

REPUBLICA FEDERATIVA DO BRASIL
MINISTERIO DO TRABALHO E EMPREGO
INSTITUICAO CAIXA PATRONAL DE APOSENTADORIA
CARTERA DE TRABALHO
E
PREVIDENCIA SOCIAL

REPUBLICA FEDERATIVA DO BRASIL
MINISTERIO DO TRABALHO E EMPREGO
INSTITUICAO CAIXA PATRONAL DE APOSENTADORIA
CARTERA DE TRABALHO
E
PREVIDENCIA SOCIAL

REPUBLICA FEDERATIVA DO BRASIL
MINISTERIO DO TRABALHO E EMPREGO
INSTITUICAO CAIXA PATRONAL DE APOSENTADORIA
CARTERA DE TRABALHO
E
PREVIDENCIA SOCIAL

REPUBLICA FEDERATIVA DO BRASIL
MINISTERIO DO TRABALHO E EMPREGO
INSTITUICAO CAIXA PATRONAL DE APOSENTADORIA
CARTERA DE TRABALHO
E
PREVIDENCIA SOCIAL

REPUBLICA FEDERATIVA DO BRASIL
MINISTERIO DO TRABALHO E EMPREGO
INSTITUICAO CAIXA PATRONAL DE APOSENTADORIA
CARTERA DE TRABALHO
E
PREVIDENCIA SOCIAL

REPUBLICA FEDERATIVA DO BRASIL
MINISTERIO DO TRABALHO E EMPREGO
INSTITUICAO CAIXA PATRONAL DE APOSENTADORIA
CARTERA DE TRABALHO
E
PREVIDENCIA SOCIAL

REPUBLICA FEDERATIVA DO BRASIL
MINISTERIO DO TRABALHO E EMPREGO
INSTITUICAO CAIXA PATRONAL DE APOSENTADORIA
CARTERA DE TRABALHO
E
PREVIDENCIA SOCIAL

REPUBLICA FEDERATIVA DO BRASIL
MINISTERIO DO TRABALHO E EMPREGO
INSTITUICAO CAIXA PATRONAL DE APOSENTADORIA
CARTERA DE TRABALHO
E
PREVIDENCIA SOCIAL



President of Brazil Dilma Rousseff

Vice-president Michel Temer

Social Development and Fight Against Hunger Minister Tereza Campello

Substitute Executive Secretary Marcelo Cardona

Extraordinary Secretary for Elimination of Extreme Poverty Tiago Falcão

National Secretary for Citizen`s Income Luís Henrique da Silva Paiva

Social Assistance National Secretary Denise Colin

Food and Nutritional Security National Secretary Maya Takagi

Information Evaluation and Management Secretary Paulo Jannuzzi

Partner Ministries Health Ministry
Education Ministry
Agrarian Development Ministry

Expedient

Social Communication Coordinator Adriana Miranda Morais

Press Coordinator Anelise Borges

Publicity Coordinator José Flávio Fernandino Maciel

Editor José Rezende Jr.

Technical Consultants Janine Mello
Marcelo Cabral
Ysrael Oliveira
Patricia Vieira da Costa
Bruno Teixeira
Flora Marin
Luciana Jaccoud

Articles João Carlos Rodrigues
Roseli Garcia
Valéria Feitoza
Cristiane Hidaka
Adriana Scorza
Raphael Rocha
Thais Ribeiro
Roberta Caldo

Photographers Ana Nascimento
Ubirajara Machado
Rodrigo de Oliveira

Graphic Project Njobs Comunicação

Review Njobs Comunicação

Edition Web

Contents

Article 6
Busca Ativa (Active Search) 9

Income transfer 13
Brasil Carinhoso (Brazil that Cares) 13
Bolsa Família (Family Fund) 15
Interview 20

Access to Public Services 22
UBS | Mais Educação | Assistência Social 22
(Basic Health Units | More Education | Social Assistance)
Doenças relacionadas à pobreza 24
(Diseases related to poverty)



26 Inclusão Produtiva
26 Pronatec (Access to Technical Learning and to Jobs National Program)
28 Mulheres Mil (Thousand Women)
30 Crescer | MEI (Oriented Productive Micro-credit National Program | Individual Micro-Entrepreneur Program)
31 Bolsa Verde (Green Fund)
32 Fomento | Ater | PAA (Incentive | Technical Assistance and Rural Extension | Program for the Acquisition of Food)
34 Água para Todos (Water for All)
36 Luz para Todos (Light for All)
38 Article



Courage to build a less **unequal country**

To go where extreme poverty is, and to offer programs and services that will allow us to overcome misery requires an intersectorial action from the State.



40%
reduction
in extreme
poverty and
2.7 million
children
from 0 to 6
saved from
misery

By placing social policies in the core of its economic development strategy, Brazil proved that it is possible to grow while distributing income and promoting social inclusion. The Plano Brasil Sem Miséria (Brazil Without Misery Plan) reinforces our commitment to this model and dares to go beyond, facing the ambitious challenge of overcoming extreme poverty.

The target public of the Plan, launched in June 2011, are the approximately 16.2 million Brazilians identified by the 2010 Census who are still in a situation of extreme poverty, that is, receiving a monthly income below R\$ 70.

We know, however, that extreme poverty manifests itself in many forms besides insufficient income. In order to overcome it, an intersectorial action by the State is needed. This is why the Brasil Sem Miséria Plan, coordinated by the Social Development and Fight Against Hunger Ministry, involves over 10 ministries: the Civilian Affairs Ministry; the Economy Ministry; the Planning, Budget and Management Ministry; the Agrarian Development Ministry; the Education Ministry; the Health Ministry; the Cities Ministry; the Labor and Job Ministry; the National Integration Ministry; and the General Secretariat of the Presidency; as well as public banks and other federal, state, and municipal organizations and entities, and counts on the support of the private and third sectors.

Previous initiatives to fight poverty such as the Bolsa Família Program and the Program for the Acquisition of Food

(Programa de Aquisição de Alimentos) were expanded and reinvigorated. But Brasil Sem Miséria also brought novelties like the Bolsa Verde Program (Green Purse), and the Incentive to Rural Productive Activities (Fomento às Atividades Produtivas Rurais).

The national scale and the intersectorial and intergovernmental character of the Plan required the support of tools and networks with similar characteristics – the networks of the Single Register for Social Programs (Cadastro Único para Programas Sociais) and the Social Assistance Single System (Sistema Único de Assistência Social, Suas).

Busca Ativa (Active Search)

Busca Ativa is the strategy adopted by Brasil Sem Miséria to find and register all extremely poor families that have not been located yet.

Developed in the municipal level, it is implemented by social assistance mobile teams and by the increase in the transfers of Federal Government resources to city governments. Thanks to Busca Ativa, 687 thousand families previously “invisible” were included in the Cadastro Único in its first year of existence, and are already receiving the Bolsa Família and other social benefits.

The three axis

The Brasil Sem Miséria Plan has three main axis of action. The income guarantee axis, which refers to transfers for the

687
thousand
extremely poor
families added
to the Cadastro
Único and receiving
Bolsa Família



immediate relief of the extreme poverty situation; the productive inclusion axis, which offers job and income opportunities to the Plan's target public; and the access to public services axis, for the provision or expansion of actions of citizenship and social welfare.

In the income guarantee axis, Brasil Sem Miséria gives special attention to children, since approximately 40% of the Brazilian population in extreme poverty is less than 14 years old. This is the reason why the benefits of Bolsa Família related to children and teenagers were increased by 40% in 2011. The amount of these benefits that each family can receive grew from three to five, and benefits to women who are pregnant or in the breastfeeding stage began being paid.

Another initiative oriented to children is the Ação Brasil Carinhoso, oriented to extremely poor families with children in early childhood. The payment of the Brasil Carinhoso benefits began in June 2012 and have already had an enormous impact: a 40% reduction in extreme poverty and the release from misery of 2.7 million children from 0 to 6.

The income guarantee axis has gained momentum now that states have joined Brasil Sem Miséria. Eight states and the Federal District have made a commitment to supplement the income of Brazilians who, even with the resources of Bolsa Família, cannot overcome the extreme poverty level.

In the productive inclusion axis, in its urban aspect, the objective is to promote professional qualification, improving insertion in the labor market and, consequently, increasing income. The flag bearer is the National Program for Access to Technical Education and Jobs (Programa Nacional de Acesso ao Ensino Técnico e Emprego, Pronatec), which has already enrolled 123 thousand.

And Brasil Sem Miséria also supports those who prefer to work independently, offering productive micro-credit with Programa Crescer and helping independent workers to become individual micro-entrepreneurs.

In spite of the fact that just 15% of Brazilians live in rural areas, half the population in extreme poverty lives in the rural area. This is why actions of rural productive inclusion, which help extremely poor families to produce more and to trade their products, are so important. In order to support the organization of family production, the Plan offers technical assistance to extremely poor farmers, quality seeds, and resources for the acquisition of equipment and other inputs – increasing the quantity and quality of the production. The access to quality water and electric power is also fundamental to improve life and working conditions in rural areas, and this is why Brasil Sem Miséria pays special attention to these items.

Finally, as refers to the access to public services axis, the towns where there is a insufficiency of offer have been mapped, allowing Brasil Sem Miséria to act in the regions where Basic Health Units (Unidades Básicas de Saúde, UBS), integral education schools, and social assistance units are absent. In addition to expanding the assistance network in these areas, the Plan allows the offer of more and better services to those who need them most. The initiatives described here are just a fraction of all that is being made in Brasil Sem Miséria. We have advanced much, but still have a lot of work to do to continue changing the life of millions of Brazilians by 2014. We will continue, with courage, to build the Brazil we all want. A country that, through a joint effort, will leave extreme poverty in the past. 🌱

Tiago Falcão
Extraordinary Secretary for the Fight
Against Extreme Poverty



Over
1 million
attendances
in technical
assistance, water,
Fomento and
Bolsa Verde



123
thousand
persons
enrolled in
Pronatec
courses
throughout
Brazil

Cadastro Único. **Uma tecnologia** **social que** **está mudando** **o Brasil.**

O Cadastro Único para Programas Sociais do Governo Federal é a porta de entrada para as ações do Brasil Sem Miséria. Presente em todos os municípios do País, garante o acesso a diversos benefícios e programas sociais importantes para as famílias brasileiras de baixa renda. Esta solução inovadora é 100% brasileira e já se tornou referência mundial no combate à pobreza extrema. **É o Brasil exportando tecnologia social e construindo um país mais justo.**

Mais informações, acesse: www.mds.gov.br ou ligue: 0800 707 2003.

Cadastro
Conhecer
para incluir **Único**



Ministério do
Desenvolvimento Social
e Combate à Fome

GOVERNO FEDERAL
BRASIL
PAÍS RICO E PAÍS SEM POBREZA

The turn and the time of the invisible ones

The strategy of Busca Ativa has already located 687 thousand families that were not included in social programs

Paulo Martins da Silva cannot see the world because he is starblind since he was affected by amaurosis three years ago. He, who can not see, was also never seen: Paulo was invisible to the eyes of the State. Abandoned by his family, dependent on the solidarity of neighbors, he lives in one of the many improvised shacks in the 17 de Maio Community, an invasion that arose and grew under the high tension towers of power company Light. Paulo cannot leave home without someone to guide him. Facing so many obstacles, he never pursued his rights. Then, in March this year, his rights sought him, in the form of a team of the Nova Iguaçu Social Assistance and Prevention of Violence Municipal Secretariat (Secretaria Municipal de Assistência Social e Prevenção à Violência de Nova Iguaçu, RJ), in partnership with Brasil Sem Miséria.

The mission of mobile teams like this one in Nova Iguaçu is to go where extreme poverty is. On foot, by bus, truck, or boat. In the Amazonian *igrapés*, in the Southern *pampas*, in the Northeastern *sertão*, in any corner of Brazil, in partnership with health community agents and even with electric power concessionaires. To win distances, to face danger in many areas where often not even the police penetrates, in the tireless search for the invisible Brazilians, the poorest of the poor.

Since the launch of Brasil Sem Miséria, 687 thousand extremely poor fam-

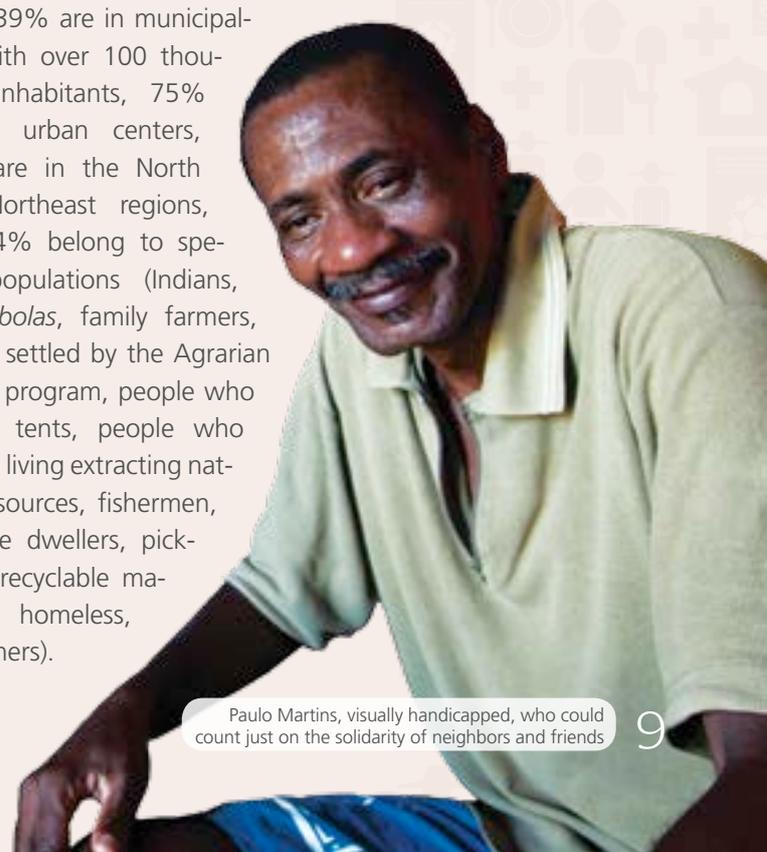
ilies were included in the Federal government's Cadastro Único para Programas Sociais and are already receiving the Bolsa Família. The initial target is to include 800 thousand families by 2013.

The Single Register (Cadastro Único) is the gate that gives access to the Brazil Sem Miséria Plan and other Federal Government social programs such as Bolsa Família, Luz para Todos, Programa Nacional de Acesso ao Ensino Técnico (Pronatec), Programa Nacional de Microcrédito Produtivo Integrado – Crescer, Assistência Técnica e Extensão Rural (Ater), Água para Todos, Programa de Fomento às Atividades Produtivas Rurais, ProJovem e Minha Casa Minha Vida.

Out of the families found by Busca Ativa, 39% are in municipalities with over 100 thousand inhabitants, 75% are in urban centers, 58% are in the North and Northeast regions, and 14% belong to specific populations (Indians, *quilombolas*, family farmers, people settled by the Agrarian reform program, people who live in tents, people who make a living extracting natural resources, fishermen, riverside dwellers, pickers of recyclable materials, homeless, and others).

Out of the 687 thousand families located, 75% lived in urban centers.

Paulo Martins, visually handicapped, who could count just on the solidarity of neighbors and friends



From door to door

This is how, going from door to door, that Brasil Sem Miséria found Paulo, the visually handicapped man in the 17 de maio community in Nova Iguaçu. Alone in a world of darkness, He could count only on neighbors and friends like Mrs. Dalva Mariano, who makes his food and helps in the cleaning. Now, he can also count on the more effective support of the Brazilian State.

“It was they who found me. They came here and talked to me”, said Paulo, who had no income and can now receive the Bolsa Família, plus supplementary benefits from the Rio de Janeiro state program (Renda Melhor). Meanwhile, the team of the closest (Jardim Guandu) Social Assistance Reference Center (Centro de Referência de Assistência Social, Cras) did not waste time and submitted him to a series of medical exams: the good news is that Paulo, who is not invisible anymore, can also recover his sight, thanks to a surgery he did not even know existed.

New life

“In have heard many people in this community say they never managed to go to a Cras”, said Nova Iguaçu’s

Bolsa Família manager Elaine Meireiros. “The access is difficult and they live in extreme poverty. To take a bus is a luxury for them.”

On the day when the mobile team arrived at the 17 de maio community, Beatriz Vasconcelos Ramos da Silva, 18, with a husband that did not have a permanent job and a two year old daughter to raise, counted all the money she had at home, to the last coun: the total amounted to R\$ 1, and the bus ticket (one way) that would take her to where she could seek rights she ignored she had, cost three times more.

“In did not have a job card or an electoral card, and my daughter’s birth certificate was wet. I did not even know I had the right to receive the Bolsa Família”, said Beatriz.

Included in the Cadastro Único, Beatriz now has access to Bolsa Família and the state supplement Renda Melhor. Her husband, David, is taking one of the courses of the Programa Nacional de Acesso ao Ensino Técnico e Emprego (Pronatec). He will have a profession and the chance to find a permanent job. Soon, invisibility may be just part of the sad past Brazil is struggling to overcome.



Beatriz now receives the Bolsa Família and David is enrolled in a Pronatec course

Successful partnerships

The Nova Iguaçu Busca Ativa's mobile unit is a bus bought with resources from the Índice de Gestão Descentralizada (IGD) of the Bolsa Família and equipped by the municipal government. The interior of the vehicle has been adapted for individual attendances. According to the Social Assistance and Prevention of Violence Municipal Secretariat, the work with the bus has reduced the waiting lines for the registration and review of Bolsa Família in the Cras. The target of the municipality is to include 10 thousand new families in the Cadastro Único until the end of 2012.

Busca Ativa's strategy has put 812 mobile teams on the field, and their work is fundamental for the success of Brasil Sem Miséria. The partnerships with different federal, state, and municipal entities, organizations from the civil society, unions, Social Control Instances (ICS), among others, are helping municipalities in their action to locate the most vulnerable families. This is what happened, for example, in Itambé (Bahia), where a good part of the rural population ignored the benefits to which they had the right.

"We heard a lot about Bolsa Família, but did not know we had the right to

so many government programs." This sentence, always accompanied by an expression of surprise and satisfaction, was one of the most heard by the members of the two mobile teams in the municipality, when they began their work in rural areas and black communities in the region.

Formed by four professionals, psychologists, social assistants, and counselors, the teams visited eight regions in the municipality from March to April this year. They found from children who could not be enrolled in school because their parents did not have their birth certificates, to elderly who had the right to the Benefício de Prestação Continuada (BPC), but had no idea of what to do to receive it.

In a little more than one month of work, the teams directed them to Bolsa Família and other social programs, services, and Social Assistance benefits, and carried out 183 new registrations for inclusion in the Serviço de Proteção e Atendimento Integral à Família (Paif), totaling no less than 297 actions. In a municipality of 23 thousand, this made all the difference. 🇧🇷



In Nova Iguaçu, a mobile team goes by bus to where those who need it most can be found



Brasil Carinhoso:

More investment in early childhood, less extreme poverty

Increase in income transfer reduces misery among 0 to 6 children by 62%; agenda also expands access to health, nursery, and pre-school

The guarantee the right of the poorest children in Brazil to health, education, quality food, attention and loving care – while, at the same time, reducing extreme poverty in Brazil by 40%; and all this not in a distant future, but now, as of June 2012. This is the objective of Brasil Carinhoso, the agenda of basic attention to childhood launched by President Dilma Rousseff in May. Until 2014, R\$ 10 billion will be invested in the expansion of access to nursery, pre-school and health, and to overcome extreme poverty – not just of children from 0 to 6, but also of their families.

The fight for a better childhood is not starting now. In the last decade, all social indicators for this age bracket grew. Brazil has overcome severe malnutrition, reducing infant mortality by over 47%. The access to nurseries grew 150%, and to pre-school by 56%. Extreme poverty, which was reduced for all age brackets as of 2003, fell 41% among Brazilian children from 0 to 6.

Nevertheless, the country is still paying a high toll for the absence of care for children and their families in the past. The children are the ones most exposed to extreme poverty, presenting the lowest

indices of access to education and the highest risk of malnutrition.

For this reason, Brasil Sem Miséria prioritized childhood with measures such as the inclusion of over 1.3 million children in the Bolsa Família program. The variable benefit per child was increased by 45%. In addition, 255 thousand women began receiving the benefits for pregnant women or women in the breast feeding stage.

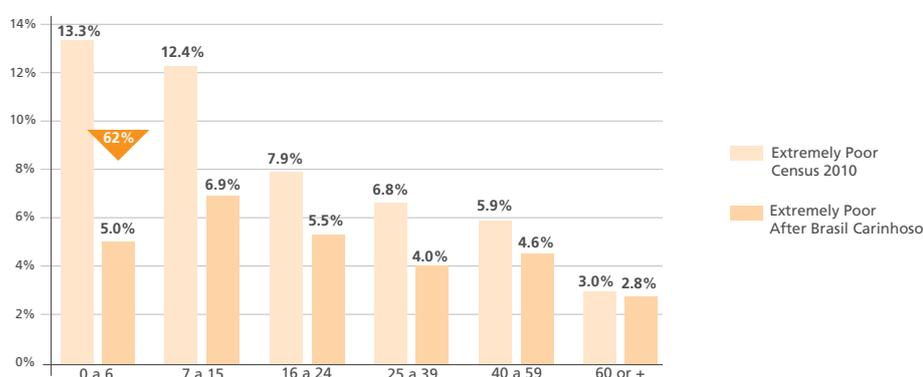
With Brasil Carinhoso, the country is taking a definitive step to improve the life conditions of four children and their families. More than a tool to reduce inequalities, Brasil Carinhoso is the acknowledgement that children have the right to adequate care, attention, stimulus and feeding – rights that increase their capacity to take advantage of opportunities in the future, as full development in this stage of life makes individuals capable of achieving full development of human potentials as adults.

According to experts, if the brain does not develop satisfactorily from pre-birth to childhood, it is very difficult to revert the consequences. This is why an increase in public investments in this age bracket is so strategic.

Minimum income of over R\$ 70 for each member of the family with at least one child from 0 to 6

2,7 million children saved from extreme poverty

62% reduction in extreme poverty in the 0 to 6 bracket



Three axis for a better Brazil

The Ação Brasil Carinhoso was generated by the urgency to overcome misery among children and to break the poverty cycle that continues generation after generation. Poverty is severe among children and teenagers. But in childhood it is alarming. Out of the total of Brazilians in a situation of extreme poverty, 17.4% are children from 0 to 6 – and the statistics show that 78% of them are in the North and Northeast regions, and that 68% are black.

With the integration of the main social assistance, health, and education networks, Brasil Carinhoso is already changing this reality.

In June, with the payment of the benefit already integrated to Bolsa Família, there will be an immediate 40% reduction in extreme poverty throughout Brazil. The reduction will be even higher in the 0 to 6 bracket: 62% of the children will not fall anymore below the extreme poverty line.

“This is the most important action to fight extreme poverty in childhood ever launched in our country”, declared president Dilma. “The name of the action says it all: Brasil Carinhoso (Affectionate Brazil). It is the Brazil that takes good care of its most precious asset: our children.”

Overcoming extreme poverty

- Increase of Bolsa Família, to guarantee for each member of the family with at least one child from 0 to 6 a minimum income of over R\$ 70. The impact of the measure will be immediate: as of June, poverty in childhood will fall by 62%

Expansion of access to nursery and pre-school

- Advance payment of costs (Fundeb) for nurseries and pre-schools, independent or linked to the government (R\$ 2,725 per student/year). The measure will encourage the expansion of vacancies by city governments – previously, it took up to one and a half year for municipalities to receive the transfer.
- In addition, Brasil Sem Miséria transfers over R\$ 1,362 per year for each Bolsa Família child from 0 to 3 enrolled in a nursery, a money that can be used for maintenance and the purchase of diapers, for example.
- A 66% increase in the values transferred to provide food for schools, nurseries, and pre-schools.

Expansion of access to health

- Expansion of the Health in School Program (Programa Saúde na Escola, PSE) for nurseries, and pre-schools.
- Prevention and control of anemia and hipovitaminose A, with distribution of ferrous sulphate in the Unidades Básicas de Saúde (UBS) for all children from 6 to 24 months, and the supplementation of megadoses of vitamin A for all children from 0 to 5, in the vaccination campaigns throughout Brazil.
- Asthma medicines will be freely distributed (medical prescription required) in the Aqui Tem Farmácia Popular. Asthma is the second main cause for internment in the Sistema Único de Saúde (SUS).



Income transfer and health and education conditions contribute to break the cycle of poverty

The program that helped to **change Brazil**

In eight years, in addition to improving nutrition, health, and education for the poor, Bolsa Família has injected R\$ 93.5 billion in the economy

The scene is repeated in every Brazilian town, in the end of every month: the fathers and mothers – particularly the mothers – of 13.5 million families converge to the agencies of the Caixa Econômica Federal to receive the benefits of the income transfer program that has changed their lives and helped to change Brazil. From October 2003 to April 2012, no less than R\$ 93.5 billion were transferred to the hands of the poorest segment of the Brazilian population – and from these, to other and then other hands, making the wheels of the economy turn continuously.

This is what happens in Exu (Pernambuco State). Commercial establishment owners in Exu wait anxiously for the second half of the month. “When the

payment of the Bolsa Família starts, everything gets better”, says Valda Carvalho, the owner of Mercadinho Minipreço. The store owner guarantees Bolsa Família made business prosper. “We have expanded the store, both in the amount of items on sale and in the number of workers.” In the past, she, her husband, and a helper were enough to take care of the store. Today, at least six workers are needed to meet the demand.

Out of a population of 31.6 thousand in Exu, 23 thousand are benefited by the program. In March this year, the land of Luiz Gonzaga received R\$ 920,863 from the Municipalities Participation Fund (Fundo de Participação dos Municípios) – and R\$ 737,692 from Bolsa

Thanks to Brasil Sem Miséria, **1.3 million children and teenagers were included in Bolsa Família**

In May 2012, **255 thousand pregnant women and women in the breast feeding stage received a reinforcement in Bolsa Família benefits**

Família. This means that the income transfer program accounts for an 80% increase in the local economy.

A study by the Economic Applied Research Institute (Instituto de Pesquisa Econômica Aplicada, Ipea) shows that for every R\$ 1 invested in Bolsa Família, R\$ 1.44 return to the Gross Domestic Product (GDP) on account of an increase in economic activity.

Thus, the contribution of the program to reduce poverty in Brazil, recognized nationally and internationally, made the choice of the program as one of the Brasil Sem Miséria Plan's flagships.

Bolsa Família's significant results are due to income transfer and also of the follow up of the conditions imposed by the program in the education and health areas, which are contributing decisively to break the cycle of poverty, reproduced generation after generation.

Studies of the impact of Bolsa Família conducted by independent institutes shows that, among other positive indicators, the children who benefit from the program take more vaccines at the right time, attend school more regularly, and show a higher rate of approval.

Children come first

When Brasil Sem Miséria was launched, in June 2011, Bolsa Família assisted 13 million poor and extremely poor families throughout Brazil. Aware that there were families with this profile that were not being assisted yet, the

Federal Government established as one of its main targets to include all families in a situation of extreme poverty in the program until 2014.

In addition to expansion, Brasil Sem Miséria added new momentum to Bolsa Família through five measures of great impact, all of them oriented to the segment of the population most affected by extreme poverty: the children.

The first initiative was to readjust significantly the program particularly as refers to benefits linked to children and teenagers, who account for no less than 40% of the population in a situation of extreme poverty in Brazil. These benefits were increased by 45%, amounting to R\$ 32 each.

Once the value was adjusted, the second measure was to expand the number of these benefits from three to up to five per family. This alteration made it possible to begin immediately the payment of 1.38 million in new benefits related to children and teenagers throughout Brazil.

With the objective of improving the development of children since intrauterine life, Bolsa Família adopted a third measure: the payment of benefits to pregnant women. Another fundamental stage in the development of children – breast feeding – led to the implementation of the fourth new initiative in the program: benefits for mothers in the breast feeding stage.

In May this year, 255 thousand pregnant women and women in the breast feeding stage in all of Brazil received a reinforcement to Bolsa Família. For Mônica Trigueiro, from Juazeiro do Norte (Ceará State), the benefit came at the right time. "I have bought clothes and diapers for Bruna Yasmin", she said.



For Mônica, the new benefit came a little before the birth of Bruna Yasmin

The R\$ 32 a month Sônia Márcia Silva, also from Juazeiro do Norte, receives during her pregnancy are well invested in milk and fruit. "I have been going to the health clinic since the first month", explained Sônia, who meets the conditions religiously: in order to receive the benefit, the woman has to submit to a prenatal follow up, which helps to guarantee a healthy pregnancy. In the case of women in the breast feeding stage, the benefit is paid as soon as the family registers its new member, the baby, in the Cadastro Único.

To forge ahead

Like millions of other Bolsa Família beneficiaries, Adessandra Sena, from Rio Branco (Acre State), sees the benefit as a support that is needed, but temporary. A kind of spring that can contribute to interrupt hereditary poverty – which she inherited from her parents, but which is not the inheritance she wants to leave to her children.

Adessandra's trajectory is similar to the trajectory of so many other women in Brazil. At 15, she was already married and had abandoned school. Only at 29, with three daughters, she began to fight her way towards financial independence.

She took advantage of all the public policies made available to her by the Federal Government and by the municipal administration.

First, she went back to school: she enrolled in the ProJovem, a Federal Government program to reinsert in school persons who never completed their fundamental studies. Not satisfied, she continued her studies and is completing a technical Management course in the Acre Federal Institute.

Finally, the fifth measure taken by Bolsa Família, and the measure with the most significant impact: the income transfer in the strategy of Brasil Carinhoso, agenda of basic assistance to infancy launched in May this year.

The program now guarantees a minimum monthly income of R\$ 70 per person to all families in extreme poverty with children from 0 to 6. the initiative will reduce by 40% extreme poverty in Brazil, saving 2 million families from misery.

The city government's nursery, where she left her children while she faced new challenges, was fundamental for her success.

Adessandra expanded her family, adopting a boy, and works today as a traffic educator, but the job is temporary and she wants to forge ahead. The next step? "To obtain a permanent job and leave Bolsa Família for someone else who, like me in the past, does not have any source of income." 🇧🇷



Adessandra raised her children and now wants financial independence



Mrs. Marli, Franciscos and Franciscas: better food with the supplement to Bolsa Família

Franciscos and Franciscas

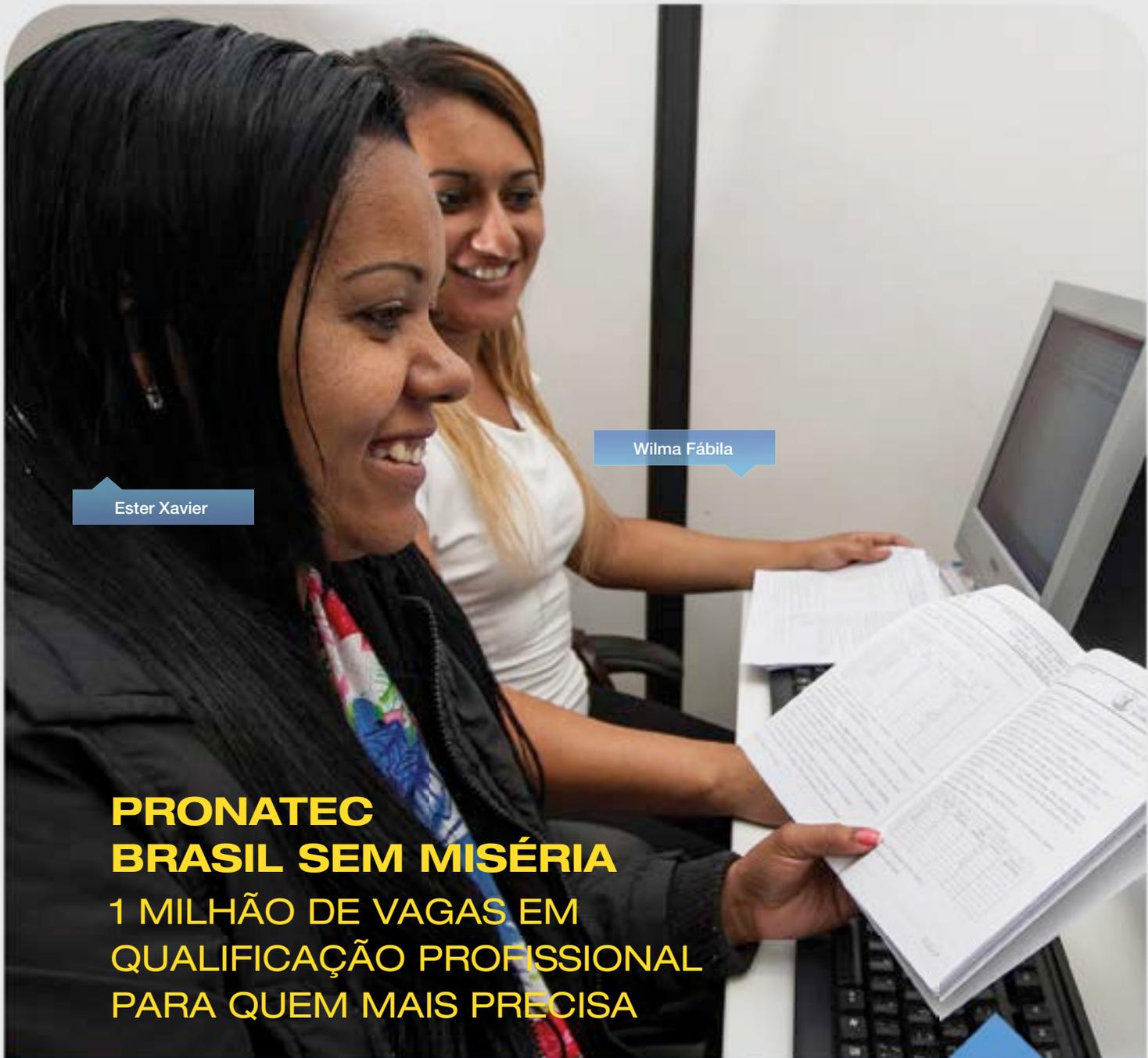
State programs to supplement Bolsa Família benefit millions of Brazilians - among them, eight brothers with names of saints

Up to March this year, Marli Ferreira Veloso, born in the State of Piauí and living in the Federal District with her husband and eight children, received R\$ 230 from Bolsa Família. In April, when the day came to withdraw her benefit, she had a good surprise: R\$ 400 were available. Cautious, she called the center of reference (Centro de Referência de Assistência Social, Cras) and learned that now she had the right to receive R\$ 32 in benefits because she was breast feeding her new baby, and the supplement of Bolsa Família paid by the local government thanks to a partnership formed with the Federal Government.

In addition to the Federal District, eight states are committed to supplement the Bolsa Família in the case of extremely poor families: Amapá, Espírito Santo, Goiás, Mato Grosso, Rio de Janeiro, Rio Grande do Sul, Rondônia, and São Paulo. In Rio de Janeiro, where the Federal Government's partnership with the states is more advanced, the state government benefits one million persons with the Renda Melhor and Renda Melhor Jovem programs.

"But is it all mine?", insisted Mrs. Marli, before running to the supermarket and buying like never before in the history of her family, formed by her husband, Jailson, and eight children: Francisco Expedito Gabriel (5 months), Francisco João Jorge (3), Francisca Aparecida (5), Francisca Vitória (8), Francisco José (10), Francisco Hilton (12), Francisca Maria (14), and Francisca Carolina (17), who was born with Down syndrome. The doctor said she would never walk. Dona Marli made a promise to São Francis Assisi: if little Carol could walk, her brothers and sisters would be christened Franciscos and Franciscas. Carol walked, and the promise was kept.

Like millions of extremely poor Brazilian families benefited by the state supplement to Bolsa Família, Mrs. Marli and her eight Franciscos and Franciscas make every extra penny work. "Mister, do you know what I did when I received the R\$ 400 for the first time?", she asked. "I bought even a piece of dry meat and baked chicken!" 🇧🇷



Ester Xavier

Wilma Fábila

PRONATEC BRASIL SEM MISÉRIA

1 MILHÃO DE VAGAS EM QUALIFICAÇÃO PROFISSIONAL PARA QUEM MAIS PRECISA

Wilma e Ester são alunas do Curso de Operador de Microcomputador do SENAC e não veem a hora de concluí-lo para começar na nova profissão. Tudo que elas precisavam era de uma oportunidade. O Pronatec/BSM - Programa Nacional de Acesso ao Ensino Técnico e Emprego é mais uma ação do Plano Brasil Sem Miséria e já oferece mais de 180 cursos profissionalizantes gratuitos voltados para as necessidades de cada município inscrito no programa. Até 2014, serão 1 milhão de vagas. Agora, todos os brasileiros inscritos no Cadastro Único, como Wilma e Ester, podem sonhar com um futuro mais digno e melhores oportunidades profissionais.

Procure o CRAS - Centro de Referência de Assistência Social da sua cidade e informe-se.
Saiba mais sobre o Pronatec/BSM, acessando: www.mds.gov.br

Interview

Marcelo Neri

Chief economist of the Getúlio Vargas Foundation (FGV) Social Policies Center (Centro de Políticas Sociais da Fundação Getúlio Vargas, FGV) and member of the Economic and Social Development Council (Conselho de Desenvolvimento Econômico e Social, CDES), Marcelo Neri works actively in the proposal, evaluation, and debate of public policies. Education, reduction of poverty and inequality, new middle class and social welfare are some of his areas of study. In this exclusive interview, he explains why Brazil is changing, comments the "evolution from Bolsa Família 2.0 to Bolsa Família 2.1" and describes the future of social protection.

“It is essential to integrate the three levels of government.”

Marcelo Neri

To what do you attribute the reduction in extreme poverty and inequality in Brazil in recent years?

Marcelo Neri: Inequality has been falling since the 2000 Census. As of 2003, 2004, Brazil resumed its growth, and what is interesting is this combination of growth and reduction of inequality, this convergence of the economic with the social. I think that two thirds of the reduction in inequality comes from the income from work. Bolsa Família accounts for something around 20%, and retirement accounts for a little less. What is behind this improvement of income from work is education, followed by income transfer, which also plays a significant role.

Why did income from work have a stronger impact?

Because income from work is the largest share in people's incomes, then, necessarily, the impact will be stronger. But, comparing Bolsa Família to pensions and retirement payments, we see that the effect in terms of reduction of inequality is similar. The cost of Bolsa Família, however, is much smaller, it is one fourth of the cost. Bolsa Família costs little in fiscal terms, and does not have the same impact of income from work just because its base is smaller.

What are the expectations over the behavior of inequality and extreme poverty in Brazil in the next years?

Brazil is changing. The cards are being reshuffled. Inequality continues to fall. Adding to this social programs, such as Bolsa Família, and the retirement payments, this trend will be strengthened. It is a reduction of poverty at a rate three times faster than the rate established in UN's Development Objectives of the Millennium [UN targets for a better world until 2015]. The educational aspect is very structural in this process. And we will harvest the result of policies in this area, both in quantity and in quality. These are changes that, although still timid, point to a trend that may generate faster progress. In this sense, the creation of Brasil Sem Miséria will generate quite positive results already in 2014, when we expect a significant reduction of poverty.

What is the contribution of the government programs in the consolidation of the so-called new middle class?

This consolidation is the result of the combination of growth with the reduction of inequality, of the improvement in labor, in education and social programs. I think that all this movement in the last 10 years that led to Bolsa Família, to Brasil Sem Miséria, was a great victory for Brazil. From now on, we will have to develop less compensatory measures for the new middle class. And I think that the discussions within Brasil Sem Miséria will be useful, because it is a program that led a more integrated way of thinking the actions of the ministries, of the secretariats, of the three levels of government. This may help to develop more integrated strategies for this new middle class.

In the beginning, some critics accused Bolsa Família of “assistentialism”. Today we know that for each R\$ 1 invested, according to Ipea, the GDP grows by R\$ 1.44. What is your opinion about this?

Bolsa Família has the great advantage of seeking the poorest of the poor, and it is a cheap program, because you give few resources to those who have a great need of them. In terms of growth in demand, Bolsa Família is preferable to other programs or measures, such as an increase in minimum salary, because it has an effect on the poorest population, which tends to spend more these resources. If the idea is to inject more dynamism in the economy, Bolsa Família has the best cost/benefit ratio, since every real invested moves more the economy.

What is the future of social protection policies?

What we are discussing is the improvement in policies that are yielding good results, is the evolution from Bolsa Família 2.0 to Bolsa Família 2.1 and so on, as well as the relations between the Federal Government and the states, and between the states and municipalities. Today the three levels of government are overcoming differences, creating programs using the same structure. In Rio de Janeiro, for example, the poorest population is receiving the Bolsa Família [federal], the Renda Melhor [state], and the Família Carioca [municipal]. It is essential to integrate the three levels of government. And this new chapter in social programs also involves an integration to the markets, with the offer of services such as microfinance, departing from maps of opportunities, maps of insufficiencies, etc. This is the future of Bolsa Família and Brasil Sem Miséria.

What is your opinion about the partnership between the Federal and State governments to fight misery?

The Brasil Sem Miséria Plan brings important advances in partnerships between the Federal and State governments. The states accumulate, for example, a series of attributions linked to youth: high school education, programs related to work, violence, traffic... The new social federalism is a highly necessary agenda. If it did not exist, Brasil Sem Miséria would have to make a huge effort to reach the 5,565 municipalities.

Is channeling resources to the young the right path?

I think it is of the utmost importance to channel resources to the young and children. What pleases me much in Brazil today is that, with president Dilma we are in a species of “matriarchy” as refers to public policies. I think the empowerment of women, a very interesting lesson that Bolsa Família has learned, has a magical effect in the social area. The president’s emphasis on childhood is fundamental. This is the agenda that mobilizes me most in relation to the future. Carried on in an integrated form within Brasil Sem Miséria, it may lead to strategic changes in the country.



More health, education and social assistance for those who need most

Brasil Sem Miséria invests in full time education for Bolsa Família students, medical and dental assistance for the poorest population and in the expansion of the social assistance network

Education

In 53% of the schools, out of the over 33 thousand new schools that joined the Mais Educação (More Education program) in 2012 – a program coordinated by the Education Ministry (MEC) that stimulates the offer of full time teaching for primary education (Educação Básica) –, most of the students belong to Bolsa Família families.

“With this orientation, we succeeded in offering to the children benefited, who are the most vulnerable public, a more qualified education, which enhances their self-esteem and stimulates attendance”, explained the Bolsa Família Program’s Condicionabilidades director Daniel Ximenes.

In Diadema, for example, one of the pioneers in the adoption of full time teaching in Brazil, the five daily hours of regular teaching are supplemented by four more hours of additional activities, distributed between sports and leisure, culture, the environment, mathematics, comprehension in reading and writing. But the favorite class is circus activities, awaited anxiously by sisters Poliana, 8, and Paloma Ribeiro Caldeiro, 6. the girl’s mother, Lucimar Ribeiro de Miranda, says that Poliana’s behavior changed in the first month of activities. “She was very angry, fighting with Paloma. Today, she is her sister’s best friend”, said the mother. The youngest son, who was having difficulties learning how to read and write, received extra classes and improved a lot. He started even to sleep better.

Social Assistance

The expansion of the basic protection and social assistance networks has guaranteed the construction of new Social Assistance Reference Centers (Centros de Referência de Assistência Social, Cras), Specialized Social Assistance Reference Centers (Centros de Referência Especializados de Assistência Social, Creas) and Specialized Reference Centers for the Homeless (Centros de Referência Especializados para Pessoas em Situação de Rua, Centros POP) throughout Brazil. Until the end of 2012, now that municipalities have joined the program, the expectation is that 239 new Cras and 356 new Creas will be built.

There are already over 1,500 mobile teams to serve the extremely poor population that lives in hard to access places. The homeless population, on the other hand, will be offered 8,350 more vacancies and 93 new POP Centers in 2012.

In order to improve the offer of public services to Brazilians in extreme poverty, the Federal Government has been strengthening partnerships with states and municipalities. In 2011, almost one thousand municipalities with large and difficult to access territories joined the federal co-financing for basic social protection services and actions carried out by mobile teams, making the access to the Sistema Único de Assistência Social (Suas) possible even in the most isolated areas in Brazil.

Health

The expansion of Basic Health Units (Unidades Básicas de Saúde, UBS) used the criterion of concentration of extremely poor families to select the sites for the construction of new units. Resources were transferred for the construction of 2,077 UBS in territories with the highest social vulnerability. The idea is to fight a vicious circle: poverty leads

to disease, disease reduces working capacity, which makes the procurement of income more difficult, and leads to more poverty, which, in turn, increases the likelihood of disease.

Brasil Sem Miséria, for this reason, invests every day more in the Health in the Family strategy (Saúde da Família). The attendance is made by multidisciplinary teams, formed by doctors, nurses, dentists, and community agents, who take care of the patients in their households or in the UBS. The teams act in the prevention, recovery, and rehabilitation of diseases and in the maintenance of health.

Retiree Maria do Amparo Pereira da Silva, 64, a Bolsa Família beneficiary, is enthusiastic about the service. Living in Piri-piri (Piauí), where 98% of the population is served by the UBS and by Saúde da Família, Mrs. Amparo suffers from high pressure and takes care of three grandchildren: Leilaiane, 7, Oscar, 6, and Caio, just 2 months old. The Saúde da Família team takes care of the whole family: they make the appointment, the exams, the measurement of the pressure, the examination of the teeth, of the weight of the baby. (Caio was born in a normal delivery, with 3.2 kg, and his weight has almost doubled thanks to good care he receives).

Pressure under control and an open smile in her face, Mrs. Amparo praises: "It is wonderful to have health at home." 🌿



Dona Maria do Amparo and her grandchildren have health at home and in the UBS

Fighting misery is the best medicine

Prevention, research, and more financial resources to eliminate diseases related to poverty, such as schistosomosis, tuberculosis, and leprosy

The fall in poverty has helped to reduce from 50% to 5% the impact of infectious diseases on mortality

On the banks of the Capibaribe river, in Paudalho (Pernambuco), researchers from the Oswaldo Cruz Foundation (Fiocruz) guide teachers, students, and municipal public agents in an expedition to find the larvae of *Schistosoma mansoni*, the cause of schistosomosis. The expedition – which integrates the Brasil Sem Miséria Plan and is part of the struggle to eradicate diseases related to poverty – is the result of a partnership between Fiocruz and the Social Development and Fight against Hunger Ministry (Ministério do Desenvolvimento Social e Combate à Fome) for the research, teaching, innovation, and promotion of health.

“In spite of the significant improvements made in recent years, we must break this cycle of infectious diseases that perpetuate poverty, with impacts on the health, quality of life, and job and income opportunities”, declared Social Development and Fight against Hunger minister Tereza Campello.

In 2011, the health Ministry transferred R\$ 259 million to states and municipalities

endemic for Hansen’s disease, trachoma, schistosomosis, and geohelminthiasis, aiming at the implementation and strengthening of actions of promotion, prevention, and control. Brasil Sem Miséria plans to implement the early diagnosis of 2 million schistosomosis carriers and the treatment of 124.5 thousand until 2014.

In addition to these measures, the Education Ministry – through the Coordination of Improvement of High Level Personnel (Coordenação de Aperfeiçoamento de Pessoal de Nível Superior, Capes) – and Fiocruz formed a partnership for the implementation of a program to induce graduate theses related to the issue. The objective is to stimulate the generation of knowledge for the improvement of the services to fight these diseases, already eliminated in developed countries and even in neighboring countries in the continent.

But one of the most efficacious actions has been the fight against misery. “Brasil has saved millions of people from poverty, which has altered part of the main social causes of transmissible diseases”, said Oswaldo Cruz Institute (Fiocruz’s unit of biomedical research) director Tânia Araújo Jorge. “This fact, associated to the promotion of health and preventive or healing interventions, has reduced from over 50% to less than 5% the impact of infectious diseases on mortality.”



In Paudalho (PE), Fiocruz expedition helps to identify the parasite that transmits schistosomosis



Superar a miséria é bom para todo mundo.

O Brasil Sem Miséria articula uma série de programas e ações que ampliam os investimentos para a agricultura familiar, fornecendo insumos, assistência técnica, crédito, água e energia elétrica. O resultado é uma produção que cresce em quantidade e qualidade. O Governo Federal também viabilizou um acordo com a Associação Brasileira de Supermercados e com as associações estaduais. E muitas redes varejistas já têm esses produtos em suas prateleiras. É uma oportunidade, tanto para os agricultores familiares quanto para os empresários, que oferecem mais variedade e qualidade para os seus consumidores. **Todo mundo sai ganhando e constrói um país mais forte e mais justo.**

There are jobs

Professional qualification gives access to labor market; women and youngsters are the most willing to improve their skills

Thin and small, Drielle Santos da Conceição, 20, is the highlight in the suspension, steering and brake mechanics course offered by Senai in Aracaju (Sergipe). The only woman in class, Drielle feels at ease among her classmates and shows security in practical classes. But she did not always feel this good. In the beginning of the course, in March this year, due to the difficulties to adapt, she considered giving up, but her mother encouraged her to go ahead. The dream of becoming a designer was left temporarily aside, in order to open space for technical qualification and the search for a formal job to help support her family (her parents, a sister, and a nephew).

"I thought it interesting to enroll in a course that normally only men take. Who knows if the fact that I am a woman will not become my differential, right?", she jokes.

Drielle is the exception in her class, but she is part of the overwhelming majority among the 123 thousand students enrolled in the Access to Technical Learning and to Jobs National Program (Programa Nacional de Acesso ao Ensino Técnico e Emprego, Pronatec) throughout Brazil: no less than 70% are women. The future technician in suspension, steering and brake mechanics is also within the age bracket of most of the students: 44% are from 18 to 28.

Pronatec Brasil Sem Miséria's target is to qualify one million workers by 2014. The love of cars has led Ricardo dos Santos, 27, to enroll in the course of installer of sound and accessories, also in the Senai located in the capital of

One million
is the number of
vacancies that
Pronatec Brasil
Sem Miséria
will offer until 2014



the State of Sergipe. In spite of having completed high school, he had few job opportunities – and all of them temporary. When he was one and a half years old, he suffered an Accident Vascular Cerebral (AVC) which affected the mobility in the left side of his body, a fact that, according to him, jeopardized his access to the job market.

Ricardo lives with eight relatives in a pre-built house in the Bugio neighborhood, in Aracaju. The Senai course certificate can open many doors for Ricardo and allow him to buy his own house, as well as guarantee his financial independence: “If the student’s performance is good, the trainers will help him find a job. This is my hope”.

Financed with MEC resources, Pronatec Brasil Sem Miséria offers initial and continued formation courses, which take from 160 to 240 hours/class. It is the municipalities’ responsibility, through the Social Assistance Unified System (Sistema Único de Assistência Social, Suas), to identify through the Single Register (Cadastro Único) the potential candidates for the qualification courses. The Social Assistance Reference

Centers (Centros de Referência de Assistência Social, Cras) carry out the pre-enrollments. The possibility of on-line enrollment will be available soon. The classes are taught by S System organizations – such as Senai and Senac –, by the Federal Education Institutes (Institutos Federais de Educação) and, in the future, also by the state’s technical education networks.

Today, Pronatec Brasil Sem Miséria is oriented to those registered in the Cadastro Único who live in municipalities with over 50 thousand inhabitants in the North, Northeast, and Center-West regions, and with over 80 thousand in the Southeast and South regions.

With the healthy growth in the Brazilian economy, the civil construction industry, for example, presents a deficit of qualified professionals. The supermarket industry also presents a high number of vacancies, and many other sectors of the economy face similar problems. In other words: there are jobs – the higher the qualification of the individual, the better the chances of occupying them. 🇧🇷

243
thousand job
opportunities
created

189
courses
offered



Most of those enrolled in the courses are women and the young



100 thousand
women will be
qualified until 2014

“Recreate your life, always, always”

Actions to reduce female extreme poverty contribute to reduce inequality and bring poetry to everyday life

Katiane Fernandes de Oliveira opened a poetry book for the first time at the age of 29, in a class of Portuguese. She was charmed by the lines of a poem by Cora Coralina that appear in the title of this article:

“Recreate your life, always, always
Remove rocks and grow rose bushes
and make candy
Start again.”

Writing with the trembling characters of someone who had not set foot in a classroom since she was twelve, she started to draft fragments of texts – and of the life that she decided she would recreate. One day, the teacher asked the students what their wishes were. In Katiane’s notebook, one can read the answer of a person who does not deny her past, but expects more from the future: “Our wish is all we want, all we have, it is all we build in life”.

Katiane is the daughter and granddaughter of trash pickers, and it is picking trash that Katiane and her husband Lindomar are raising their three children – with all the dedication in the world, so that Katiele, 14, Katyla, 7, and Kaleb, 2, may have more and better opportunities.

Almost every week is the same: the sun has just risen and Katiane is already in full activity in the huge plot of land known as the Lixão da Estrutural, 15 km from downtown Brasília. When the trucks loaded with trash arrive and dump their cargo, Katiane climbs the mountains that are formed and disputes the trash with hundreds of other pickers. Her small and agile hands rip the bags, seeking what may yield some cents. “I was practically born here. This has been my life”, she says.

On Tuesdays, however, Katiane exchanges the trash for notebooks and goes to the campus of the Brasília Education, Science, and Technology Federal Institute (Instituto Federal de Educação, Ciência e Tecnologia de Brasília, IFB). She is starting to (re)write the history of her life, conquering the right to poetry.

The best path

Katiane is one of the 100 persons who live in Vila Estrutural who were selected for qualification courses in the Thousand Women Program (Programa Mulheres Mil), a productive inclusion action implemented by the Brasil Sem Miséria Plan, oriented exclusively to women in a situation of extreme poverty.

Through the program, coordinated by the Education Ministry (MEC) and implemented by the Federal Education Institutes network, women in a vulnerable situation gain access to professional education, jobs, and income. The target is to qualify 100 thousand women by 2014.

Beneficiary of the Bolsa Família, Katiane knows that studying is the best path. Under her influence, her husband is following the Education for Youngsters and Adults (Educação de Jovens

e Adultos, EJA) course, seeking better chances in the job market. Before he leaves for the night shift in the trash deposit, Lindomar goes to school. The eldest daughter, Katiele, does even better: she has just received a full scholarship in a data processing school, after receiving the best grade in a selection exam applied by a company in the school where she studies.

In addition to professional education, Mulheres Mil offers math and Portuguese classes (where Katiane met Cora Coralina). The IFB students also have a toy room for their children, social assistance, financial help, free transportation, study material, and uniforms at their disposal.

By the end of 2012, 30 thousand Mulheres Mil students throughout Brazil will have received their certificates. "I will be one of them, and couldn't be prouder", promises Katiane.

Increase in the participation of women

A little more than half of the Brazilians in a situation of extreme poverty are women. But they are the ones who are affected more cruelly by the lack of resources and access to public services.

"Historical factors, such as early motherhood, and cultural, such as the domestic routine, make women sacrifice schooling and autonomy in favor of their husbands and children", explained sociologist Lourdes Bandeira, Policies for Women adjunct secretary.

But this is changing. No less than 93% of the 13.5 million families in the Bolsa Família Program have women as card holders. In the field, at least 30% of the professionals that form the multidisciplinary teams of the Technical Assistance and Rural

Extension (Assistência Técnica e Extensão Rural, Ater) are women. Ater, by the way, has already qualified over 51 thousand women in agricultural management, production, and trade. In the Minha Casa, Minha Vida program (My House, My Life), families led by women have priority in the distribution of housing units.

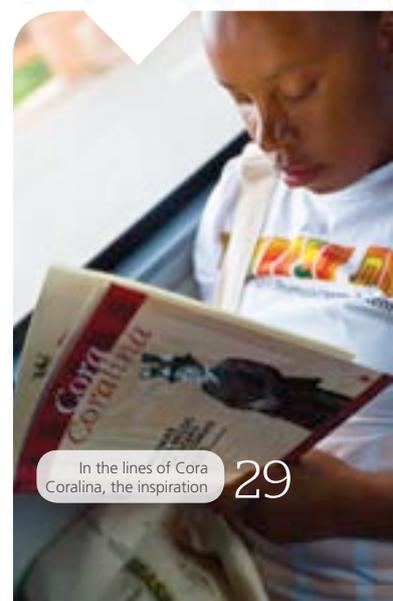
"When a public policy reaches a vulnerable woman, the benefit is beneficial to all of her family nucleus, particularly the children", says Lourdes Bandeira. "A few years from now, we will see a fundamental qualitative change in Brazil, not just because families have been removed from a situation of poverty, but mainly because the autonomy of these people has been guaranteed through their children."

“ When a public policy reaches a vulnerable woman, the benefit is beneficial to all the family nucleus, particularly the children

Lourdes Bandeira, sociologist.

“ Our wish is all we want, all we have, it is all we have already built in life

Katiane Fernandes de Oliveira



Micro-entrepreneurs, large plans

More money available, less red tape, and lower interest rates for those who have many dreams and few resources

**171
thousand
individual
Cadastro Único
entrepreneurs
formalized**

Her house is in a dead-end – but not her life. Her faith in the possibility of living a better life led day-worker Meirilane Mesquita, from Fortaleza, to turn her home into a small beauty parlor. With the R\$ 400 of micro-credit she obtained from the Banco do Nordeste do Brasil (BNB), she made the down-payment of the chair and lavatory. The beauty parlor is opened every night and during the day when the new micro-entrepreneur is not working out.

Created in August 2011, the Oriented Productive Micro-credit National Program – Crescer, which integrates Brasil Sem Miséria, stimulates formalization, entrepreneurship, and the generation of work and income. With the reduction of the interest rate from 60% to 8% a year and of the Credit Opening Fee (Taxa de Abertura de Crédito, TAC) from 3% to 1%, Crescer has improved the conditions and expanded the offer of oriented productive micro-credit by the associated public bank (Caixa Econômica Federal, Banco do Brasil, Banco do Nordeste, and Banco da Amazônia): 49.8% of the operations implemented in 2011 benefited individuals registered in the Single Register (Cadastro Único). The crossing of Crescer and Cadastro Único data reveals that, from August to December 2011, approximately 200 thousand extremely poor families were benefited by 203,473 oriented productive micro-credit operations.

In partnership with Sebrae, Brasil Sem Miséria also acts to promote the formalization of workers' small businesses in the tax and

social security areas through the Individual Micro-Entrepreneur Program (Programa Microempreendedor Individual, MEI). One of the advantages MEI offers is the registration in the national company register (Cadastro Nacional de Pessoas Jurídicas, CNPJ), which makes it easier to open a bank account, to request a loan, and to issue fiscal notes. The entrepreneur is exempt of paying federal taxes. He or she will have to pay just a fixed monthly value of R\$ 32.10 (commerce or industry) or R\$ 36.10 (service provision), Social Security, ICMS or ISS. With this, he or she will have access to maternity support, disease support, and retirement.

Today, 171 thousand new Cadastro Único MEIS have been formalized, out of which 81 thousand are beneficiaries of Bolsa Família. About 23 thousand have received technical assistance.

For the time being, hairdresser Meirilane cuts and brushes hair. She also dyes hair, but only when the client brings its own dye. "As soon as I pay the first loan I will request another to buy chemical products and other materials", she said. She does not have a sign promoting the beauty parlor, but the neighbors already know the way. "All you have to do is to open the door, and people show up. I provide up to three or four haircuts a day", she said.

Meirilane, who looks after four children and a grand-daughter with her income as a day-worker, her income in the beauty parlor, and the support of Bolsa Família, is already acting like an entrepreneur: "All that is left is invested in the beauty parlor." 

Meirilane invests in the beauty parlor what is left of Bolsa Família and of her income as a day-worker

Bolsa Verde, good for the forest and for those who make a living out of the forest

Payment of benefit to families who make a living out of the forest encourages sustainable use of natural resources

Thanks to the Bolsa Verde Program, deforesting and fires are no more part of the everyday life of over 23 thousand families, who receive a quarterly transfer of R\$ 300 in exchange for the commitment to developing activities of environmental conservation, maintenance of the vegetation covering, and sustainable use of natural resources.

The program helped families in situation of extreme poverty to adopt sustainable practices adapted to the bioma of the region. The fulfillment of these commitments is monitored by satellite images. Created in 2011, Bolsa Verde benefits the population that lives in national forests, extractive reserves, traditional communities and new settlements.

“We made a living out of deforesting and fires”, said Duceilde Bezerra Melo, who lives in the Chico Mendes extractive reserve in Brasiléia (Acre), reminiscing about a time that has been left behind. The family’s income comes from the exploration of cashew nuts, which are collected only between December and May. In the remaining months of the year, Bolsa Verde and Bolsa Família become even more important for their survival.

The idea of Bolsa Verde is to increase the income of the beneficiaries and thus reduce pressures for wood cutting and the creation of areas for cattle raising, for example. “If we destroy the forest, how will we make our living?”, questions Irene Dias, who lives in Seringal Triunfo, is a beneficiary of the program, and raised four children extracting rubber.

The forest was also generous to Raimundo Marreira and his wife, Lucilda. The couple has raised eight children and helps to raise 22 grandchildren with resources from cashew nuts and latex and, more recently, with the help of the social programs. A leader in the environmental movement in Seringal Triunfo today, Mr. Marreira makes a point of telling everyone that he practiced deforesting and set fires in the past. “I did not know how much I was damaging nature. Now I know. With Bolsa Verde, many more people are becoming aware of sustainable exploration of the environment. And making a little money.” Mr. Marreira, a man who makes a living out of natural resources is thankful – and so is the environment. 🌱

Raimundo Marreira raises eight children and 22 grandchildren with resources from cashew nuts and latex



Now Airton and Maria Auseir can plan the future of their children

More income for those who produce, more food for those who need it

Incentive, technical assistance, and guarantee of sale for a fair price make life in the country better

As one of the largest food producers in the world, Brazil presents a perverse paradox in rural areas: according to the 2010 Census, 7.5 million persons live in a situation of extreme poverty. Out of the total, 6.5 million live in the North and Northeast regions. They are family farmers, people who make a living extracting natural resources, fishermen, *quilombolas*, Indians, traditional peoples and communities. In order to reach these families, Brasil Sem Miséria operates in three fronts: the Program to Stimulate Rural Productive Activities (Programa de Fomento às Atividades Produtivas Rurais), the Technical Assistance and Rural Extension Program (Assistência Técnica e Extensão Rural, Ater), and the Program for the Acquisition of Food (Programa de Aquisição de Alimentos, PAA).

Implemented by the Social Development and Fight Against Hunger Ministry (MDS) in partnership with the Agrarian Development Ministry (Ministério do Desenvolvimento Agrário, MDA), the Incentive Program (Programa de Fomento) promotes food security and stimulates

sustainable agriculture. The projection is to invest about R\$ 348 million until 2014. Each family that participates in the program receives R\$ 2.4 thousand, not reimbursable. The resources, paid in three installments (the first of R\$ 1 thousand and two of R\$ 700) is oriented to the acquisition of inputs and equipment.

The program also guarantees technical assistance, rural extension, and the distribution of seeds. New opportunities of income generation are opened for the families benefited by the program, once equipped with adequate tools, making the wheels of the local economy turn better.

To produce more and better

Before starting to receive the Fomento, the families are included in the actions of Ater developed by the MDA. Making use of public summons, the Government selects technicians and civilian organizations to draw the profile of the beneficiaries, indicating the agricultural activities that are more adequate to each family nucleus and transmitting

know how about production and management techniques, so that the families can produce more and better.

After making a diagnosis, the technicians of Ater provide guidance to the families in the development of a Project for Structuring a Family Productive Unit (Projeto de Estruturação da Unidade Produtiva Familiar), indicating the activities selected and defining deadlines and stages. The resources of the incentive are transferred to the beneficiaries through Bolsa Família's payment structure.

The Ater agents follow up each family's activities for two years, maximum time of permanence in the program, which can be extended for six more months. During this period, the families have to provide evidence that they are achieving the targets of the project in order to guarantee the receipt of all installments.

In Minas Gerais and in the states of the Northeast, 129 thousand families of extremely poor farmers have guaranteed technical assistance. The target is

Sale for a fair price

With the help of Brasil Sem Miséria, many Brazilians are leaving extreme poverty and entering the map of opportunities. Opportunities that are enhanced by the Food Acquisition Program (Programa de Aquisição de Alimentos, PAA), created to promote the access to adequate nourishment and to economic and social inclusion, and to stimulate sustainable production, commerce and consumption, through family farming.

The PAA makes the acquisition of food possible for poor and extremely poor farmers, people who make their living exploring natural resources, fishermen, Indians and *quilombolas*, without the requirement of an auction. The food bought from these producers is used to provide meals in schools and the

to provide assistance to 253 thousand families until 2014.

With specific actions of productive inclusion and incentives for sustainable agriculture, Brasil Sem Miséria is beginning to change the landscape in rural areas. It has changed the life of people like farmers Maria Ausenir Lopes da Silva and her husband, Airton de Souza Santos. Living in Exu, in the State of Pernambuco semiarid area, they have decided to raise chicken after receiving guidance from the agents of Ater.

With the first installment of the incentive, R\$ 1 thousand, the couple bought the material needed to build a chicken pen where 30 chicken are being raised. The project has worked so well that Maria and Airton are already planning to improve the installations and to buy more matrixes with the money of the next installment.

"I am thinking of engaging in commerce sometime in the future", said Airton, one eye on the future of their children.

provision of the entities that form the social assistance network.

Since the launch of Brasil Sem Miséria, 82 thousand extremely poor farming families have already sold their products to the PAA, and new rules are being implemented to expand further rural productive inclusion. The model of agreements is being gradually replaced by terms of adhesion, which are easier and require less red tape. With the change, the farmers will receive the payments using a magnetic card of an official banking institution. The budget for the expansion of the program in 2012 is of R\$ 1.3 billion. An investment that will allow extremely poor farmers to reinvest in the improvement of the quality of life of their families. 🇧🇷

129
thousand
families with
guaranteed
technical
assistance

82
thousand
families of
extremely poor
farmers included
in the **Food
Acquisition
Program**

Drinking water, produce, include

Water-tank construction program brings citizenship to the Semiárido region, quenching thirst and generating income

Today Mrs. Amélia Júlia de Jesus, who lives in the rural area of Exu, in the State of Pernambuco, has clean water at her doorstep. But it was different in the past. “We suffered a lot, we used to have to go out at night, carrying old cans on our heads, looking for water”, she tells, after being benefited by one of the 490 thousand water-tanks installed in the Semiárido since 2003.

The target of the Programa Água para Todos (Water for All Program) is to provide 750 thousand families with water for human consumption, particularly those families who live in a situation of extreme poverty in the Semiárido region. The families benefited are those registered in the Single Register (Cadastro Único) who informed, in the last Census, that they lived in rural areas and did not have any access – or had precarious access– to water.

The inclusion of Água para Todos in the Brasil Sem Miséria Program has sped up the pace of construction of water tanks, which grew from an annual average of 47 thousand from 2003 to 2010 to 111,206 built from 2011 to April 2012.

The program is coordinated by the National Integration Ministry (Ministério da Integração Nacional), with the support of the Social Development and Fight Against Hunger Ministry, the Environment Ministry, the Cities Ministry, and the Health Ministry, of the Banco do Brasil Foundation, of Banco do Nordeste do Brasil (BNB), and of the National Water Agency (Agência Nacional de Águas).



Dona Amélia exchanged the long journey carrying old cans on her head for the clean water at her doorstep

Also living in Exu, Noêmia Pereira da Silva had to make a 10-kilometer journey to wash clothes. She used to leave home at 4 am with her daughters, carrying the bundle of clothes, by wagon or by bicycle. The water-tank, in addition to shortening the distance, saved the family from diseases that threatened particularly the children, due to the bad quality of the water they consumed in the past. "Life is golden today", says Mrs. Noêmia with a smile.

Water, that quenches thirst and brings comfort, also contributes to increase income. Now, the couple Espedito and Eliethe Leite, for example, can grow vegetables in Ipubi, in the semiarid region of the State of Pernambuco. Since they received the so-called "second water" – that is, water for production – Espedito and Eliethe began planting

lettuce, coriander, green onions, cucumber, carrots, beets and squash. All without agrochemicals, to sell at the street market. Before, they grew only manioc and depended on the help of others to harvest, dry, grind, and toast.

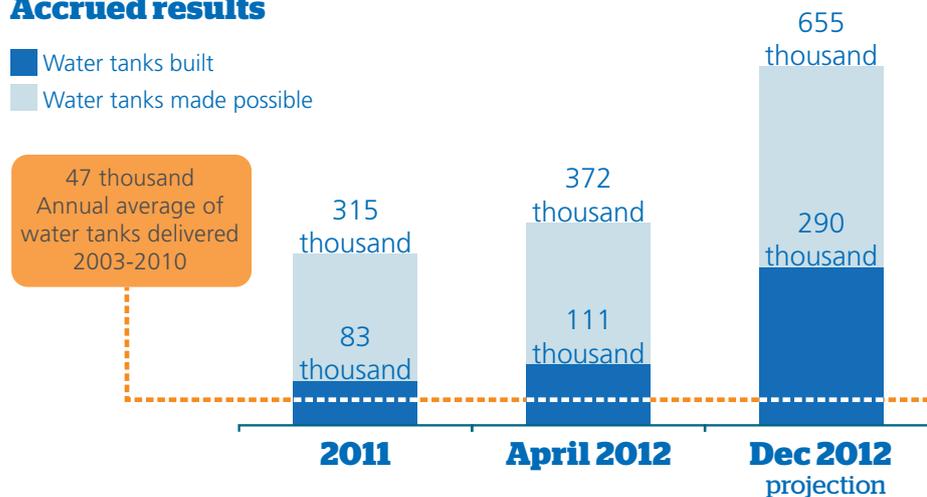
"It was very difficult. With the plantation of vegetables, I and my husband can do everything without help", says Eliethe.

The couple receives about R\$ 80 per week. "The situation is much better, both from the financial and from the family point of view", says Espedito. His wife, who loves to work with plants, watches TV shows on agriculture in order to learn about new crops. "We will try planting strawberries", she said, showing with love the green seedlings that are just beginning to grow.

111 thousand water-tanks built in the Semiárido from 2011 to April 2012

Accrued results

- Water tanks built
- Water tanks made possible



Thanks to Água para Todos, Espedito and Eliethe plant vegetables and are experimenting with strawberries



The family that danced together to celebrate the arrival of Luz para Todos

Land of light

Introduction of electric power brings joy, comfort, and income generation for those who live and work in the fields

Farmer Ana Maria Vieira lived 43 years in the darkness. The first thing she did when Luz para Todos (Light for All) brought electric power to her home, was to gather the family, put a cassette tape in her tape recorder, and turn it on. "And we began to dance", she said.

Besides joy, the Luz para Todos program brings comfort and income generation. Brasil Sem Miséria's target is to make

the access to electric power universal, providing access for 257 thousand families in situation of extreme poverty until 2014. By February 2012, 44% of the households had been served, totaling 114 thousand connections.

Mrs. Ana's family makes a living out of what they produce: bananas, manioc, lettuce, beets, pepper, jilo fruit, green onions, carrots, okra, squash, garlic,

and onions. The chicken and the pigs also help them to survive. The production is sold to neighbors and to schools, and they make about R\$ 300 a month. The rest of their income comes from Bolsa Família.

Every night, before the electric power was available, the five children studied together in their mother's room in order to save candles. Their eyes hurt; and sometimes, a lit candle would fall on the clothes or on the school books, almost causing a tragedy; when the candle was replaced by an oil lamp, there was so much smoke that the children got black noses. But the effort yielded good results. Two of Mrs.

Ana's daughters went to college: Marcia is studying Technology in Public Management and Ana Flávia, Public Management and Control – both in Brasília, both thanks to ProUni, the Federal government program that offers scholarships to low income students in private colleges.

“The value of my monthly light bill is the same I paid for the candles I burned in one week. And the best part is that today my children can study whenever is necessary. Everything becomes bright at the push of a button. I cannot even imagine living without light”, said Mrs. Ana, who lived 43 years in the dark.

The age of light

Created in 2003 with the initial target of serving two million households until the end of March 2012, the Luz para Todos Program has already reached 2.9 million families throughout Brazil. The beneficiaries are Indians, *quilombolas*, the population that makes a living extracting natural resources, people newly settled by the agrarian reform, children, simple country or forest men and women who can now enjoy goods and services that were previously out of their reach. The objective of Brasil Sem Miséria is to improve the quality of life and generate income for those who are barely surviving in a situation of extreme poverty. Family farmers are seeking financing to buy electric pumps for

wells, ration grinders, flour houses, and electric engines to replace the old, fueled by diesel oil.

The improvements are reflected even in health: research shows that, thanks to the refrigerator, their eating habits have become more wholesome. Risks have been reduced for those who suffer from high pressure, for example, as they do not need to salt the meat to preserve it.

Has their life changed much? As Bonfinópolis family farmer Gilmar Melgaço Martins, who makes cheese, plants vegetables, and supplements his income with Bolsa Família, says: “Today, my land is a land of light”. 🇧🇷



44%
of the **extremely poor** households have already been benefited



Before, they studied by candle light; now, “everything becomes bright at the push of a button”

Brasil Carinhoso: 2,7 milhões de crianças e suas famílias resgatadas da extrema pobreza.

A miséria traz sérias consequências para as pessoas e para o país. E é na primeira infância, fase mais importante do desenvolvimento físico e intelectual do ser humano, que seus efeitos são mais graves. Mas para tirar uma criança dessa situação é preciso tirar também a sua família.

Por isso, o Governo Federal criou o **Brasil Carinhoso**, que faz parte do Plano Brasil Sem Miséria. A partir deste mês, o Brasil Carinhoso assegura a todas as famílias do Bolsa Família, com pelo menos uma criança de 0 a 6 anos de idade, **renda** acima de **70 reais** por pessoa.

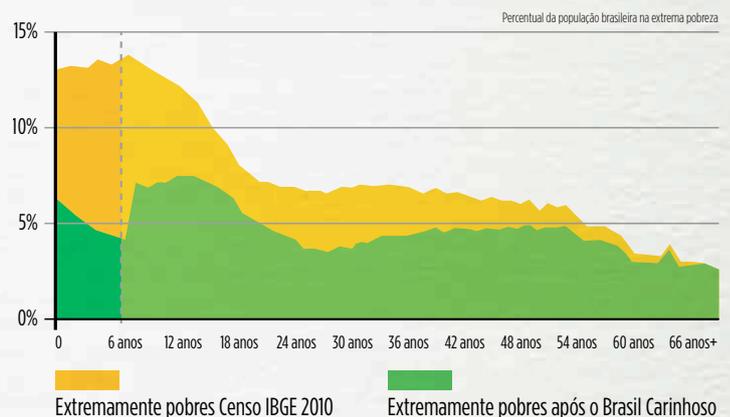
Na educação, a atenção à primeira infância será reforçada com a ampliação de **vagas em creches** públicas e conveniadas e com o aumento dos recursos destinados à merenda escolar.

O Programa Saúde na Escola será ampliado para creches e pré-escolas. E será assegurado às crianças **medicamento gratuito** para asma, além de suplementação de vitamina A e sulfato ferroso, importantes nessa fase da vida.

Garantir os direitos das crianças é a certeza de construir um país mais justo e mais cidadão.



Impacto do Brasil Carinhoso



Redução de **40%** da
extrema pobreza no Brasil



Ministry of
Social Development and
Fight against Hunger

BRAZILIAN GOVERNMENT
BRASIL