Smelly cat!

CAT.- Do you think that because you are a woman I have to put up with you?

HEN.- Don't upset me or I will peak you. (PICK UP HER BAGS AND GOES INDOORS)

CAT.- Bah! Crazy hen! (LAUGHS AND KEEP COMING READING ITS BOOK)

SCENE III

MEANWHILE THE WITCH...

WITCH.- (CUCKLING) Everything has worked out perfectly. The good friends and neighbours are fighting now... and soon they will get a nice surprise... (SINGS)

SCENE IV

SO...

CAT.- (OPENS HIS HOUSE DOOR AND DUMPS GARBAGE AT THE DOG'S DOOR. THEN HE GOES BACK INDOORS MAKING SURE NOBODY HAS SEEN HIM.

DOG.- (OPENS HIS FRONT DOOR AND SEES THE GARBAGE) What?, Who has dumped rubbish at my door? Could it be the cat? O that old hen? Or that pig? Great! (GOES INDOORS, TAKES THE BROOMSTICK AND PUSHES THE RUBBISH TOWARDS THE LITTLE PIG'S DOOR, MAKING SURE THAT NOBODY SEES HIM. LATER THE LITTLE PIG GOES SHOPPING).

LITTLE PIG.- I am going to buy some sugar... but what is this? Who is the... pig who dumped rubbish at my door? Hmm ((HE GOES INDOORS, TAKES THE BROMSTICK AND SWEEPS THE RUBBISH TOWARDS THE HEN'S HOUSE. THEN LOOKS EVERYWHERE AND GOES INDOORS)

HEN.- (LEAVING HER HOUSE) (SINGING A SONG THEN REALISES ABOUT THE GARBAGE) What is this?, Who dares to dump the garbage here? You can't leave in peace here... these people are jeaolous of me... (LOOKS AROUND) Who could it be? They are all the same! (SHE TAKES HER BROOMSTICK AND PUSHES THE RUBBISH AT THE CAT'S DOOR) There it is better. (SHE GOES INDOORS)

CAT.- (GOING OUT) What? So that stroppy dog has dumped here the rubbish. Now you will see... (GETS HIS BROOMSTICK...)

DOG.- (OPENS HIS DOOR AND CATCHES THE CAT RED HANDED) Aha! So it was you! (GETS HIS BROOMSTICK AND PUSHES THE RUBBISH TOWARDS THE CAT. THEN THE PIC COMES OUT).

LITTLE PIG- What do you think you are doing?, Now you will see! (SWEEPS ON BOTH SIDES. THEN APPEARS THE HEN WHO WHEN SEEING THE THREE)

HEN.- Aha!, You are the dirty ones who are throwing rubbish at my door! (SWEEPS TOWARD THEM. AND THEN ALL STARTED FIGHTING WITH THE BROOMSTICKS AND THE RUBBISH. THEN THEY DROPPED THE BROOMSTICKS AND STARTED FIGHTING, FINALLY THEY ALL ARE BRUISED AND GO INDOORS STUMBLING)

SCENE V
(WITCH TURNS UP...)

WITCH.- Well, well...Or should I say very bad instead? (CUCLKING). Now comes the best part. Do you wanna see what I am going to do now? Yes? Cheeky! I will make these silly people believe I will cause an earthquake and I will tear down their houses. (CACCLKING)

“Piquiti pow... Piquiti Maigan... Tear down their homes...” (MAGIC SOUND. THEN EARTQUAKE SOUND PLAYS AND HOUSES FALL DOWN) (ALL PEOPLE LEAVE THEIR HOMES RUNNING)

CAT.- Oh my house...!

DOG.- My house pulled down...

LITTLE PIG.- What am I going to do now?...

HEN.- Disaster!

EVERYONE.- Oh my house...!

WITCH.- That is it you daft people!

EVERYONE.- A witch!

WITCH.- Yes. I caused you to fight each other and now I have destroyed your homes. (CUCKLING)

HEN.- And now what will we do? We are in the witch's hands...

DOG.- How will we free from her? (THINKING) Wait a moment. I do not understand it. Here there is something tricky. Mrs Witch. Let me tell you that you could not have caused the earthquake nor all this chaos. It has not been scientifically proved that a witch could cause earthquakes or all this chaos.

WITCH.- But this is a story! And in a story everything is possible. (CUCKLING)

DOG.- Oh no! We are in big trouble

LITTLE PIG.- I have to think quick. ... What will stop a witch?

CAT.- (THINKING) I've got it! (EVERYBODY) You guys distract her. I'll be back. Cover me up. (GOES INDOORS WITHOUT LETTING THE WITCH NOTICE)

LITTLE PIG.- Mrs Witch... what are you going to do with us now?

WITCH.- I can make a delicious salame of you. (CUCKLING)

LITTLE PIG.- Oooh!

DOG.- Mrs witch have mercy on us.

WITCH.- Shut up! I will make saucy sausages of you. (DOG FRIGTHENS)

HEN.- Ugly and abusive witch! Fight with someone of your kind.

WITCH.- Keep quiet crazy hen. I will make a delicious chicken soup out of you. I am fed up with all of you, I will make you statues (CUCKLING)

DOG.- No, Please no, don't do that to us.

HEN.- If you do that I will end up laying stone eggs...

WITCH.- Bah! Shut up you daft guys. You'll see now...
(THEN THE CAT COMES WITH A PAL OF WATER AND THROWS IT AT THE WITCH. SHE SCREAMS AND DISSAPEARS) Ouch!!!

EVERYBODY.- She is gone!, hooray!

LITTLE PIG.- What did you throw at her Mr Cat?

CAT.- I remembered a story that said that water was bad for witches... and it worked!

EVERYBODY.- Hooray... bravo... hooray!

DOG.- Well, not that the threat is gone, I must apologize to everyone.

HEN.- Me too.

LITTLE PIG.- So do I.

CAT.- We all were influenced by that witch. Now... friends again?

EVERYBODY.- Yes, friends!

HEN.- We\will have to build our homes again.

CAT.- That is not a problem.*

LITTLE PIG.- Actually, the other day I saw that in the square people were giving information on the "Minimum requirements to build safe homes" ... but as I was in a hurry I didn't ask anything. It is called safer homes ...

DOG.- Safer homes? Bah! This must be a story.

HEN.- You are right don Nacho. They surely want our money.

CAT.- We better do our homes by ourselves. This way we save money.*

LITTLE PIG.- Houses can actually pull down with any minor earthquake as the materials used are not the right ones.

DOG.- I tell you this is a story. Did you not build a house of bricks? Did it not fall in the end?

LITTLE PIG.- Actually...!

HEN.- (INTERRUPTING HIM) That's it. We will do our homes and end of the story. I will build a beautiful straw house. (LEAVING)

DOG.- Mine will be of timber.

CAT.- I will build it again of *adobe*. (EVERYBODY LEAVES BUT THE LITTLE PIG)

LITTLE PIG.- All right!, but I will ask advice from "Safer homes" and ask them why is it that my house collapsed despite being built of bricks?... I'll go righth now. (HE LEAVES) THE LITTLE PIG MEETS THE MASCOT AND RECEIVES A LEAFLET. THE MASCOT MIMICS EXPLAINING HIM ABOUT THE PROGRAMME)

ACTOR 1.- So they all built their homes as before.

SCENE VI

AND DAYS LATER...

(EVERYONE BUILT WITH THE SAME KIND OF MATERIALS, BUT THE LITTLE PIG WHO BUILT WITH STRONGER MATERIALS) BUT THEY DID NOT NOTICE THAT AN EVIL WOLF WAS ROAMING NEARBY...

WOLF.- I like this place... It is easy to break in the houses here... as I did in the other village. There I had to run away because people wanted to beat me... But before that I torn down their homes with a strong blow. (LAUGHS) (SONG)

(SEE THE CAT LEAVING) Just what I expected... There goes a cat... I will wait until he goes and then I will break in the homes... (LAUGHS) (THE CAT GOES AWAY) Here I go! (HE BREAKS IN THE CAT'S HOUSE AND TAKES A PACK) Tasty chicken! (LEAVES RUNNING)

CAT.- (COMING BACK HOME) This is strange... I don't remember having left the door opened. ... (GOES INDOORS AND THEN SCREAMS) I have been robbed!

SCENE VII

ANOTHER DAY...

WOLF.- There goes that dirty dog...

(DOG LEAVES) Here I go...! (GOES IN THE HOUSE AND LEAVES WITH A PACK) Delicious meat...! (LEAVES IN A HURRY. THEN THE DOG COMES BACK)

DOG.- Wow! I forgot to close the door!... (GOES INDOOR AND THEN SCREAMS) I have been robbed!

SCENE VIII

ANOTHER DAY...

HEN.- I need to buy detergent... (GOES SHOPPING)

WOLF.- (SHOWING UP) Finally she left. Here I go... (GOES INDOORS AND LEAVES WITH A PACK) Aha!

HEN.- (COMING BACK HOME) Terrible! Prices are so high! (GOES INDOORS AND THEN SCREAMS) My eggs have been robbed!

SCENE IX

WOLF.- That piggy's home is much stronger... But I will make it... There is nothing impossible for me... Surely he will go out to buy a newspaper as usual and then I will break in... (LAUGHING) There he goes...

LITTLE PIG.- Let's see what it is in the news and then I will make the crossword... (LEAVES)

WOLF.- Here I go!... (COMES TO THE HOUSE AND TRIES HARD TO OPEN THE DOOR, BUT FINALLY HE DOES AND GOES IN. JUST AT THAT MOMENT THE LITTLE PIG COMES BACK...)

LITTLE PIG.- (READING) "The 3 little pigs travel to Hollywood to film their biography (THEN HE MET THE WOLF LEAVING HIS HOME) A wolf! A wolf! People come out... here I have the thief!

WOLF.- (GRABS HIM BY THE ARM AND COVERS HIS MOUTH) Keep quiet!

LITTLE PIG.- I got him!, I got him! Come here, hurry up!

WOLF.- I should better go... (LEAVES THE LITTLE PIG AND RUNS AWAY)

EVERYBODY.- (SHOWING UP) Where?..., Where is he?...

LITTLE PIG.- There he goes running!

EVERYBODY.- Let's catch him... (RUN AFTER HIM. THE WOLF RUNS FASTER THOUGH. THEY RETURN TO THE VILLAGE)

CAT.- The wolf needs to learn a lesson.

DOG.- No, he cannot get away with it...!

HEN.- If I catch him I will peak him badly!

LITTLE PIG.- We must be alert to see when he comes back... (GO INDOORS)

WOLF.- (COMING BACK) So you are conspiring against me, right? Now you will see: Listen! I will blow and blow again so strongly that your houses will fall down!

EVERYONE.- You won't make it!

WOLF.- You'll see now (THE WOLF BREATHES IN AND THEN OUT SO STRONGLY THAT ALL HOUSES FALL DOWN BUT THE LITTLE PIG'S) Ha, ha! Don't you dare to come near me because with a strong blow I'll send you somewhere else!

(HE DID NOT REALICE THOUGH THAT THE LITTLE PIG IS BEHIND HIM IN DISGUISE AND CARRYING A HONEYCOMB AND GIVES IT TO HIM)

LITTLE PIG.- A parcel for Mr Wolf...

WOLF.- Uh! For me? It should be from my auntie Big Wolf... (WHEN HE TRIES TO OPEN THE PARCEL, THE BEES COME OUT AND START STINGING HIM)

LITTLE PIG.- See the wolf running...!

HEN.- It serves him well for everything he made to us.

CAT.- He stole us and he torn down our homes...

DOG.- We will have to rebuild them. But your house did not fall down!

LITTLE PIG.- That is true, it is because I asked for advice. Do you remember that last week I told you about “Safer homes”? Well I went to talk with people there and they explained me everything about building a safe and formal house.

CAT.- Formal? What is that?

LITTLE PIG.- Yes, formal house means that before start building you should apply for the building licence before the district municipality, that way you will comply with the legal requirements to secure your property.

DOG.- And how could I have a safe home?

LITTLE PIG.- First you need to have a plan of your future house made by an engineer with the minimum requirements.

CAT.- Minimum requirements? How do you eat that?

LITTLE PIG.- (LAUGHING) Well, when we talk about minimum requirements it means good quality materials.

HEN- I see, that is all.

LITTLE PIG.- No, it is also important that the columns and beams be joint to be earthquake resistant.

CAT- Wow! You learned all that.

LITTLE PIG.- Of course, and also that the columns and beams and all the house structure should have a proportional measure. For example, the wooden house fell because it did not have a support to stand in case of an earthquake. The straw houses lack that too. The *adobe* one got cracked.

CAT.- Then, is it not advisable to build my house of *adobe*?

LITTLE PIG.- Indeed, but this should be “strengthened *adobe*” which is more resistant.

HEN.- Little pig, clarify something for me. If your house was made of bricks, why did it fall down?

LITTLE PIG.- My old house fell because it did not have columns or beams. The current one does have those now. (HE POINTS OUT AT THE COLUMNS AND BEAMS IN HIS HOUSE)

DOG.- Then I am going to build my house right now.

EVERYBODY.- Me too.

LITTLE PIG.- But don't do it yourselves, hire or speak to an expert and make sure that the builder builds according to the standards.

DOG.- That sounds good to me. I want to join it.

HEN.- and how much does it cost?

LITTLE PIG.- Nothing, it is free. You only have to join "Bond 6000"

CAT.- And what is "Bond 6000"?

LITTLE PIG.- "Bond 6000" is the government's funding programme.

DOG.- How do I get that funding?

LITTLE PIG.- Very easy. You just have to sign up with the district municipality.

<

HEN.- Great! Finally I will have a safer home.

CAT.- Then, why don't we go to "Safer Homes" to get advice and so have safer and more resistant homes?

LITTLE PIG.- I'll come with you. Actually if we all stand united and share things, we will have a better world. After all everything is possible with "The power of friendship" (SONG) (THEY LEAVE AND THEN SHOW UP AGAIN)

LITTLE PIG.- **Let's go there then.**

EVERYBODY.- Let's go!

(THEN THEY DROPPED BY THE BOOTH AND THE MASCOT INFORMED THEM ON THE SAFER HOUSE PROGRAMME)

ACTOR 1.- This way people learned to build their homes after the advise given and meeting the 3 minimum requirements: selection of quality materials, connexion of the house's structures and dimension of the house's structures.

ACTOR 2.- As a matter of fact from now on you have the chance to live safer.

ACTRESS 3.- **Now that you and your family are better informed, you can leave in peace.**

ACTOR 4.- Affordable and in the most convenient place.

ACTOR 5.- We invite you to come, share and learn on how to have a "Safer home".

END OF THE PLAY

SAFER HOUSES”

STARRING:

CHARACTERS

1. ACTOR 1 → WITCH - WOLF : Jorge Corzzo
2. ACTOR 2 → CAT : Gino Gómez.
3. ACTOR 3 → HEN : Gisella León.
4. ACTOR 4 → LITTLE PIG : Abner Aguilar.
5. ACTOR 5 → DOG : Alland Cruz Condezo.

Script, music and direction: Jorge Corzzo.

Group’s Coordinator: Alland Cruz Condezo

Appendix 8

Script of Video “My safe house”

Produced by: FRANCISCO ZACARIAS

Videos	AUDIO
1- Fade In, appears shots of earthquakes	<i>(impact music and then goes to background)</i> Earthquakes... We live in through of them, nobody knows when they come, your intensity, nor duration. Housing weaks... Cause destruction and death. We can't avoid the earthquakess, but we can avoid death and destruction cause for housings landslide... ¿ Can it be built more safe houses? ¿What can we do to make more safe houses?
2-Scenes of total collapse:	
3-Scenes of shacking table video	The Study team of Japan International Cooperation Agency JICA and Adventist Development and Relief Agency ADRA PERU, present:
4- Appeared little logos of JICA, ADRA PERÚ and then they dissolve in the screen.	THE IMPORTANCE OF A MORE SAFE HOUSE
5-Title: Present	
6-Title: THE IMPORTANCE OF A MORE SAFE HOUSE ©	August the 15 th of 2007, a devastating earthquake of 7.9 degree of magnitude of moment, flogged the South zone of the country, to been the people more affected: Ica, Pisco y Chincha. According to the last report of at National Institute of civil defense, the earthquake caused in these zones 363,841 victims, 157,369 affected, 132 wounded, 584 dead, 43,388 destroyed housing, 35,519 unlivable housing y 31,966 affected housing.
8- Appeared: This video was posible thanks the colaboration oft Mie University of Japan, Building Research Institute – BRI, National Research Institute for Earth Science and Disaster Prevention (NIED), and The Study Team of JICA, who kyndly gave the imagines contained in this video .	The majority of these housing were in rubble because the people responsible of construct then, haven't the basic knowledge to make a house safe.
9-Fade in, shots of earthquakes in 2007. Various scenes of destruction in Pisco and Chincha.	The Minimum requeriments, developed by the Study team of JICA, are basics and necessities to the construction of a more house safe. These requeriments are divided in 3 parts: Quality of the materials, dimension of the structural elements and connection of structural elements. In the case of big earthquake, the compliance of these minimum requeriments, allow us to have more safe house to preserve the life of their inhabitants.
10-Efect to scenes of destroyed housing in	

earthquakes of 2007

Subsequently we will appreciate some mock trials seismic in table shaking. The goal in these tests is note the behavior of diferents types construction in mansory, around the world. In this experiment, at University Mie from Japan and at Building Research Institute, proves the seismic resistence of structures, creating the movements that a housing suffers during a earthquake.

The structure to be evaluated in this test, is a construction of simple mansory, a weak structure without columns and beams ... Like some housing in Ica.

(music rises and then goes to background)

Appears posters draws of JICA STUDY TEAM

We can appreciate how begins appearing gashes in the windows, producing fail diagonals, paralyzes through a extreme and finalment the ceiling down.

(music rises and then goes to background)

We return appreciate from another angle, are evident the lacks of columns and beams in this construction.

(music rises and then goes to background)

In this frontal view are distinguished clearly the fails in the superior and lower part of the door.

(music rises and then goes to background)

Now, we'll analyze some shots of this test. It Can be see a fail produced through of the vertical join between the bricks.

11- Shots of shacking table video.

Here we can see a diagonal fail in the window's area. The doors and the windows are holes in the bricks' wall, and their coners are more sensitive during a earthquake. Is in it where begins the cracks and depending of the earthquake's magnitude, this cracks could causing the cave in wall of and house. In conclusion, every window and door must be reinforced with columns .

In this image we found that later of the earthquake the brick stay separated of wall , the vertical and horizontal joints have failed, weakening the wall.

(music, rises and then goes to background)

Now in this simulation we can see a reproduction of the earthquake characteristics of August the 15th of 2007 in Ica Perú, about a bad bricklaying confined, because it has columns and thin beams, that with the movements they break and down in pieces of them.

Followly, we appreciate other test with 2 buildings. One of the models is build of simple bricklaying confined. Without any type of resistance: basement, columns without beams; and another is a version of bricklaying reforced.

Now this 2 structures are submitted to movements

and confront the force of an earthquake. During this vibration begins to appear gashes in the construction of simple bricklaying, the increment of the vibration causes the destruction.

Nevertheless, the model of bricklaying reinforced, with elements of seismic resistance, shows smaller damages or without damage and it is maintained in position while that another it is found destroyed.

Now, we learn a little about the minimum requirements to more housing safe. How we said before, they are divided in 3 groups:

First: The quality of the materials, this refers to the characteristics that wood must have, the steel rods, the brick, the water, the cement, the sand and the stone; too is considered the mix of concrete to a good stem wall, columns, beams sleeper and ceiling lightened, the mix of mortar to walls and the foundation mix to a good base.

Second: The dimension of the structure elements consider the minimum sizes that the principal elements must have how the foundation, the column of confinement, confined wall and beams sleeper.

And third: The connection of the structure elements that consider the adequate union between every one of the principal elements: The union column – beam, the union wall – column, the union of the rods of steel between them and the union between the mortar and the bricks when build the wall.

The earthquake of August the 15th of 2007, leaves us a clearly teaching: Is necessary promoting a culture of mitigation based in resistant constructions.

When you'll build a house, remember... Don't take risks in your economize security, invest in the beam and column reinforces. This elements of seismic resistance will help to your house don't be collapse.

Build with security... protect your family, refors your housing and protect your life.

(impact music and then goes to background)

12- Collage to various photos of the test.

13- Dissolve to photo CIMG0074.JPG

14- Insert material provided by Kobayashi MIE University

10-Fade In, various shots of shaking table test

15- Effect to shots of shaking tables.

16- Effect to shots of poster of JICA STUDY TEAM.

17- Effects to shots of destruction of earthquakes in 2007.

32- Appered logos:

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**Dissemination of Government Programs of
Support Housing Reconstruction**

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CHAPTER 1 BACKGROUND AND OBJECTIVES OF THE PILOT PROJECT 3

After the Stakeholder Survey conducted in April of 2008 by the JICA Study Team, it was revealed that many earthquake victims of August 15, 2007 have not received the government “BONO 6000” assistance grant designed to meet their immediate needs. This survey also discovered that, although most of the earthquake victims know about the BONO, they also know the difficulties in applying for BONO 6000. The survey revealed the reasons for difficulties are related to their socio-economic conditions and are deeply associated to the problem. They are basically casual/daily laborers working in farms and agro processing factories with a monthly income around S/511 or USD 170. It is difficult for them to spare some days and income to visit the municipality office to apply for BONO. It was also found in the survey that offices of the municipality responsible for processing BONO were overwhelmed by the numbers of applications of BONO of earthquake victims that it makes the process much lengthy and tedious for both applicants and the officials. Some families sent female family members to the municipality to take care of the application process, but the cost of transport, uncertain situation of the procedure and, in most cases, having to take care of small children, was a tremendous burden for them. Hence, the affected population pointed out the great need for assistance in the BONO application processing.

In the Interim Report prepared by JICA Study Team, it was also pointed out that there is a need to educate the earthquake victims and bring awareness to the process of the government’s reconstruction assistance to the affected population, in order to facilitate the early reconstruction. Some victims did not know the process of the application of BONO and were consequently discouraged to apply for it.

From those findings, JICA Study Team has proposed an outreach type pilot project to inform the earthquake affected population of the government assistance schemes in order to facilitate the application process of BONO 6000 and provide necessary information on reconstruction. Information campaign by Mobile Booth to disseminate the information on the government assistance to the reconstruction was conceived.

After the start of preparations for the Pilot Project, the Study Team conducted a follow-up survey on the situation of the BONO disbursement in August 2008 and found out that BONO application process has been completed and most of the applications were under process. From these findings, the contents of the information campaign by the Mobile Booth were modified. It was decided that, instead of providing information about BONO 6000, it would benefit the affected population to learn of other housing construction/reconstruction assistance programs, and one such programs is the Techo Propio program. Techo Propio was brought to the attention of the affected population, and those with land title can link BONO 6000 with the Techo Propio program to housing construction/reconstruction. In line

with introducing the assistance program, the Pilot Project would encourage the people to make an effort to have their land title registered.

It was in the light of this situation that JICA Study Team started the projects to assist in the reconstruction of the South, providing information to the affected population. Two objectives were outlined in the Interim Report for the Pilot Project to disseminate the government programs to support housing reconstruction of the earthquake victims:

1. To accelerate the communities' understanding of the ways of accessing the subsidy system in the project sites; and
2. To improve the capacity of local administration.

The Pilot Project was implemented by ADRA PERU between August and November of 2008.

CHAPTER 2 DESCRIPTION OF THE PROJECT

2.1. Location of Implementation

The Pilot Project sites are the districts of Pueblo Nuevo, Independencia and La Tinguña. (See Appendix 1, 2 and 3) Pueblo Nuevo is considered as one of the districts with severe damage caused by the earthquake. According to government records, 55,176 houses were destroyed. Most of the population lives in the urban area, and is engaged in agriculture and commerce. Pisco also has a considerable number of destroyed houses (12,079), with a population whose economy is based on agriculture and with a high level of poverty. The district of Tinguña is located in the province of Ica with 32,662 destroyed houses, and its population works mainly in the agricultural sector and there is a presence of high level of poverty.



Figure 2.1 Map of Pueblo Nuevo, Independencia and La Tinguña



Photo: Families whose houses were destroyed living in quincha (mat) houses (Pueblo Nuevo, August 2008)

2.2. Project Components

The project was executed in two stages:

2.2.1. First Stage - Preparation

The following activities were conducted in this stage:

- Agreement was signed between JICA Study Team and ADRA PERU for the project implementation.
- Prepared documents for the project designs and for its implementation (Work Plan, Organization Chart, Visit plans).
- Design and prepare the material to be used in the customized advice (Facilitator's Manual, posters, information kit).
- Design and description of the project mascot.

2.2.2. Second Stage - Implementation

Activities to provide information and advice were carried out in the three districts mentioned earlier.

(1) Components of Project

Work Plan was prepared which indicates the goals of the project. This work plan permits all the technical team members to carry out programmed activities in the given time according to the processes indicated in the work plan. (See Appendix 4)

(2) Selection of the Technical Team

Once the agreement was signed between JICA Study Team and ADRA PERU, the Project Coordinator who is responsible for the project implementation prepared the project document and selected the Technical Team to implement the project.



Photo: The Technical Team

(3) Organization of Technical Team

In order to implement the project, Technical Team was organized. (See Appendix 5 for the functions of each member of the Technical Team)

(4) Coordination Meetings with Municipal Authorities

After forming the technical team, the team held coordination meetings with municipal authorities of the districts in order to know the geographic situation, population density, socio-economic situation of communities of intervention and to set the date to visit communities for making the visit plan.

In August, visit was made to District of Pueblo Nuevo. There team members met the representative of the District Council and discussed the routes of access to communities and collected important district information. In Independencia, the Technical Team had a meeting with a Civil Defense representative of the District Council who gave the district's village situations. In the District of La Tinguina, the technical team met with the district council representative who gave important information having previously visited the main villages. This meeting was carried out until October of 2008.

(5) Visit to the Intervention Area

Visits to the areas of intervention where projects are programmed were made in order to know the characteristics of each village. The Team made arrangements with representatives and officers of Public Works section of each district, the district councils of Independencia and La Tinguina and with the chief of Civil Defense of Pueblo Nuevo. After this, the Team visited all the most affected villages which needed to be helped by the project, accompanied by a representative of each district council.

In August, the first visit to Pueblo Nuevo was carried out and the technical team was guided by a district engineer through the villages of the district. In Independencia, the first visit was also made in August with the guidance of the chief of Civil Defense of the district. In La Tinguina, the head of the District Council guided the technical team through all villages of the District. This activity was carried out during October of 2008.

(6) Technical Team Training

Trainings for the technical team were programmed due to the need of the technical team to know about the different legal mechanisms that the Government used to speed up the reconstruction process and to strengthen its capacities to work as a team. Two training sessions were conducted to increase the capacity of the Team.

a. First Training

In this training, the technical team was trained by public officials of the MVCS, COFOPRI and SENCICO, in coordination with JICA Study Team. These trainings were carried out in Ica, because the headquarters of these institutions were located there. Taking into consideration the kind and amount of information to be acquired, it was decided that two days was necessary for the training.

Training-First day

On the first day, the JICA Study Team presented a general outlook of the reconstruction in the area and the objectives of the Pilot Projects of reconstruction with earthquake-safer housing in the affected areas. These pilot projects which are going to be implemented in the area of the earthquake are identified as Pilot Projects 1, 2 and 3.

Subsequently, of the MVCS-presented reconstruction approaches of the areas damaged by the earthquake, aspects of access to the housing subsidies, use and limitations for the housing subsidies for earthquake victims were explained. Other topics discussed were the role of governmental and private agencies in the reconstruction of houses damaged by the earthquake and the general view of the process of the house reconstruction, subsidies and loans provided by MVCS. Also, a representative of COFOPRI described the role and functions of COFOPRI in property registration, mechanism of the land registration and the role of local governments, and COFOPRI achievements in the area affected by the earthquake.

Training-Second day

The second day of training, a district engineer of Tinguíña and the chief of Civil Defense of the District Council, Independencia, gave a situationer on the damage caused by the earthquake in districts, the progress of the reconstruction and the actions taken; the trainees were also informed about the process to obtain the certificate of property and the license for minor works.

Then, a representative of BANMAT presented the processes to obtain the reconstruction grant BONO 6000, the appropriate way to use the BANMAT card and main doubts that the population have about it. Following this talk is a representative of FONDO MI VIVIENDA who spoke about the Techo Propio program: its modalities and the authorized form to tie the BONO 6000 with this program.

In other sessions, engineers from JICA Study Team of Pilot Project 1 explained about the basic mechanisms of earthquakes and the minimum requirements for the construction of safer housing.

Finally the technical team of both Pilot Projects 2.2 and 3 were told about the method to be used in the implementation of the projects.

b. Second Training

The technical team members of ADRA PERU were trained in the technical aspect of construction and how to work as a team in order to improve their abilities in the interest of assisting the population.



Photo: Technical team participating in the training organized by MVCS Ica, August 2008.



Photo: JICA Study Team member (center) participating in training on group work. Lima, September 2008

(7) Description of the Facilitator's Manual

The facilitator's manual was made in order to clear some doubts which could appear in the daily consultation work. The pieces of advice given, which has three main topics, are contained in this manual. MVCS verified the manual content and approved the advice. (See appendix 6).

For its contents, information on the three topics were collected and combined with the information given in the training with the representatives of the MVCS, COFOPRI and SENCICO. Then this information was consolidated and some points which can be useful for daily consultation in the work of customized advice were selected.



Photo: The Instructor's Manual, September 2008

(8) Description of the Information Kit

To improve the quality of information to be given to the population and assure its use and sharing the information with other people who could not receive information provided by the technical team, an information kit which contains information about the three major topics was provided. (See Appendix 7)

In this material, the population can review the requirements needed to apply Techo Propio, the process to obtain land title, and minimum requirements to build a safer housing.

In the design of this material, the character of the target population and its capacity were taken into consideration. Regarding the contents, easy words were used. In this way every person can understand it.

A draft was submitted to the MVCS to revise its content and make its information valid. After the approval of this material they were printed and given to beneficiaries. There were 10 manuals in A4 format, in full colors.



Photo: Information Kit Given to Kiosk Visitors (September 2008)

(9) Construction of the Information Mobile Kiosk

This booth was built with the purpose of offering assistance to the population. It was designed taking into account color and shape to catch the attention of people and transportability for easy and quick installation and dismantling as the team moves from location to location. (See Appendix 8)

Before the start of design and construction of the booth, a study was made of the different types of booths used by some companies for the exhibition of their products and services. From the study, it was identified that booths used by mobile phone companies have a design that is eye-catching and, at the same time, serving its purpose.



Photo: Adhesive vinyl put in front of the kiosk. September

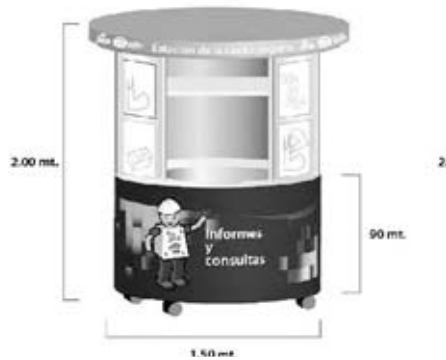


Photo: Kiosk design. August 2008



Photo: Production of Kiosk, August 2008

(10) Posters

Posters were designed for the purpose of inviting the population to visit the Mobile Booth on the day of visit to the community. These are posted at least 24 hours prior to the visit. In this way, residents could make the necessary arrangements to visit the booth, because they start work even as early as 5:00 a.m. and finish at 5:00 p.m. (See Appendix 9)



Photo: Posters put up in key places before the visit to communities (September 2008)

(11) Facilitator's Vest

The facilitators' vest was designed for identification and public relations purposes. (See Appendix 10)

The vests were designed using a combination of red and white colors with logos of JICA, MVCS and ADRA PERU.



Photo: Facilitators' Vest, Front (left) and Back (right) Side Views

(12) Project Mascot

The mascot was designed in order to catch the attention of the people. The role of this mascot during the implementation of the project was to announce the three topics of the assistance by holding a signboard. (See Appendix 11)



Photo: Posters put up in key places before

2.3. Main Idea of the Activities

(1) Information Dissemination of the Government subsidies for Housing Reconstruction

The main concept of the activities is to disseminate the information of the government subsidies for housing reconstruction, i.e. Techo Propio. Interested people were given detailed information about the requirements to join the program. It is also important to facilitate the registration of land title for them to ensure the eligibility to Techo Propio.

(2) Mode of Operation for the Information Dissemination

Upon the visit of the technical team in the selected community the team installed the booth on the location identified in the previous visit. Team members also had the necessary material and equipment to execute the information campaign (booth, mascot, information kits, flyers of the Techo Propio program, tables, chairs, etc).

When the booth was installed the technical team members started inviting people over to the booth, introduced themselves and told them the purpose of setting up the booth; meanwhile, the mascot was holding up the signboard with the topics written there.

The facilitators asked people their topic of interest and based on the answer they gave customized information. There were some cases when a visitor to the booth did not know which topic to bring up, so the facilitator suggested the topics that could be useful for a beneficiary to know.

During the course of the visit, the visitor could ask questions and the facilitator answered each one of them, making sure that the beneficiary understood all information.

In small villages or where houses were located in a dispersed way, the team proceeded with prior notification and the information campaign was carried out house to house, so that they too can benefit from the visit.

From the beginning it was planned to visit specified villages; however, for reasons of time constraint and doubts about being able to attract people to visit the booth because of their working hours, the team decided to visit other communities with more population instead, but without change in implementation plan.

In the implementation of the information campaign, people were first asked if they have their own land, with property and registered in the Public Registry. To give the people information about this subject, the counseling kit and flyers of the MVCS were used.

It was also advised that housing construction could be constructed by specialized persons or construction companies.



Photo: Facilitator (centre) giving information about the requirements to get access to Techo Propio program. Pueblo Nuevo, September 2008

The information on the process of legal procedures was also provided by the mobile booth. Village beneficiaries, or villages of poor populations, received information about the importance to organize community as a whole to undertake the legalities for obtaining property. It was also emphasized that the legalization of properties is essential for construction/reconstruction. The information kit, which was prepared for these purposes, helps people to understand the topic better.



Photo Facilitator gives information about the process of land registration of COFOPRI. Pueblo Nuevo, September 2008

Referring to the safer housing construction, at the beginning people did not show much interest in receiving information about this topic. However, some of them were building their houses; and others who thought of doing the same realized that they need to have more information on the safer housing construction. Therefore, necessary information was quickly given and they were advised to comply with it.

With the given information, the beneficiary has the basic knowledge about minimum requirements for the housing construction. For further understanding of the topic, the information kit was used during the process.

2.4. Schedule of the Information Dissemination Campaign

To carry out the advisory work, advance visits to each district were carried out and as a result of those visits a visiting plan was prepared. (See Appendix 12, 13 and 14) This plan contained essential information on each village of the three districts, such as population, the time it takes to get to each community, and time and hour of visit.

In Pueblo Nuevo, 31 communities were considered to be visited in a two-week period. It was planned to visit 30 villages in Independencia district on a two-week term and in La Tinguina, it was planned to visit 13 communities on the last two weeks of the project.

When the arrangements with the authorities of the three district councils were made, a visit with a representative of each district council was carried out. This project started from Pueblo Nuevo, followed by Independencia, then La Tinguina. During the visit the Team identified the possible location of the booth, looked into the reconstruction situation, identified grassroots organizations in locality, etc. With this information, the team considered the feasibility of conducting the information campaign to the community. In some cases, obtained information was not accurate, so when the visit was carried out, it was decided to move to another community because the conditions for the implementation of the information campaign were not achievable.

CHAPTER 3 OUTLINES OF OUTCOMES OF THE PROJECT

In the beginning, people showed little interest in receiving information on the government housing assistance program, although there were some people building, or thinking of building by themselves, who needed to receive counseling about this matter. But later on, these people started to become interested in getting basic knowledge on the minimum requirements for safer housing construction, in order to apply to their own housing construction.



Photo: Technical team carries the module to other communities, Pueblo Nuevo. September 2008.



Photo: Kiosk installation, Independencia. October 2008.

3.1. Materials Used in the Sessions

(1) Information Handbook

For the customized advice work, the people had questions and these were answered by facilitators using this book.

(2) Information Kit

The information kit was a material given to each person that went to get customized advice. In this material, the beneficiary could find the topics that were discussed on each session and could use it as a reference book at their house. This material also had the purpose that the beneficiary can share this information with other people.

(3) Mobile Kiosk

The booth was used in every visit and was installed in places where centrally situated and can be visited by the community. The booth was designed easy to transport and to install. In the picture below, the technical team is installing very quickly the booth in La Tinguña district.



Photo: Technical Team is installing very quickly the Kiosk in the district of la Tinguña Ica, November 2008.

(4) Posters

In a village of poor population, residents are daily workers and have a work schedule that is very difficult to change. Therefore, the community was visited in advance to put up posters in the busy places to inform people about the visit. On the poster, information of the venue, date and time of the visit to the community was given.



Photo: Poster for invitation was posted in visible places. The picture shows the poster in the Village of Santa Beatriz. La Tinguña. Ica, October 2008.

(5) Project Mascot

The mascot carries a signboard containing information and topics intended to catch the people's attention and draw them to the information booth as he walks around the area.



Photo: Project mascot encouraging people to approach the booth (Chincha, November 2008)

(6) Vest

On each visit the technical team members wore a red and white vest, for identification purposes.



**Photo: Facilitator in action wearing the vest
(Independencia, October 2008)**

(7) Pick-up Truck

The technical team rode a pick-up truck to go from one village to another. This type of vehicle allowed for easy and quick travel, with enough room for both team members and the booth.



**Photo: The technical team is going to other
communities of in La Tinguña. Ica, October, 2008.**

(8) Signboards

Signboards were used to inform the population about the topics; one of them was put up on the upper part of the booth helping the mascot to draw people to the booth. (See Appendix 15)

3.2. Activity Results

(1) Number of Villages Visited and Consultations Given

In total, the mobile booth visited 69 villages with 2,249 people receiving customized advice.

- In the district of Pueblo Nuevo, 29 villages were visited and 1,122 people were advised.
- In the district of Independencia, 20 villages were visited and 532 people were advised.
- In the district of La Tinguña, 20 villages were visited and 595 people were advised.

(2) Problems Raised by the Affected Population during the Visits

In the village of San Isidro, district of Pueblo Nuevo, approximately 25 beneficiaries expressed their distress because while they have done their part in tying their BONO 6000 grant to the Techo Propio program and have fulfilled all the necessary requirements, the construction companies in charge of the construction of their houses have not begun construction yet even though 6 months have already passed since the date of approval from Techo Propio. The technical team advised beneficiaries to go to the office of Techo Propio in Chincha and request a prompt resolution for the problem.

In the three districts, several persons spoke up about their need for financial help for the reconstruction of their houses. They revealed they did not receive any help although their houses are totally destroyed. The technical team told them that they would inform corresponding institutions of this problem.

In the district of La Tinguña, a woman expressed her distress over the fact that, although she went through all the necessary procedures to request that the BONO 6000 approved for her mother, who had died a few days before her application was approved, be transferred to her. But the responsible entity refused her request.

In the three districts, beneficiaries are feeling miserable because of the long procedure to obtain land title, which is more than a year. And they complained of the same problem with the Techo Propio program, which takes approximately 6 months to process. The technical team told them that the duration of the procedures depends on each case.

In the three districts of intervention, many beneficiaries are building their houses without taking or considering the minimum requirements for the construction of safer houses; the population expressed the need to receive more information about this.

As soon as the mobile booth opened, people approached it because they wanted to know more about the government subsidies for house reconstruction, and about the minimum requirements for house construction.

Sometimes the number of visitors was more than the number of advisors. In this case a group approach was utilized to be able to serve their needs and answer their questions.

At the end of session, some expressed their gratitude to the facilitators for answering their questions to their satisfaction, for having given adequate information, and for having made them feel comfortable. They also said that the information kit contained adequate information.

CHAPTER 4 THE RESULTS OF THE PILOT PROJECTS

4.1. Participants' Profile

The population of Pueblo Nuevo is engaged in agricultural and commercial activities, and most of those who availed themselves of the advisory sessions were mainly women (870). A significant number of beneficiaries belong to a wide range of age grouping, from 30 to 89 years old (860 people).

In the district of Independencia, most of the beneficiaries were women (316 women). Most of them who were into agricultural activities now work in small enterprises linked to the sector.

Most of the beneficiaries were women (411) in La Tinguina as in the other districts. However, very few of them are practicing an income generating activity (only 80 of them work). People also had a low level of education.

According to Table 4.1, 26.0 percent of the beneficiaries are from 30 and 39 years old, 21.4 percent are from 20 to 29 years old, and 19.2 percent are from 40 to 49 years old. This indicates the higher percentage of the population who has received customized advice belongs to the category of adult people who are economically active.

**Table 4.1 Visited Population by Age
(Pueblo Nuevo, Independencia and La Tinguina)**

AGE GROUP	NUMBER	PERCENTAGE
17 – 19	71	3.88
20 – 29	391	21.37
30 – 39	475	25.96
40 – 49	352	19.23
50 – 59	256	13.99
60 – 69	185	10.11
70 – 79	79	4.32
80 – 89	21	1.15
TOTAL	1830	100.00

About the gender of the population who received customized advice, the 68.7 percent of the beneficiary population corresponds to female, and 31.3 percent corresponds to male. This happened because during visits to the area of intervention, people who were in their houses were mostly mothers who take care of their children and houses, while their husbands were working.

Note: All tables are produced based on interview survey results. This section, therefore source of the tables is JICA Study Team.

**Table 4.2 Visited Population by Sex
(Pueblo Nuevo, Independencia and La Tinguina)**

SEX	NUMBER	PERCENTAGE
Female	1258	68.74
Male	252	31.26
TOTAL	1830	100

4.2. Interview Results

(1) Visited Communities and Advised Population:

According to this Table 4.3, 29 villages were visited in the district of Pueblo Nuevo with a beneficiary population of 1,122 people.

Table 4.3 Communities Visited at Pueblo Nuevo

COMMUNITIES VISITED	NO. OF PEOPLE ADVISED	COMMUNITIES VISITED	NO. OF PEOPLE ADVISED	COMMUNITIES VISITED	NO. OF PEOPLE ADVISED
28 de julio	59	Los angeles	31	P. N. Centro	112
Beata Melchorita	64	Los jardines	21	Pilar Nores	21
El Salvador	12	Los laureles	5	San Andrés	27
El trebol	46	Mariategui	1	San Isidro	160
Fe y alegría	3	Micaela Bastidas	29	San Miguel	1
Húsares de Junin	35	Miguel Grau	67	Santa Ana	1
Keiko Sofia	32	P. N. 1era etapa	22	Santa Rosa	63
Las americas	48	P. N. 2da etapa	34	Santos Ríos	1
León de vivero	138	P. N. 3era etapa	15	Señor de los milagros	3
Los alamos	41	P. N. 4ta etapa	30	TOTAL	1,122

Table 4.4 shows that 20 villages in Independencia district were visited and 532 people were given customized advice.

Table 4.4 Communities Visited at Independencia

COMMUNITIES VISITED	NO. OF PEOPLE ADVISED	COMMUNITIES VISITED	NO. OF PEOPLE ADVISED	COMMUNITIES VISITED	NO. OF PEOPLE ADVISED
Santa Beatriz	35	Dos palmas	51	Santa Rosa	26
Santa Luisa	27	San Jacinto	27	Cabeza de toro Lateral 03	5
Santa Isabel	8	Mencia	28	Cabeza de toro Lateral 04	2
San Isidro	2	Juan Velazco Alvarado	22	Cabeza de toro Lateral 05	1
Toscánia	30	San José de cóndor	38	Independencia centro	118
Adán Palto	26	Toma de león	27	José Olaya	8
Zarate	31	Nuevo amanecer	20	TOTAL	532

In the district of La Tinguña, 17 communities with 595 beneficiaries were visited. In the following tables, 419 participants' information were eliminated, because the first groups of people advised were registered differently in the beginning and later it was modified. So these people could not provide other information such as damage to housing, or its reconstruction.

Table 4.5 Communities Visited at La Tinguña

COMMUNITIES VISITED	NO. OF PEOPLE ADVISED	COMMUNITIES VISITED	NO. OF PEOPLE ADVISED	COMMUNITIES VISITED	NO. OF PEOPLE ADVISED
La máquina	53	Santa Barbara	27	Chanchajalla	48
Máquina alta	9	Buenos aires	33	Tinguña baja	71
Los romanes	16	León de vivero	50	Las flores	45
Manco Capac	14	Las mercedes	8	Los rosales	19
Señor de Luren	29	Fundición alta	5	Las nieves	116
Nueva esperanza	39	Fundición baja	13	TOTAL	595

4.3. Results Achieved in Pueblo Nuevo

According to Table 4.6, the people in Pueblo Nuevo had more interest in topics like Techo Propio program and the construction of safe houses. This table shows that 42.4 percent received customized advice about both topics, 32.4 percent received customized advice about three topics and 10.0 percent received information about legal procedures and Techo Propio program.

Table 4.6 Advised Topics to Population in Pueblo Nuevo

TOPIC	NUMBER	PERCENTAGE
Techo Propio	50	7.11
Clearing of title	4	0.57
Safer housing construction	22	3.13
Techo Propio and clearing of title	70	9.96
Techo Propio, clearing of title and safer housing construction	228	32.43
Techo Propio and safer housing construction	298	42.39
Clearing of title and safer housing construction	31	4.41
TOTAL	703	100

The higher demand of information about legal procedures and housing construction is due to the fact that people understood the real nature of Techo Propio program and the financial help that government offers for the reconstruction of housing in the modality of own location or improvement of houses. However, if they do not have land title, they can not get access to the program, so that is the reason for their interest to know about legal procedures to obtain the land title.



Photo: Technical Group giving advice in Pueblo Nuevo (August 2008)

Pueblo Nuevo is one of the most damaged districts by the earthquake in the area of the South, because most of the houses there were built with adobe or hardwood without taking into consideration the minimum requirements for the construction of safer houses. Based on the information given by beneficiaries, the team obtained the following results of the housing state of the population who were participants: 53.6 percent of people to whom we asked some questions said that their houses were totally destroyed, 8.3 percent said their houses were declared inhabitable, 15.1 percent said their houses were damaged and only 23.0 percent of beneficiaries said that their houses have not been damaged.

Table 4.7 Housing Damage in Pueblo Nuevo

DAMAGE	Number	Percentage
No damage	162	23.04
Completely destroyed	377	53.63
Uninhabitable	58	8.25
Affected	106	15.08
TOTAL	703	100

According to Table 4.8, 91.0 percent of the population who was advised said they did not receive BONO 6000 and 2.4 percent received BONO 6000 and they finished the construction; only 1.0 percent received it but they did not build anything and only 1.4 percent said that they received the BONO 6000 and associated it to Techo Propio program.

The results show that the most part of the population could not get access to this benefit so the reconstruction of their houses has not started yet. The lower percentage of beneficiaries registered in Techo Propio program is a consequence of the ignorance of the advantages of the program.

Table 4.8 Situation of BONO 6000 Grant of Population (Pueblo Nuevo, 2008)

SITUATION	Number	Percentage
Not received	640	91.04
Have received but not built	7	1.00
Have received and is building	29	4.13
Have received and already built	17	2.42
Have received and associated it to Techo Propio	10	1.42
TOTAL	703	100

Table 4.9 shows the current situation of the reconstruction in Pueblo Nuevo. According to the results, 94.6 percent of advice beneficiaries have not built their houses, 2.8 percent have started the reconstruction in a partial way and only 2.6 percent have finished the reconstruction of their houses. This shows that the process of reconstruction takes a lot of time and that the housing conditions of the population are inadequate.

Table 4.9 Situation of House Reconstruction of Population (Pueblo Nuevo, 2008)

SITUATION	NUMBER	PERCENTAGE
Not built	665	94.59
Partially	20	2.84
Completely	18	2.56
TOTAL	703	100

4.4. Results Achieved in Independencia

“How can I get access to Techo Propio program?” “How do I build a safer house?” These questions were answered to 49.8% of the advised population and the other 40.6 percent received customized advice about the three topics.

Table 4.10 Advised Topics to Population in Independencia

TOPIC`	NUMBER	PERCENTAGE
Techo Propio	15	2.82
Clearing of title	11	2.07
Safer housing construction	3	0.56
Techo Propio and clearing of title	13	2.44
Techo Propio, clearing of title and safer housing construction	216	40.60
Techo Propio and safer housing construction	265	49.81
Clearing of title and safer housing construction	9	1.69
TOTAL	532	100

The informality of properties of this district is one of the factors that hinder the progress of reconstruction; as most of the villages which form the district are not titled, the demand for these topics is because of the need of registration and also of access to the BFH to rebuild their houses. In addition, there is an interest on knowing the procedures for safer housing construction because most of the people are choosing to build their own houses.



Photo Technical Team giving information house-to-house due to lack of space at the Booth (Independencia, October 2008)

More than half (55.1 percent) of the total advised population said that their houses had been completely destroyed by the earthquake, 19.6 percent said their houses were declared uninhabitable, 22.2 percent just suffered minor damages and only 3.2 percent said their houses were not affected. The reason for the high numbers of destroyed and uninhabitable houses is that most of the houses were built with adobe; and adobe is used for house building because it is a tradition passed down through generations.

Table 4.11 Housing Damage in Independencia

ANSWER	NUMBER	PERCENTAGE
No damage	17	3.20
Completely destroyed	293	55.08
Uninhabitable	104	19.55
Affected	118	22.18
TOTAL	532	100

Majority of beneficiaries (72.2 percent) in the district of Independencia declared they have not received the reconstruction BONO 6000, 14.3 percent received it and finished building, 9.8 percent received it but have not built yet, 3.6 percent are in process of reconstruction and only 0.17 percent associated it to Techo Propio. Many families that have received the BONO 6,000 through the BANMAT card have not started their house reconstruction. The reason is that the money they have is no longer enough to pay for the wages of construction workers whose rates rose considerably once the demand for builders increased in this area.

Table 4.12 Situation of BONO 6,000 Grant of Population (Independencia, 2008)

SITUATION	NUMBER	PERCENTAGE
Not received	384	72.18
Have received but not built	52	9.77
Have received and is building	19	3.57
Have received and already built	76	14.29
Have received and associated it to Techo Propio	1	0.19
TOTAL	532	100

Another problem raised by Independencia population is the high price of construction materials needed for housing reconstruction. For this reason, many people are choosing to rebuild with adobe again. However, even though supplies can be obtained in the area, it still means some kind of financial investment. And this situation is made more complicated by the population's low income.

This is a serious situation considering that 98.5 percent of interviewed people have not rebuilt their houses yet, as shown in Table 4.13. Only 1.5 percent rebuilt their houses partially.

Table 4.13 Situation of Housing Reconstruction of Population (Independencia, 2008)

SITUATION	NUMBER	PERCENTAGE
Not built	524	98.50
Partially built	8	1.50
TOTAL	532	100

4.5. Results Achieved in La Tinguina

In this district, the number of destroyed houses is high, due to the quincha and quality of the materials used for building them (Simple Adobe). According to this table, 56.1 percent of advised people's houses have been completely destroyed, 23.7 percent suffered minor damages, 14.1 percent were declared uninhabitable and only 6.1 percent were not affected.

Table 4.14 Housing Damage in La Tinguina

DAMAGE	NUMBER	PERCENTAGE
No damage	36	6.05
Completely destroyed	334	56.13
Uninhabitable	84	14.12
Affected	141	23.70
TOTAL	595	100

Customized advice on the topics of Techo Propio and safer housing construction were received by 51.8 percent, while 18.5 percent received advice about legal procedures and safer housing construction topics and 10.1 percent received information about the three topics. The demand for safer housing construction topic is due to the desire of most of the people advised in LaTinguña to build their own house.

Table 4.15 Advised Topics to Population in La Tinguña

TOPIC	NUMBER	PERCENTAGE
Techo Propio	14	2.35
Registration	32	5.38
Safer housing construction	66	11.09
Techo Propio and legalization	5	0.84
Techo Propio, legalization and safer housing construction	60	10.08
Techo Propio and safer housing construction	308	51.76
Legalization and safer housing construction	110	18.49
TOTAL	595	100

On the BONO 6000, 82.4 percent of advised people in La Tinguina district declared they were not granted with this BONO 6000, 6.2 percent received it and finished building, 5.7 percent received it and associated it to Techo Propio, 3.7 percent received it but have not built yet and only 2.0 percent are in construction progress.

Table 4.16 Situation of BONO 6,000 to Population (La Tinguña, 2008)

SITUATION	FREQUENCY	PERCENTAGE
Not received	490	82.35
Have received but not built	22	3.70
Have received and is building	12	2.02
Have received and already built	37	6.22
Have received and associated it to Techo Propio	34	5.71
TOTAL	595	100,00

4.6. Overall Results

BONO 6000 has helped many families to rebuild their houses; there are still many affected families that need this help for them to start their house reconstruction. As shown in Table 4.17, of an interviewed population of 1,830 people, only 215 declared that their houses were not damaged. This means that 1,615 persons have damaged houses by the earthquake, in different levels.

A very high number of 1,514 of 1,615 affected families have not been granted the Reconstruction BONO 6000, 81 families have received the BONO 6000 but have not built,

60 families are in construction progress, 130 already finished building and only 45 families could associate their BONO to Techo Propio program

Table 4.17 Overall Situation of House Damage and BONO 6,000 to Populations in the Districts of Pueblo Nuevo, Independencia, and La Tinguina 2008

6,000 BOND	Have not received	Have received but not built	Have received and is building	Have received and already built	Have received and associated it to Techo Propio	TOTAL
No damage	211	2	1	1	0	215
Completely destroyed	785	42	40	102	35	1004
Uninhabitable	195	22	12	11	6	246
Affected	323	15	7	16	4	365
TOTAL	1514	81	60	130	45	1830

CHAPTER 5 CONCLUSIONS, LESSONS LEARNED AND SUGGESTIONS

5.1. Conclusions

- At the beginning of the project, most people did not know the procedure to register the land titles they hold, how to build safer houses and how to get access to the Techo Propio program.
- The customized advice contributed to increase the level of knowledge about the Techo Propio program among the population, as well as about registration of land titles and the construction of safer houses.
- Visits showed that many people have not yet started the reconstruction of their houses because they did not apply for the BONO 6000 for reconstruction.
- Many participants who are choosing to build their own house are not taking into account the minimum requirements for building safer houses.

5.2. Lessons Learned

- Liaison with the municipal governments facilitate a better planning of the information visits as they have a better knowledge of the location and reality in the communities.
- The use of the booth and the mascot identifying the project facilitated the invitations as both were presented in an attractive way.
- The distribution of suitable literature for the target population guarantees its use as a permanent consulting source.
- The relationship between the project implementer and the institutions involved in the reconstruction of houses should be established to ensure population's needs are met.
- Advice in the rural areas should be conducted during the morning hours or in the evenings to reach as many heads of the households as possible.
- Coordinate with Techo Propio authority for a proper management of the adequate information to carry out the procedures to request the BFH.
- Further need for information campaign and consultation for population who required assistance in reconstruction.

5.3. Recommendations and Suggestions

- Needs of further information campaign and consultation mechanism for population who need assistance in reconstruction to authorities.
- Deliver customized advice to the other districts affected by the 2007 earthquake which

have not been benefited by the project.

- Keep a close relationship with the institutions involved in reconstruction in order to reduce the gap between themselves and the population.
- Have the material ready to be handed out before starting the advice sessions.
- The material to hand out must be adapted for urban and rural beneficiaries.
- Take between 7 to 15 minutes per advice session to accommodate as much people as possible.
- A waiting shed or covered area would help protect people from the heat and strong wind considering that some sessions could take more than 10 minutes.

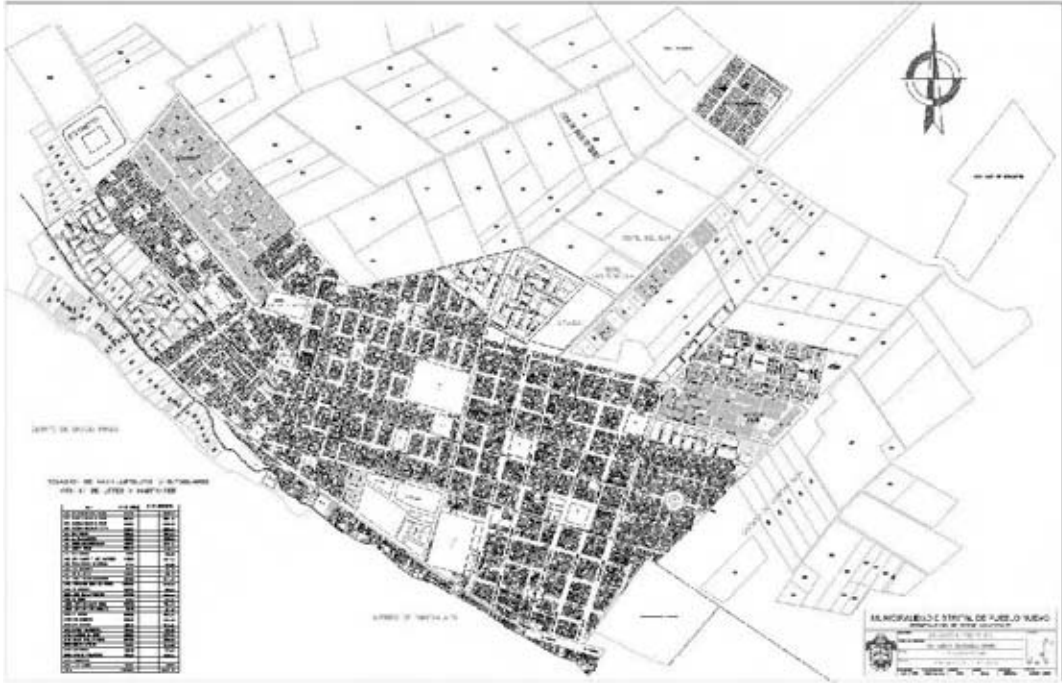
VOLUME 5

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APPENDIX 01

MAP OF PUEBLO NUEVO

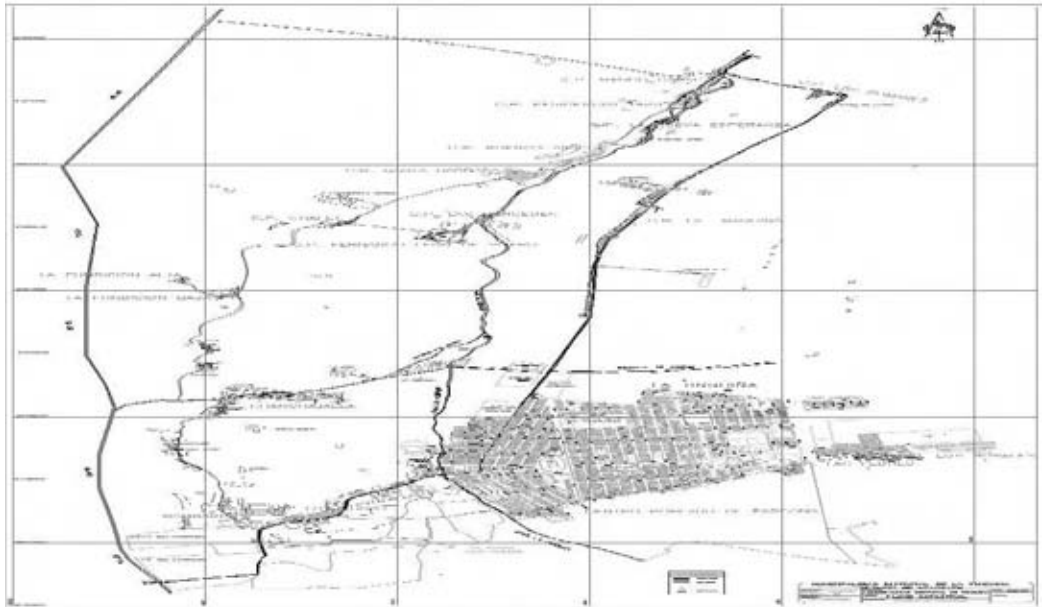


APPENDIX 02

MAP OF INDEPENDENCIA



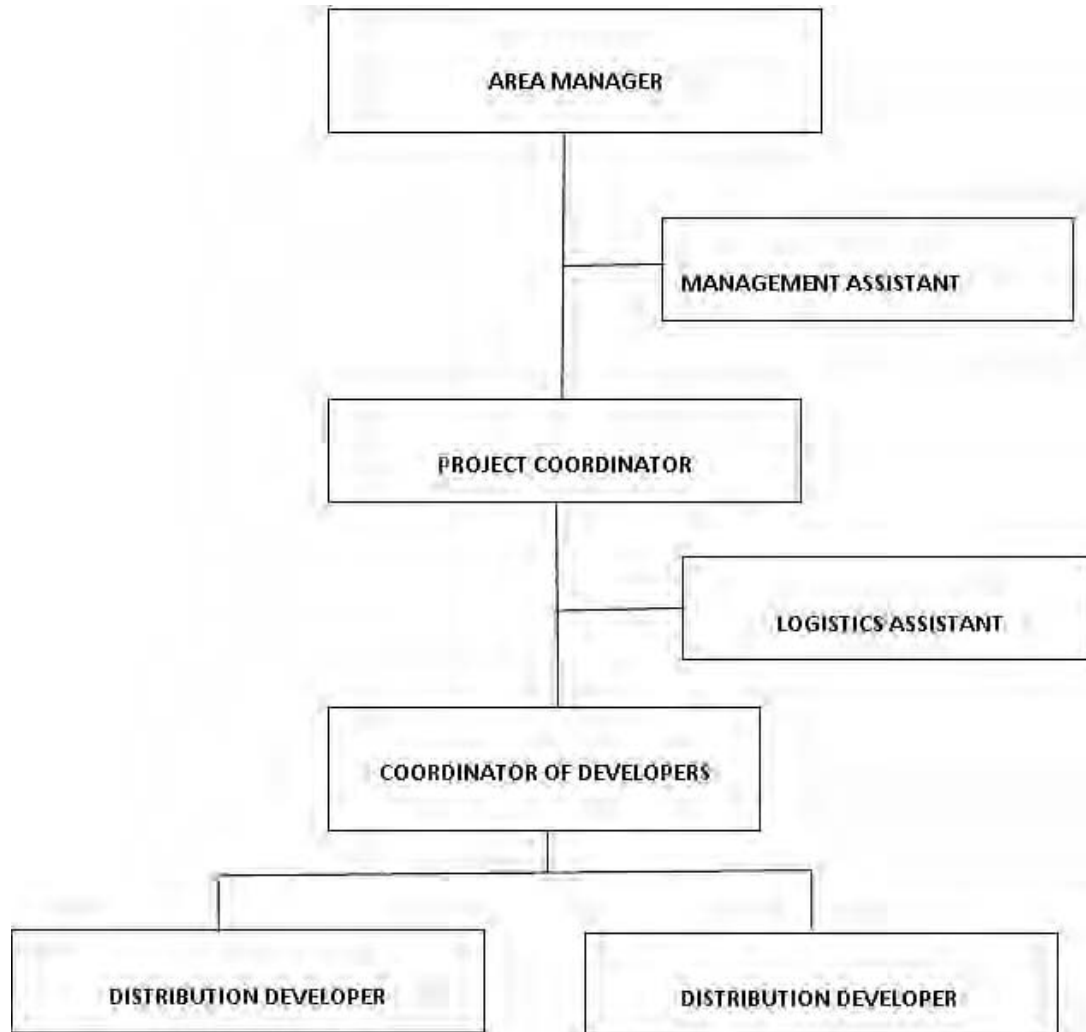
APPENDIX 03 MAP OF LA TINGUIÑA



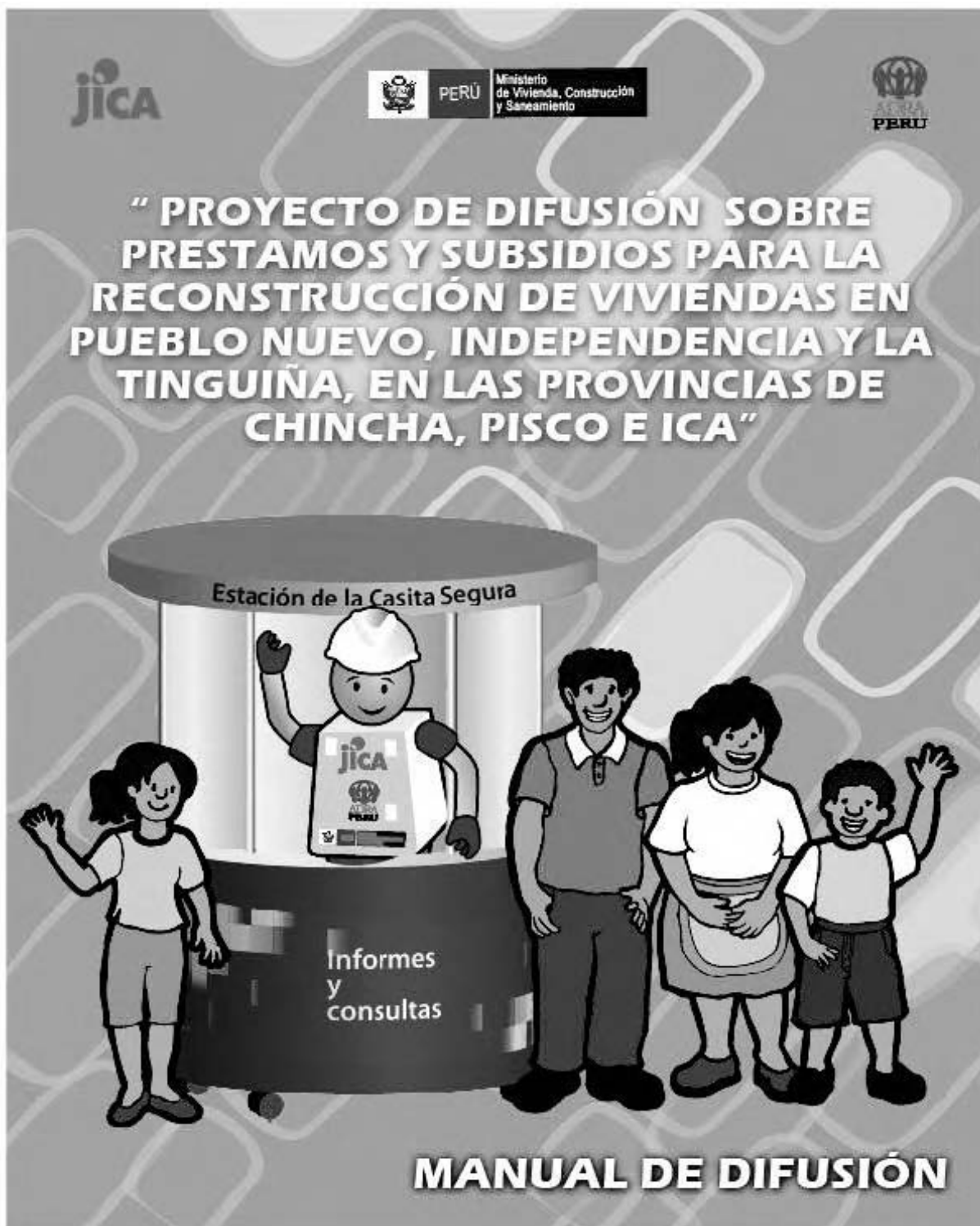
APPENDIX 04 WORK PLAN

APPENDIX 04 WORK PLAN													
Nº	ACTIVITIES	AUGUS			SEPTEMBER				OCTOBER			NOVEMBER	
		12 - 18	19 - 25	26/08-01/09	02 - 08	09 - 15	16 - 22	23 - 29	30/09-06/10	07 - 13	14 - 20	21 - 27	28/10 - 03/11
1	WORK PLAN												
1.1	Preparation of the activities plan												
1.2	Approval of the JICA's preliminary work plan.												
1.3	Work plan revision.												
1.4	Presentation of the final work plan.												
2	Preparation of dissemination format.												
3	JICA coordination meetings												
4	Field visit.												
5	Training to the technical team.												
6	Selection of trainers.												
7	Presentation of the project to the majors of the participating districts.												
8	TRAINER'S HANDBOOK												
8.1	Preparation of the table contents.												
8.2	Approval of the table content by JICA												
8.3	Design and preparation of the preliminary model.												
8.4	Approval of the preliminary model by JICA												
8.5	Correction of the preliminary model.												
8.6	Validation with the prospective beneficiaries.												
8.7	Submit final model												
8.8	Printing.												
8.9	Delivery of material												
9	EXPLANATORY MATERIAL												
9.1	Preparation of the content table												
9.2	Approval of the table of content by JICA												
9.3	Design and preparation of the preliminary model.												
9.4	Approval of the preliminary model by JICA												
9.5	Preliminary model revision.												
9.6	Validation with prospective beneficiaries.												
9.7	Delivery of the final model.												
9.8	Printing.												
9.9	Delivery of material												
10	UNIFORMS												
10.1	Preparation of the preliminary model.												
10.2	Model approval by JICA												
10.3	Preliminary model revision.												
10.4	Final model delivery.												
10.5	Manufacturing.												
10.6	Delivery.												
11	ACTIVITIES VIDEO												
11.1	Information gathering.												
11.2	Script preparation.												
11.3	Script presentation.												
11.4	Script revision.												
11.5	Delivery of the final script.												
11.6	Film												
11.7	Video edition.												
11.8	Preliminary video presentation.												
11.9	Preliminary video revision.												
11.1	Delivery of the final video.												
12	MASCOT												
12.1	Preparation of the preliminary model.												
12.2	Approval of the preliminary model by JICA												
12.3	Preliminary model revision.												
12.4	Delivery of the final model.												
12.5	Manufacturing.												
13	Customer Information module												
14	Preparation and submission of the final report.												

APPENDIX 05 ORGANIZATION CHART



APPENDIX 06
FACILITATOR'S MANUAL



PRESENTACIÓN

Si bien es cierto eventos naturales como los terremotos no se pueden predecir, también es cierto que un trabajo de prevención puede mitigar considerablemente las consecuencias de éstos, lamentablemente la escasa cultura preventiva ha sido un factor decisivo para que el terremoto sucedido el pasado 15 de agosto de 2007 en el departamento de Ica, tenga el costo social y económico que ha tenido en nuestro país. La población lamentablemente no sabía que vivían en una zona altamente sísmica y construyó sus viviendas sin ningún tipo de asesoramiento técnico y con materiales inadecuados para la construcción de viviendas seguras, lo que ocasionó que en el momento del sismo sus viviendas se conviertan en verdaderas trampas mortales, agravándose la situación al no estar preparados para reaccionar con eficacia frente a un evento de esta magnitud.

Pasado el terremoto el Estado peruano, volcó todos sus esfuerzos en implementar distintos programas orientados a la reconstrucción de las viviendas afectadas y así, contribuir en mitigar el dolor causado por el terremoto a los damnificados. Pero también, la falta de información sigue siendo el factor predominante para que los damnificados no accedan a estos beneficios.

Por esta razón El Ministerio de Vivienda, Construcción y Saneamiento, La Agencia Internacional de Cooperación Japonesa (JICA) y La Agencia Adventista para el Desarrollo y Recursos Asistenciales (ADRA PERÚ), están implementando el "PROYECTO DE DIFUSIÓN SOBRE PRESTAMOS Y SUBSIDIOS PARA LA RECONSTRUCCIÓN DE VIVIENDAS EN PUEBLO NUEVO, INDEPENDENCIA Y LA TINGUIÑA" el cual tiene por objetivo Contribuir en el proceso de reconstrucción de los distritos altamente afectados a raíz del terremoto del sur, a través de actividades de asesoramiento en temas de: Saneamiento legal, Programa Techo propio, construcción de viviendas seguras y acceso a prototipos de planos para viviendas más seguras, y de esta manera elevar el nivel de calidad de vida de los damnificados del sur.

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I.- SANEAMIENTO LEGAL

Las familias del territorio nacional, adolecen de serias deficiencias en la constitución de sus patrimonios como consecuencia de la falta de saneamiento físico legal de sus predios, ya sean terrenos o edificaciones que no tienen registrada su inscripción. Este problema se ha hecho más evidente a raíz del terremoto ocurrido el 15 de agosto de 2007, y constituye el obstáculo más importante para la reconstrucción de las viviendas afectadas ya que sus moradores no tienen cómo comprobar la titularidad de sus predios.

Una de las consecuencias ante la falta de este reconocimiento legal es que el propietario no sea sujeto de crédito, ya que su predio no constituye una garantía o aval para cualquier operación financiera. Es decir que existiendo físicamente la vivienda o el terreno, no tienen existencia legal por falta de su saneamiento, generando una serie de dificultades.

Es necesario recordar que el Registro Público es la única entidad que otorga la garantía jurídica sobre las inscripciones que realiza; sin ésta los predios quedan ausentes de todos los beneficios que se pueden obtener a través de ella. Se estima que solo el 25% de los predios a nivel nacional tienen inscripción.

EL TÍTULO DE PROPIEDAD:

Es un documento de escritura pública que acredita la propiedad de un terreno y/o vivienda, en la que se describe la fecha y forma en que se adquirió dicha propiedad, así como sus características (Largo, ancho, linderos, dirección, etc).

BENEFICIOS DE LA FORMALIZACION:

1.- BRINDA SEGURIDAD JURIDICA.

El propietario que recibe un predio con todas las garantías, sabe que no será desalojado.

La seguridad jurídica que ofrece un predio que está formalizado, permite que pueda ser utilizado como garantía de hipoteca, incluso como garantía de domicilio que se exigen en las diferentes operaciones de crédito a las que pretendemos acceder como propietarios formalizados.

Los títulos de propiedad demuestran de mérito propio la permanencia del propietario en el predio y su ánimo de continuidad.

La identificación de un domicilio estable que facilite el proceso de cobranza, también constituye un elemento básico para el acceso a créditos.

El propietario de un predio formalizado, amplía sus fronteras de inversión, pues no solo puede mejorar las condiciones de su vivienda, sino que también, puede invertir en servicios públicos y acciones de salubridad que mejore el valor de su vecindario.

Por otro lado, las empresas proveedoras de servicios públicos también reciben un impacto positivo de la formalización, ya que ven reducido el riesgo de las inversiones en servicios públicos, si la propiedad se encuentra saneada, también pueden aprovechar la información generada del proceso de formalización como: planos, información topográfica y de campo, para mejorar sus instrumentos de planeamiento, reduciendo así el costo de las inversiones, que a su vez redundará en el costo de los servicios a los usuarios.

3.- MEJORA DE SERVICIOS EN LA COMUNIDAD

La formalización de las propiedades también elimina conflictos a distintos niveles. En primer lugar la comunidad frente a terceros, como otras comunidades y en algunos casos dueños de propiedad privados.

En segundo lugar también se eliminan conflictos al interior de la misma comunidad al resolverse las controversias por definición de linderos en el mismo proceso de formalización, de acuerdo a los procedimientos legales.

4.- PUEDE SER PUESTO COMO HERENCIA FAMILIAR

La formalización de la propiedad garantiza que los propietarios puedan dejar en herencia a su familia el patrimonio e inversión que han logrado acumular. De otro lado, la generación de procedimientos simplificados de formalización permite a su vez realizar independizaciones a bajos costos, proporcionando soluciones de vivienda a muchas familias que construyen en segundos pisos y en áreas libres de las viviendas de los padres.

PASOS PARA OBTENER EL TÍTULO DE PROPIEDAD

1.- EMPADRONAMIENTO.

Primero COFOPRI recolecta las pruebas que acrediten que la persona es poseedora del predio.

2.- CALIFICACIÓN.

En esta etapa COFOPRI verificará la autenticidad de las pruebas presentadas.

3.- PUBLICACIÓN

En esta etapa, se publicará, en un diario de circulación nacional, una alista con los nombres de las personas que están aptas para obtener su título de propiedad.

4.- ENTREGA DEL TÍTULO DE PROPIEDAD

Finalmente se le entrega a la persona su título de propiedad, previamente registrado en Registros Públicos.

PROCEDIMIENTOS DE FORMALIZACIÓN SEGÚN LAS MUNICIPALIDADES DE PUEBLO NUEVO, INDEPENDENCIA Y LA TINGUIÑA

1.- MUNICIPALIDAD DE PUEBLO NUEVO

REQUISITOS PARA OBTENER CERTIFICADO DE POSESIÓN

- Autovalúo, 2007 o 2008 (No necesariamente pagado).
- Recibo de un documento donde aparezca la dirección del predio que se desea posesionar, mientras más antiguo mejor.
- DNI del posesionario del lote.
- Solicitud valorada (10 soles).

La vigencia del certificado es de seis meses.

2.- MUNICIPALIDAD DE INDEPENDENCIA

REQUISITOS PARA OBTENER CERTIFICADO DE POSESIÓN

- Formulario único de trámite (FUT).
- Fotocopia de DNI.
- Documento de compra-venta.
- Autovalúo, 2007 2008

3.- MUNICIPALIDAD DE LA TINGUIÑA

REQUISITOS PARA OBTENER CERTIFICADO DE POSESIÓN

- Solicitud simple dirigida al alcalde.
- Pago del autovalúo del último año.
- Ficha de hoja de información catastral (Documento donde se especifica la ubicación exacta del predio, dirección, linderos, etc.).
- Copias de DNI simple.
- Documento que acredite su posesión en el lote (Declaración jurada).

II.- CÓMO CONSTRUIR UNA VIVIENDA SEGURA

QUÉ SON LOS TERREMOTOS

Un terremoto es el movimiento brusco de la Tierra, causado por la brusca liberación de energía acumulada durante un largo tiempo.

La corteza de la Tierra está conformada por una docena de placas de aproximadamente 70 Km. de grosor, cada una con diferentes características físicas y químicas. Estas placas ("tectónicas") se están acomodando en un proceso que lleva millones de años y han ido dando la forma que hoy conocemos de la superficie de nuestro planeta, originando los continentes y los relieves geográficos en un proceso que está lejos de completarse.

Para diseñar una casa que resista las fuerzas de un fuerte terremoto, primero es importante y cómo afecta la tierra un terremoto.

La superficie de la tierra está compuesta por grandes secciones, llamadas placas, estas placas se encuentran bajo los océanos y bajo continentes enteros como: América del sur, América del norte y el Caribe.

Todas las placas siempre se mantienen en movimiento, aunque se muevan únicamente unos cuantos centímetros cada año. A causa de este movimiento, las placas se chocan una con otra en muchas partes del mundo, debido a esto es que ocurren los terremotos. Los terremotos pueden ocurrir en cualquier parte del mundo.

Al punto en la superficie de la tierra, donde el movimiento empezó, se le llama epicentro del terremoto.

Dentro de la tierra las vibraciones salen en todas las direcciones desde este punto, estas vibraciones se llaman ondas.

Básicamente hay dos tipos de ondas: La primera hace que la tierra se mueva de un lado a otro (Movimiento lateral), este movimiento nos hace sentir que alguien nos jala y nos empuje.

La segunda clase de ondas se mueven un poco más despacio, produce un movimiento como el que nosotros llamamos movimiento ondulatorio, este movimiento nos da la sensación de que la tierra nos mueve de arriba hacia abajo.

CÓMO AFECTAN LAS ONDAS A LAS VIVIENDAS

Cuando ocurre un terremoto la tierra empieza a moverse de un lado a otro, el cimiento y la parte baja de la casa que está pegada a la tierra, inmediatamente se mueven conjuntamente con la tierra, sin embargo, el techo tarda un poco en seguir este movimiento haciendo que la casa se incline; luego la parte de arriba de la casa trata de alcanzar al movimiento de la parte de abajo, mientras tanto el movimiento de la tierra cambia de dirección. Así que el techo y la parte de arriba de la casa se

mueven en dirección opuesta a la parte de abajo y se mueven más rápido por estar en alto.

DAÑO QUE CAUSA UN TERREMOTO EN LAS VIVIENDAS

El daño que causa un terremoto en una casa depende de su construcción. Dos de los aspectos más importantes son la altura y el peso, tanto de las paredes como del techo de la misma. Entre más alta sean las paredes, más rápido será el movimiento y la fuerza que agarrará la parte de arriba de la casa y el daño será mayor. Y entre más anchas y pesadas sean las paredes, éstas tendrán más fuerza cuando se muevan, así que a causa de su propio peso se destruirán cuando se estén moviendo.

En una zona propensa a terremotos es muy importante construir paredes bajas y livianas.

REQUERIMIENTOS MÍNIMOS PARA LA CONSTRUCCIÓN DE UNA VIVIENDA SEGURA

Para construir adecuadamente una vivienda, lo primero que debemos tener en cuenta es la preparación del terreno, debe limpiarse todo material orgánico y deben realizarse los drenajes necesarios para asegurar una mínima incidencia de la humedad.

1.- CALIDAD DE LOS MATERIALES

EL CONCRETO.- El concreto es una mezcla de cemento, arena, piedra y agua. La propiedad más importante del concreto es su resistencia a la compresión. Su resistencia a la tracción es escasa y no se considera útil. Su resistencia a esfuerzos cortantes es importante cuando se combina con acero de refuerzo. La capacidad de un material para resistir esfuerzos que tienden a deformarlo, aplastándolo, es lo que se conoce como resistencia a la compresión.

La capacidad de un material para resistir esfuerzos que tienden a deformarlo, doblándolo, es lo que se conoce como resistencia a la flexión. Cuando el acero, que es resistente a los esfuerzos de tracción, es combinado con el concreto se obtiene un material capaz de resistir esfuerzos en todos los sentidos. Esto hace posible construir a prueba de temblores de tierra. Para obtener concreto de calidad es necesario conocer bien los materiales que lo componen:

EL CEMENTO.- Debe usarse cemento Pórtland tipo 1, o tipo 1(MC). El cemento se debe proteger de la humedad en la obra, porque ésta lo perjudica considerablemente. Al almacenarlo, las pilas deben ser de 12 sacos de altura como máximo, para evitar que el

cemento se compacte en los sacos de abajo. Se debe emplear lo antes posible, porque se estropea cuando ésta almacenado mucho tiempo.

LA ARENA.- La arena debe ser limpia, porque cualquier material extraño afecta la resistencia del concreto. La arena sucia se conoce al frotarla entre las manos, ya que deja residuos de barro o tierra. En estos casos se debe lavar hasta que el agua salga clara, No deben usarse arenas de un solo grano, sino de granos gruesos, medianos y finos. No deben emplearse arenas muy finas, Preferiblemente se debe emplear la arena de río para hacer el concreto.

LA PIEDRA.- Generalmente en el concreto se utiliza piedra quebrada. No debe usarse piedra quebrada de un solo tamaño, y el diámetro nunca debe ser mayor que la distancia libre entre el acero de refuerzo y la pared de la formaleta o del bloque. En el concreto corriente se emplea la mezcla de piedras tercera y cuarta. En las vigas corona y de fundación de la casa de un piso debe considerarse especialmente el grueso de la piedra porque se trabaja con paredes delgadas que hacen difícil el paso de la piedra grande entre la armadura.

Para la mezcla de concreto de vigas y columnas (concreto estructural), se recomienda utilizar piedra cuartilla o un agregado con tamaño máximo de 3/4".

FRAGUADO DEL CONCRETO.- El proceso de endurecimiento (fraguado) del concreto se debe a la combinación del agua con las partículas de cemento (hidratación). El control de estas condiciones es vital en el primer proceso de endurecimiento. Por esta razón un concreto bien proporcionado, si no tiene la humedad necesaria será de baja calidad, porque se secará rápidamente. Para que el endurecimiento o fraguado se complete adecuadamente es indispensable durante los primeros 7 días mantenerlo húmedo. Este proceso dura por lo menos 28 días, tiempo necesario para obtener un endurecimiento natural y lograr la calidad requerida. Cabe mencionar que un buen fraguado no corregirá los problemas que resultarían de usar elementos (arena, piedra, cemento) inadecuados o mal proporcionados.

CONCRETO ARMADO.- El concreto armado es la combinación del concreto y el acero como material compuesto. En estos casos, el acero se coloca en la parte inferior porque es la zona de tracción (donde se rompería). En un voladizo (un solo apoyo) la viga se flexiona (se baja) por su propio peso, por lo que la zona de tracción es arriba; entonces se debe colocar el acero arriba. En el cimiento tipo losa corrida, los aceros longitudinal y transversal se ponen en la parte de abajo para resistir los esfuerzos de tracción y cortante. En la batidora, el concreto debe mezclarse durante 3 minutos como mínimo. Es importante no echarle mucha agua porque resulta un concreto poroso y esto disminuye la resistencia. Por cada saco de cemento se usan 18 litros (cinco galones) de agua. Esto depende de la humedad de la arena especialmente. Para el concreto ciclópeo se usan 223 litros (seis galones) de agua por cada saco de cemento. No se debe utilizar el concreto que ha comenzado a endurecerse. Es importante tener limpio el equipo de mezcla y de transporte,

Preparación del concreto.- Es importante tener un recipiente adecuado para medir el cemento, la arena y la piedra, La mezcla del concreto puede hacerse a mano, pero es preferible usar una mezcladora. Cuando la mezcla se hace a mano no se debe hacer sobre la tierra. Es conveniente usar una superficie limpia, como una plataforma de concreto, de lata o de madera para que el concreto salga limpio de materias extrañas. La arena y el cemento se revuelven hasta obtener un material de color uniforme. Se le agrega más agua hasta formar un material de consistencia media, o sea ni muy seco ni muy aguado. Cuando se usa batidora, el concreto preparado se vacía sobre una superficie limpia o sobre el carretillo.

El ladrillo.- Este elemento es muy importante en el proceso constructivo, por esta razón se recomienda su uso de manera cuidadosa, se debe evitar que esté libre de polvo y de grietas.

El agua.- De la cantidad de agua que se utilice en la elaboración del concreto y mortero, dependerá su resistencia frente a un evento sísmico. Se debe utilizar en proporción a la cantidad de cemento, arena y/o piedra que se esté utilizando.

2.- DIMESIÓN DE LOS ELEMENTOS ESTRUCTURALES

Este factor también es determinante en la construcción de una vivienda sismorresistente. La distancia que debe haber entre columnas, el tamaño y longitud de las paredes son aspectos que se tienen que tener en cuenta en la construcción.

3.- CONEXIÓN DE LOS ELEMENTOS ESTRUCTURALES

Todos los miembros y elementos estructurales deberán estar anclados, empalmados e instalados de tal forma que garanticen la resistencia y fluidez necesarias para resistir las cargas y transmitir las con seguridad.

III.- BONO 6000

Con la finalidad de impulsar la inmediata reconstrucción de la infraestructura pública dañada por el terremoto ocurrido el 15 de agosto de 2007, en el departamento de Ica y la provincia de Cañete (departamento de Lima), y para generar mecanismos que permitan la atención de las necesidades de los damnificados en bienes, servicios y obras; el Poder Ejecutivo emitió el Decreto de urgencia 023-2007 y dispuso el otorgamiento de ayudas económico-sociales a la población damnificada que sufrió pérdidas humanas y materiales.

ENTIDADES RESPONSABLES

Comité distrital de Defensa Civil, presidido por el alcalde distrital.

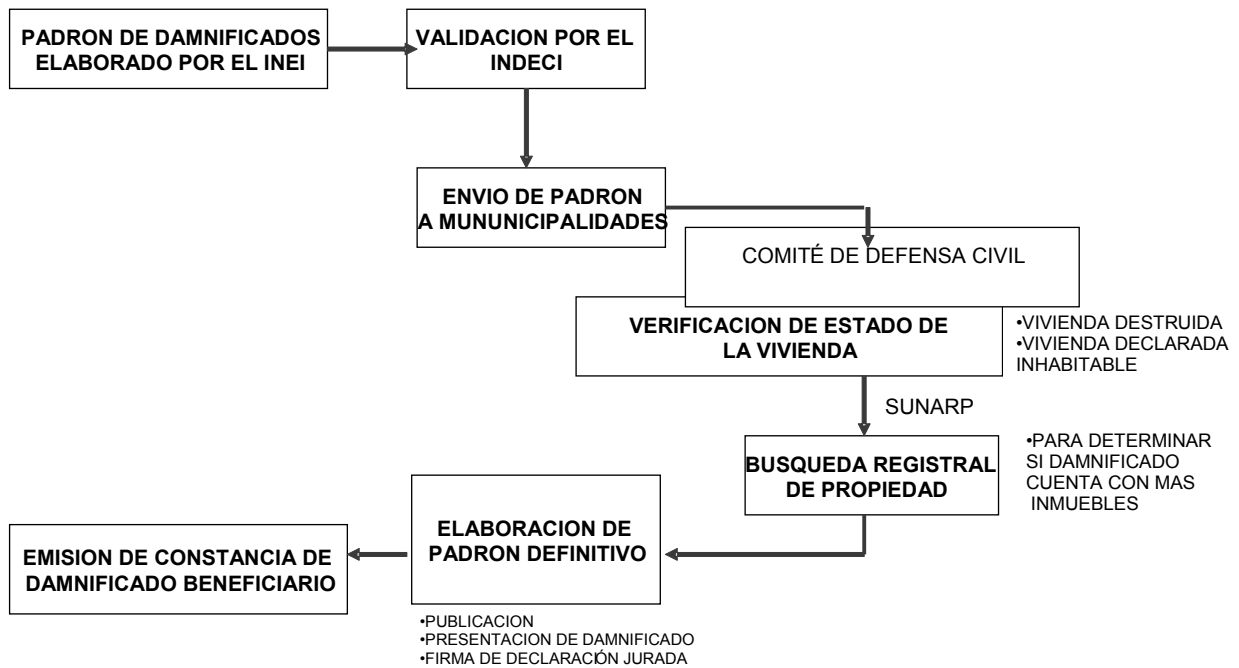
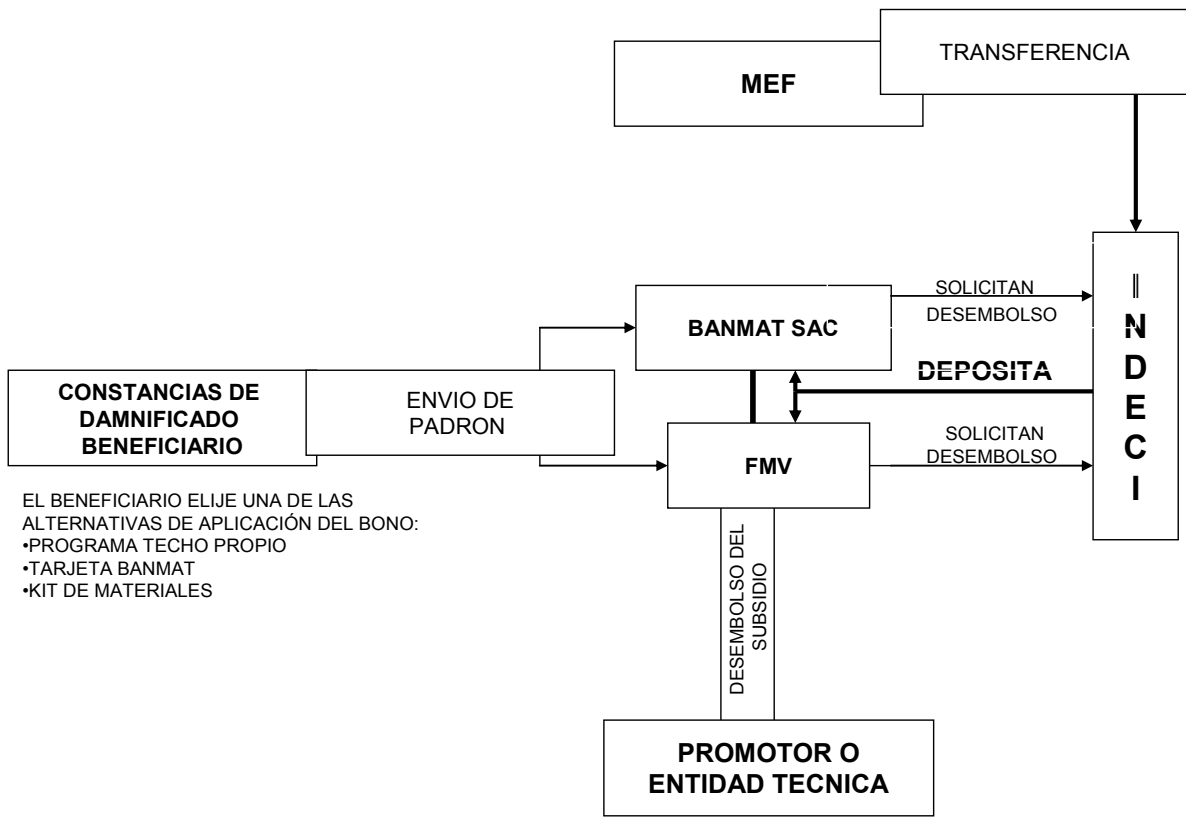
¿EN QUÉ CASOS CORRESPONDE EL OTORGAMIENTO DEL BONO 6000?

Aquellos cuya vivienda se encuentra totalmente destruida o en estado inhabitable que requiera ser destruida.

¿QUIÉNES TIENEN DERECHO A RECIBIR ESTE BENEFICIO?

- Propietarios, si al momento del sismo habitaban su único inmueble. En el caso de tener otra propiedad dentro de la zona afectada, ésta también debe haberse destruido.
- Poseedor, mantiene ejercicio de hecho de uno o más poderes inherentes a la propiedad de algún inmueble.
 - Poseedor inmediato.
 - Poseedor temporal, en virtud de un título.
 - Poseedor ilegítimo de buena fe.
 - Poseedor precario.

PROCEDIMIENTO DE OTORGAMIENTO DEL BONO 6000



¿CÓMO INSCRIBIRSE?

1. Acercándose a la municipalidad del distrito donde pertenece, donde se publicarán el programa de Atención para tramitar el BONO 6000.
2. Los Jefes de Familia (uno por vivienda) registrados así en el padrón del INEI, podrán acercarse a las municipalidades Distritales para solicitar el BONO 6000.
3. Los Comités Distritales de Defensa Civil verificarán:
 - Que esté incluido en el padrón del INEI,
 - Que la propiedad sea única,
 - Que la vivienda efectivamente haya quedado destruida o inhabitable.
4. Luego, se otorgará al solicitante la constancia de damnificado beneficiario que acredita el otorgamiento del BONO 6000.

OPCIONES DE VINCULACIÓN

Recibida la constancia de damnificado, el beneficiario podrá elegir entre dos formas de utilizar este bono:

- Asociado a los programas de vivienda del Estado.
 - Sin vinculación a estos programas.
-
- El Jefe de Familia elegirá la opción de su preferencia y lo señalará así en la propia constancia.
 - Si elige usar el BONO 6000, asociado a Programas de Vivienda del Estado; esto será comunicado al Fondo Mí Vivienda y al BANMAT.
 - El Jefe de Familia podrá acercarse a estas entidades para evaluar los programas y elegir el que más le convenga. Los S/. 6000 soles se añadirán a cualquier beneficio otorgado por Los Programas de Vivienda (Techo Propio, Mi Hogar, crédito Fénix y otros Programas BANMAT). Si elige usar el BONO 6000, sin vinculación a Programas de Vivienda del Estado, se le entregará la Tarjeta BANMAT de débito, con la que podrá adquirir materiales de construcción en centros autorizados.
 - En áreas rurales, en las que no haya Programas de Vivienda, La elección será entre: un kit de materiales para la autoconstrucción con adobe mejorado y elementos sísmicos o la tarjeta BANMAT de débito. Si el beneficiario decidió vincularse a algún programa de vivienda del Estado, mientras no reciba el bono, podrá variar su opción y solicitar la tarjeta BANMAT, para la ejecución de lo siguiente:
 - Construcción parcial de su vivienda o adquisición de módulos básicos de vivienda, a través de terceros acreditados ante el Banco de Materiales S.A.C, las mismas que pueden ser personas naturales o jurídicas: Empresas, Organizaciones no

gubernamentales, universidades o instituciones financieras intermediarias.

- Construcción parcial de su vivienda, a cargo del jefe del hogar, con materiales de construcción adquiridos a través de la tarjeta BANMAT.

RECOMENDACIONES PARA SU USO

- El jefe del hogar que haya optado o variado su opción por la tarjeta BANMAT, y que no haya destinado la subvención para fines de vivienda, quedará inhabilitado para postular o acceder a algunos de los programas de vivienda promovidos por el Estado.
- El Comité Distrital de Defensa Civil correspondiente, podrá realizar las verificaciones aleatorias que considere necesarias, y en caso se identifique el uso inadecuado de la subvención, comunicará al MVCS, con el fin de dar cumplimiento a lo señalado en el párrafo precedente.
- Los materiales que se adquieran deben utilizarse en el lugar donde estuvo la casa damnificada anteriormente.
- Sólo se podrá utilizar el 10% del total del bono para los gastos de construcción.

Además se debe tener en cuenta que este bono no es reembolsable.

PROGRAMA TECHO PROPIO

Techo Propio es un programa orientado a solucionar el problema de vivienda de las familias peruanas con menores recursos para que puedan tener una vivienda digna.

POBLACIÓN OBJETIVO

- A los Grupos Familiares sin vivienda dentro del territorio nacional.
- La suma de los ingresos netos del grupo familiar no debe ser mayor a: S/. 1,450 nuevos soles.

LOS GRUPOS FAMILIARES

Los grupos familiares están compuestos por:

- El Jefe de Familia y su cónyuge o conviviente legalmente reconocido.
- Los hijos menores de 25 años o mayores discapacitados.
- Los padres, abuelos y nietos,

1.- MODALIDAD DE ADQUISICION DE VIVIENDA NUEVA.

Los requisitos para acceder a una vivienda nueva a través de este programa, son los siguientes:

A.- Conformar un GRUPO FAMILIAR

- B.- Tener ingreso familiar promedio menor a S/. 1,450.00 nuevos soles netos al mes.
- D.- No tener vivienda propia ni terreno apto para vivienda.

El valor de la vivienda adquirida debe ser mayor a S/. 18,425 pero no exceder de S/. 33,500.

2.-MODALIDAD CONSTRUCCION DE SITIO PROPIO

Los requisitos para acceder a esta modalidad son los siguientes:

- A.- Conformar un GRUPO FAMILIAR.
- B.- Tener ingreso familiar promedio menor a S/. 1,360.00 nuevos soles netos al mes.
- C.- No haber recibido apoyo habitacional del Estado ya sea por FONAVI, ENACE, Banco de Materiales o Fondo MIVIVIENDA.
- D.- Ser PROPIETARIO del terreno donde se ejecutará la construcción y no ser PROPIETARIO de otra vivienda ni terreno a nivel nacional.
- E.- El terreno debe estar inscrito en Registros Públicos a nombre del Jefe de familia sin cargas ni gravámenes.

El valor de la vivienda construida dependerá de la aplicación al crédito, encontrándose estos valores entre los S/. 19,240 y S/. 33,500 nuevos soles.

3.- MODALIDAD DE MEJORAMIENTO DE VIVIEDA

Los requisitos para acceder a este programa son los siguientes:

- A.- Conformar un GRUPO FAMILIAR.
- B.- Tener ingreso familiar promedio menor a S/. 1,360.00 nuevos soles netos al mes
- C.- No haber recibido apoyo habitacional del Estado ya sea por FONAVI, ENACE, Banco de Materiales o Fondo MIVIVIENDA.
- D.- Ser PROPIETARIO de la vivienda donde se ejecutará las mejoras y no ser PROPIETARIO de otra vivienda ni terreno a nivel nacional. La vivienda debe estar inscrita en Registros Públicos a nombre del Jefe de familia sin cargas ni gravámenes. El valor del presupuesto de obra será de S/. 7,390.00 nuevos soles.

El valor de la vivienda a intervenir no debe superar los S/. 7,390 soles. No incluye el valor del terreno.

Una vez que la familia ha sido calificada como grupo familiar elegible, deberá contactarte con una ENTIDAD TÉCNICA que se encuentre registrada en el Fondo MIVIVIENDA S.A. y que estará a cargo de las obras de mejoramiento, ellos se acercaran a la vivienda y realizaran un

informe así como un presupuesto de las mejoras a realizar. La familia deberá ahorrar S/. 690.00 nuevos soles para poder acceder a este programa.

PRECEDIMIENTO PARA POSTULAR AL PROGRAMA TECHO PROPIO

- Si la persona cumple con los requisitos para la modalidad a la que desea postular debe seguir el siguiente procedimiento:
- Presentar original y copia simple de su DNI (en caso sea casado o conviviente deben acercarse ambos).
- Llenar el formulario de inscripción.
- Datos completos de todos los integrantes del grupo familiar.

BENEFICIO DE TECHO PROPIO

El beneficio principal del programa es el Bono Familiar Habitacional.

BONO FAMILIAR HABITACIONAL

El Bono Familiar Habitacional (BFH) es un subsidio otorgado por una sola vez a los beneficiarios, sin cargo a ser devuelto por éstos, como un incentivo y complemento de su ahorro y esfuerzo constructor, a fin de destinarlo a la adquisición, construcción en sitio propio, o mejoramiento de una vivienda de interés social en el Marco del Programa Techo Propio.

Los beneficiarios del BFH son las familias que carecen de recursos suficientes para obtener o mejorar una única solución habitacional, por lo que existen criterios mínimos de selección como el ingreso familiar mensual máximo, el ahorro mínimo, y las características de la vivienda de interés social.

Este bono es una ayuda que podrán obtener las familias que se inscriban en el Programa Techo Propio y que sea calificadas como grupos familiares elegibles.

El BFH varía dependiendo a la modalidad a la que se postula.

MONTOS OTORGADOS SEGÚN LA MODALIDAD

- Adquisición de vivienda nueva.- S/.13,400.00 nuevos soles.
- Construcción en sitio propio.- S/. 16,750.00 nuevos soles si el valor del terreno es menor a S/. 2,490 nuevos soles. Si el terreno vale más de S/. 2,490 nuevos soles, el bono será de S/. 13,400.
- Mejoramiento de vivienda.- S/. 6,700.00 nuevos soles.

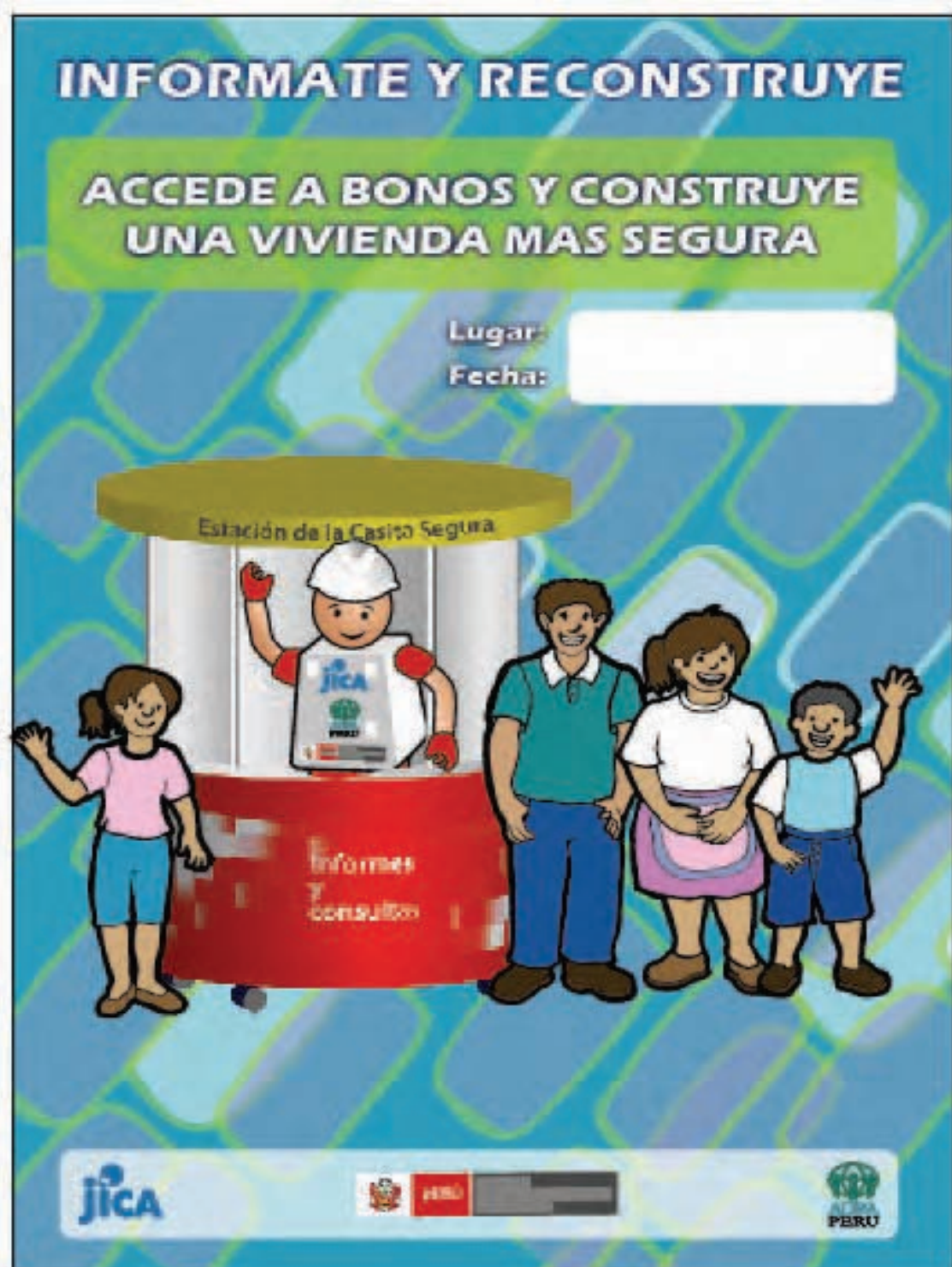
APPENDIX 07 INFORMATION KIT



**APPENDIX 08
MOBILE KIOSK**



**APPENDIX 09
POSTER FOR INVITATION**



APPENDIX 10 VEST



APPENDIX 11 MASCOT



**APPENDIX 12
PUEBLO NUEVO ROUTE PLAN**

WEEKS	Nº	COMMUNITY	INHABITANTS	VISIT DATE	JOURNEY DURATION	TIME	
1st WEEK	1	C.P PUEBLO NUEVO 1 ETAPA	5,046	19-Sep	3 minutos	Mañana	
	2	C.P PUEBLO NUEVO 2 ETAPA	3,954	19-Sep	4 minutos	Tarde	
	3	AA HH SAN ISIDRO	7,818	21-Sep	5 minutos	Mañana	
	4	AA HH. EL SALVADOR	2,880	21-Sep	10 minutos	Mañana	
	Assesment of activities 22-09						
	5	C.P PUEBLO NUEVO 4 ETAPA	2,052	22-Sep	6 minutos	Tarde	
	6	URB. FERNANDO LEON DE VIVERO	9,732	23-Sep	10 minutos	Mañana	
	7	AA HH BEATA MELCHORITA	1,008	23-Sep	10 minutos	Tarde	
	8	UPIS HUSARES DE JUNIN	2,172	24-Sep	10 minutos	Mañana	
	9	UPIS KEIKO SOFIA FUJIMORI	3,582	24-Sep	10 minutos	Tarde	
	10	UPIS EL TREBOL	1,308	25-Sep	5 minutos	Mañana	
	11	UPIS LAS AMERICAS	1,434	25-Sep	8 minutos	Mañana	
12	AA.HH. 26 DE JULIO	426	25-Sep	10 minutos	Tarde		
Assesment of activities 26-09							
2nd WEEK	13	AA.HH SATELITE PRIMAVERAL	2,580	26-Sep	15 minutos	Mañana	
	14	AA.HH MIGUEL GRAU	3,300	28-Sep	10 minutos	Mañana	
	15	AA.HH SAN MIGUEL	282	28-Sep	10 minutos	Mañana	
	16	AA.HH LOS ALAMOS Y LOS LAURELES	2,514	28-Sep	5 minutos	Tarde	
	17	URB EL ROSEDAL	948	29-Sep	8 minutos	Mañana	
	18	URB JOSE OLIVA RAZZETTO	2,082	29-Sep	5 minutos	Mañana	
	19	AA.HH JOSE CARLOS MARIATEGUI	1,104	29-Sep	8 minutos	Tarde	
	20	C.P PUEBLO NUEVO 3 ETAPA	6,360	30-Sep	5 minutos	Mañana	
	21	UPIS BARRIO MAGISTERIAL	654	30-Sep	5 minutos	Tarde	
	22	AA.HH LOS JARDINES	318	30-Sep	10 minutos	Tarde	
	23	AA.HH LAS ROCAS	774	01-Oct	10 minutos	Mañana	
	24	AA.HH. SATELITE	1,110	01-Oct	15 minutos	Tarde	
	25	ASOC. PRO. VIV. SANTA ROSA	3,510	02-Oct	5 minutos	Mañana	
	Assesment of activities 03-10						
	26	ASOC. PRO. VIV LOS ROSALES	216	03-Oct	8 minutos	Mañana	
	27	AA.HH PILAR NORES DE GARCIA	402	03-Oct	8 minutos	Mañana	
	28	UPIS SAN ANDRES	1,116	05-Oct	8 minutos	Mañana	
	29	URB EL EDEN	564	05-Oct	10 minutos	Tarde	
	30	AA.HH CASUARINAS	220	06-Oct	15 minutos	Mañana	
31	UPIS 7 DE JUNIO	156	06-Oct	15 minutos	Tarde		

**APPENDIX 13
INDEPENDENCIA ROUTE PLAN**

WEEKS	Nº	COMMUNITY	INHABITANTS	VISIT DATE	JOURNEY DURATION	TIME
1st WEEK	1	Santa Beatriz	240	08-Oct	10 minutos	Mañana
	2	Santa Luisa	170	08-Oct	8 minutos	Mañana
	3	Santa Isabel	660	08-Oct	10 minutos	Tarde
	4	Toscania	330	09-Oct	12 minutos	Mañana
	5	Adán palto	715	09-Oct	10 minutos	Mañana
	6	Zarate	165	09-Oct	12 minutos	Mañana
	7	Dos palmas	1445	09-Oct	15 minutos	Tarde
	8	San Jacinto	420	09-Oct	15 minutos	Tarde
	9	Mencia	230	10-Oct	15 minutos	Mañana
	10	Juan Velasco Alvarado	355	10-Oct	8 minutos	Mañana
2nd WEEK	Assesment of activities 10-10					
	11	San José de cóndor	755	12-Oct	8 minutos	Mañana
	12	Toma de león	35	12-Oct	15 minutos	Mañana
	13	AA HH Nuevo amanecer	135	12-Oct	15 minutos	Tarde
	14	Fermin Tamguis (Pegado de afiches)	65	13-Oct	45 minutos	Mañana
	15	Los libertadores wari (Pegado de afiches)	140	13-Oct	1 hora	Mañana
	16	Vista alegre (Pegado de afiches)	120	13-Oct	1 hora 30 minutos	Mañana
	17	Irg. Cabeza de toro lateral 04 (Pegado de afiches)	245	13-Oct	15 minutos	Tarde
	18	Irg. Cabeza de toro lateral 02 (Pegado de afiches)	120	13-Oct	15 minutos	Tarde
	19	Irg. Cabeza de toro lateral 03 (Pegado de afiches)	165	13-Oct	20 minutos	Tarde
	20	San Emilio (Pegado de afiches)	175	14-Oct	30 minutos	Mañana
	21	CC.PP. Santa Rosa (Pegado de afiches)	275	14-Oct	15 minutos	Mañana
	22	Fermin Tamwis (Difusión)	65	14-Oct	45 minutos	Tarde
	23	Los libertadores wari (Difusión)	140	14-Oct	1 hora	Tarde
	24	Vista alegre (Difusión)	120	14-Oct	1 hora 30 minutos	Tarde
	25	San Emilio (Difusión)	175	15-Oct	30 minutos	Mañana
	26	CC.PP. Santa Rosa (Difusión)	275	15-Oct	15 minutos	Mañana
	27	Irg. Cabeza de toro lateral 04 (Difusión)	245	15-Oct	15 minutos	Tarde
	28	Irg. Cabeza de toro lateral 02 (Difusión)	120	15-Oct	15 minutos	Tarde
	29	Irg. Cabeza de toro lateral 03 (Difusión)	165	15-Oct	20 minutos	Tarde
30	Recorrido por AA HH de la Tinguña		16-Oct		M y T	
Assesment of activities 17-10						

APPENDIX 14 LA TINGUÑA ROUTE PLAN

WEEKS	Nº	COMMUNITY	INHABITANTS	VISIT DATE	JOURNEY DURATION	TIME	
1st WEEK	1	La máquina	490	20-Oct	20 minutos	Mañana	
	2	Lamáquina alta	88	20-Oct	15 minutos	Mañana	
	3	San Antonio	57	20-Oct	15 minutos	Mañana	
	4	Los romanes	223	20-Oct	20 minutos	Tarde	
	5	Manco Capac	228	21-Oct	25 minutos	Mañana	
	6	Residencial Iuren	191	21-Oct	30 minutos	Tarde	
	7	La esperanza	65	22-Oct	45 minutos	Mañana	
	8	La nueva esperanza	197	22-Oct	35 minutos	Mañana	
	9	Buenos aires	244	22-Oct	40 minutos	Tarde	
	10	Santa Barbara	433	23-Oct	45 minutos	Mañana	
	11	Chalet	106	23-Oct	45 minutos	Tarde	
	12	Fernando León de V.	239	24-Oct	50 minutos	Mañana	
	13	Las mercedes	181	24-Oct	50 minutos	Tarde	
2nd WEEK	Assesment of activities 24-10						
	1	Fundición baja	72	27-Oct	1 hora	Mañana	
	2	Fundición alta	26	27-Oct	1 hora	Mañana	
	3	Chanchajalla	470	27-Oct	15 minutos	Mañana	
	4	CAT-Bambarén		27-Oct	10 minutos	Tarde	
	5	CAT-Las lunas		28-Oct	5 minutos	Mañana	
	6	San Hilario		28-Oct	5 minutos	Mañana	
	7	CAT-San Idelfonso		28-Oct	25 minutos	Tarde	
	8	El arenal		29-Oct	25 minutos	Mañana	
	9	Las Nieves		29-Oct	10 minutos	Mañana	
	10	Tupac Amaru		29-Oct	10 minutos	Tarde	
	11	Tinguña baja		30-Oct	25 minutos	Mañana	
	12	Las flores		30-Oct	25 minutos	Mañana	
13	Los rosales		30-Oct	30 minutos	Mañana		
Assesment of activities 30-10							

APPENDIX 15 SIGNS BOARDS

Signboards were used to advertise the information available at the information booth. The letters used were big, bold and in red. The project mascot was also around to catch the attention of the people in the area.

The photo shows a signboard positioned atop the information booth with a picture of the mascot on the lefthand side. A team member (in white cap) is manning the kiosk to answer inquiries; other visitors are attended to while seated around the table. (Pueblo Nuevo, 2008)



The mascot is a happy-faced and friendly-looking helper. His costume shows the organizations sponsoring the event. He invited the people around to approach the kiosk, carrying a sign that pedestrians could read as they pass by. (Pueblo Nuevo, 2008)

