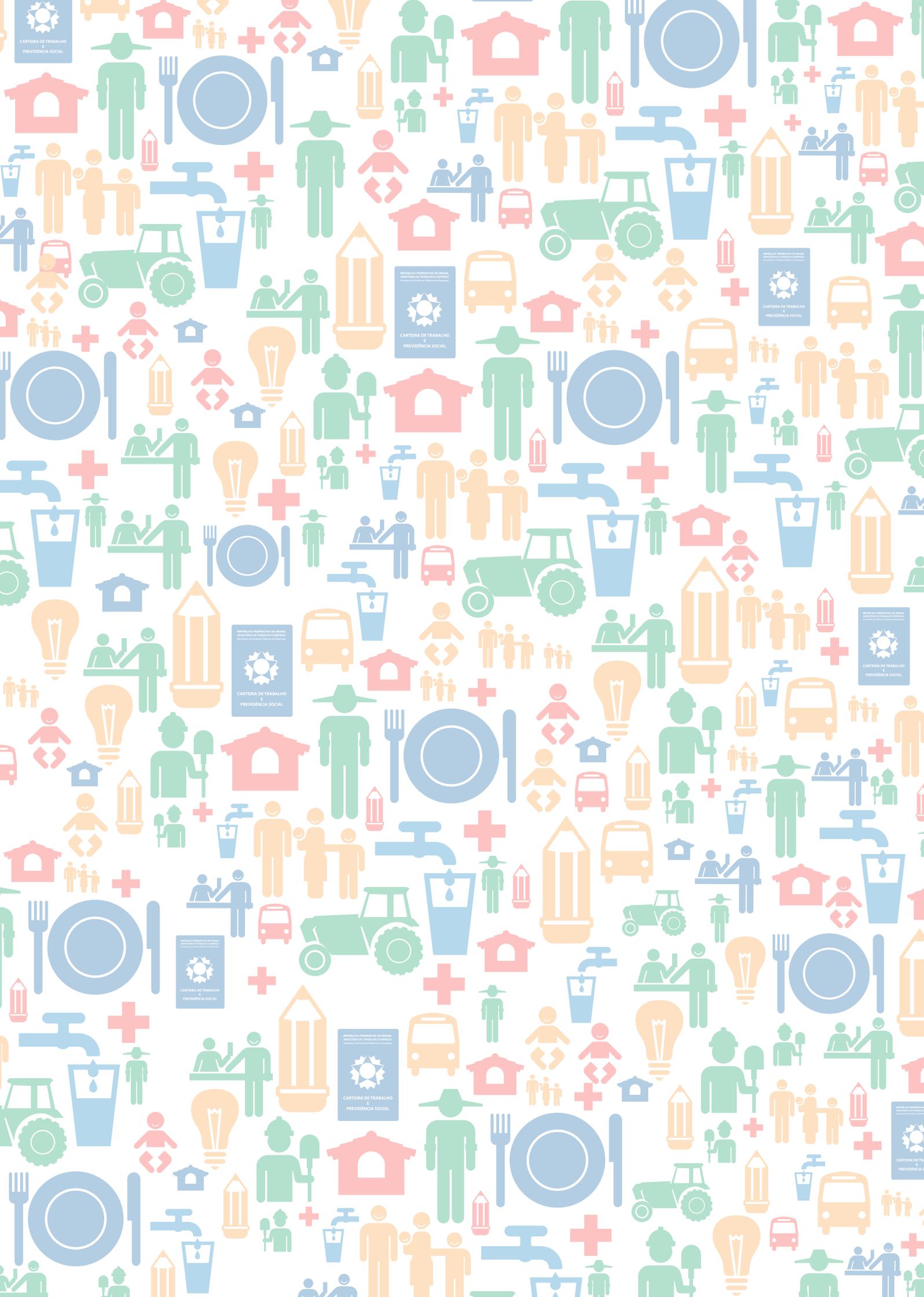


O FIM  
DA  
MISÉRIA  
É SÓ UM  
COMEÇO

THE END OF POVERTY IS JUST A BEGINNING

PLANO  
**BRASIL SEM MISÉRIA**

BRAZIL WITHOUT EXTREME POVERTY PLAN  
2 YEARS OF RESULTS



REPUBLICA FEDERATIVA DO BRASIL  
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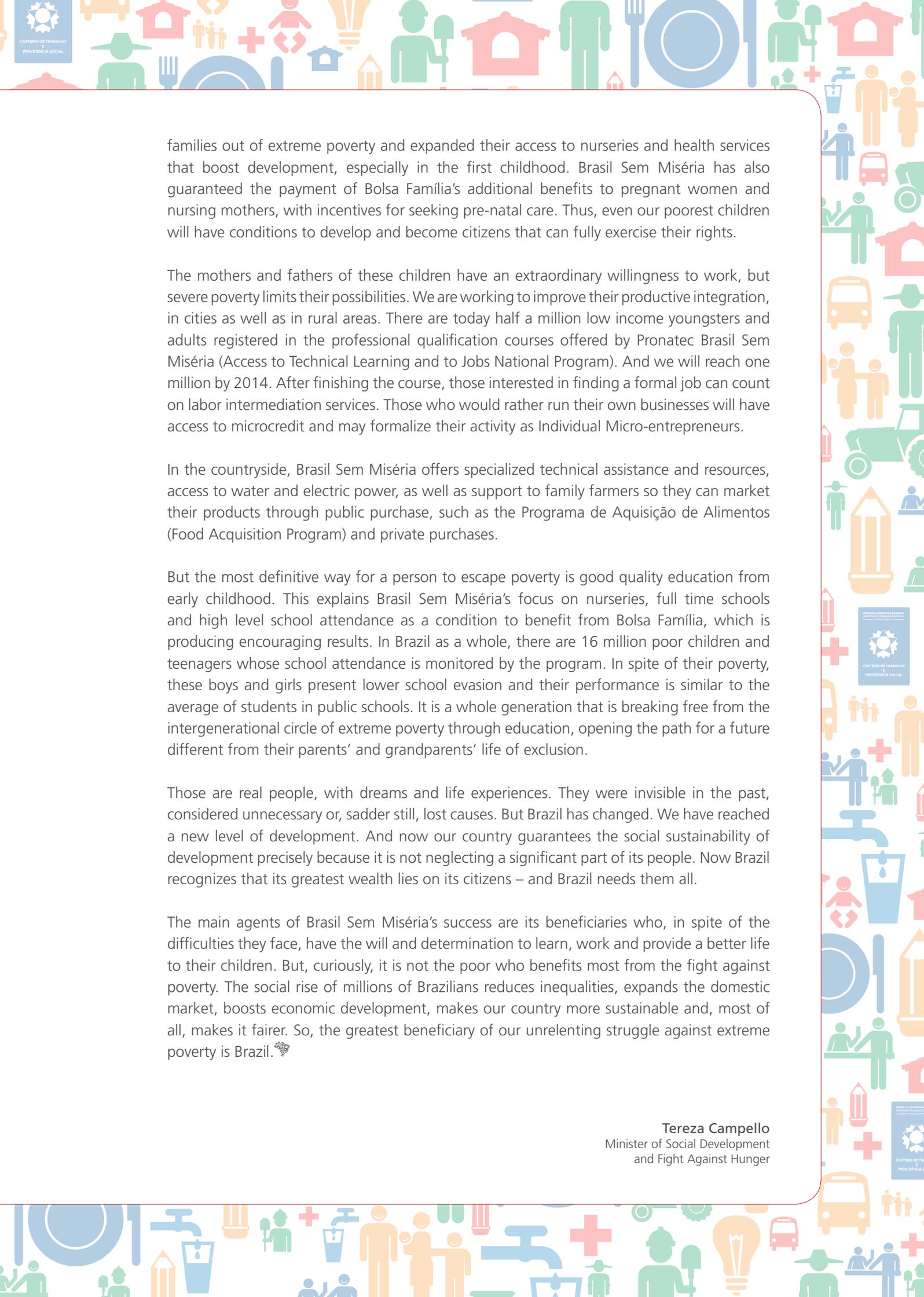
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A decorative border surrounds the page, featuring a variety of colorful icons representing social and economic themes. These include houses, people, a lightbulb, a tractor, a car, a school building, a water tap, a pencil, a graduation cap, a plus sign, a fork and plate, and a person with a cane. The icons are arranged in a repeating pattern along the top, bottom, and right edges of the page.

families out of extreme poverty and expanded their access to nurseries and health services that boost development, especially in the first childhood. Brasil Sem Miséria has also guaranteed the payment of Bolsa Família's additional benefits to pregnant women and nursing mothers, with incentives for seeking pre-natal care. Thus, even our poorest children will have conditions to develop and become citizens that can fully exercise their rights.

The mothers and fathers of these children have an extraordinary willingness to work, but severe poverty limits their possibilities. We are working to improve their productive integration, in cities as well as in rural areas. There are today half a million low income youngsters and adults registered in the professional qualification courses offered by Pronatec Brasil Sem Miséria (Access to Technical Learning and to Jobs National Program). And we will reach one million by 2014. After finishing the course, those interested in finding a formal job can count on labor intermediation services. Those who would rather run their own businesses will have access to microcredit and may formalize their activity as Individual Micro-entrepreneurs.

In the countryside, Brasil Sem Miséria offers specialized technical assistance and resources, access to water and electric power, as well as support to family farmers so they can market their products through public purchase, such as the Programa de Aquisição de Alimentos (Food Acquisition Program) and private purchases.

But the most definitive way for a person to escape poverty is good quality education from early childhood. This explains Brasil Sem Miséria's focus on nurseries, full time schools and high level school attendance as a condition to benefit from Bolsa Família, which is producing encouraging results. In Brazil as a whole, there are 16 million poor children and teenagers whose school attendance is monitored by the program. In spite of their poverty, these boys and girls present lower school evasion and their performance is similar to the average of students in public schools. It is a whole generation that is breaking free from the intergenerational circle of extreme poverty through education, opening the path for a future different from their parents' and grandparents' life of exclusion.

Those are real people, with dreams and life experiences. They were invisible in the past, considered unnecessary or, sadder still, lost causes. But Brazil has changed. We have reached a new level of development. And now our country guarantees the social sustainability of development precisely because it is not neglecting a significant part of its people. Now Brazil recognizes that its greatest wealth lies on its citizens – and Brazil needs them all.

The main agents of Brasil Sem Miséria's success are its beneficiaries who, in spite of the difficulties they face, have the will and determination to learn, work and provide a better life to their children. But, curiously, it is not the poor who benefits most from the fight against poverty. The social rise of millions of Brazilians reduces inequalities, expands the domestic market, boosts economic development, makes our country more sustainable and, most of all, makes it fairer. So, the greatest beneficiary of our unrelenting struggle against extreme poverty is Brazil. 🇧🇷

**Tereza Campello**  
Minister of Social Development  
and Fight Against Hunger

**President**

Dilma Rousseff

**Vice-president**

Michel Temer

**Minister of Social Development and Fight Against Hunger**

Tereza Campello

**Executive Secretary**

Marcelo Cardona

**Extraordinary Secretary for Overcoming Extreme Poverty**

Tiago Falcão

**National Secretary for Citizenship Income**

Luis Henrique da Silva Paiva

**Social Assistance National Secretary**

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**Food and Nutrition National Secretary**

Arnoldo Campos

**Information Evaluation and Management Secretary**

Paulo Jannuzzi

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## A better Brazil is possible

With the Brazil Sem Miséria Plan, the Federal Government reinforces the commitment to boost growth with income distribution, reducing inequalities and promoting social inclusion. And dares to go further, challenging the State and the entire society to overcome extreme poverty.

In March 2013, the last Bolsa Família Brazilian beneficiaries who still lived in extreme poverty crossed the extreme poverty line. Twenty-two million people have overcome this condition since the launch of the Plan. This is an historic fact, that exceeded deadlines and targets, but it is at the same time just a starting point, because Brasil Sem Miséria has been doing much more: among other actions, expanding the access to nurseries and full time schools, strengthening basic attention to health, to professional qualification, to microcredit, providing access to water, to electric power, to technical assistance, and to rural extension, among other actions.

Overcoming extreme poverty requires intersectorial action from the State. For this reason, Brasil Sem Miséria, which is coordinated by the Ministry of Social Development

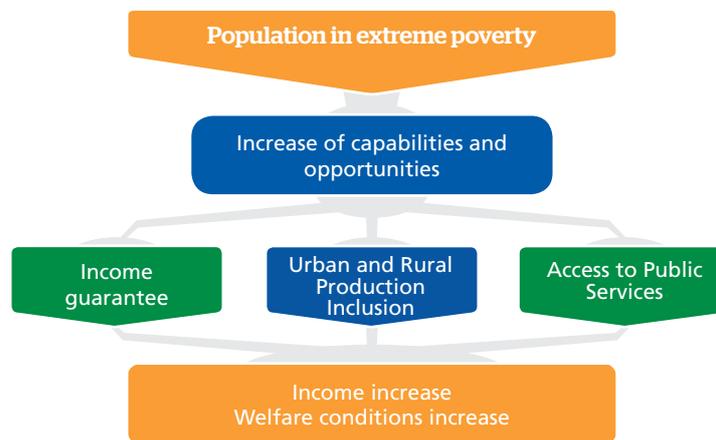
and Fight Against Hunger (MDS), involves a total of 22 ministries, as well as entities and companies linked to them. This intersectorial condition has made it possible to organize the plan in three axis: guaranteed basic income, aimed at immediate extreme poverty relief; access to public services, in order to improve the conditions of education, health, and citizenship; and productive inclusion, in order to expand capabilities and job opportunities and income generation, in the cities as well as in rural areas.

Previous initiatives that had been presenting significant results in the fight against poverty, in the different forms it appears, were integrated to Brasil Sem Miséria, Bolsa Família, for instance, the services of Technical Assistance and Rural Extension (Ater) and the social assistance services.

But the strategy was not limited to placing all of them under the same umbrella. They were expanded, reinvigorated, articulated and integrated from the standpoint of the fight against extreme poverty. There are also initiatives that were designed for the Plan, like Brasil Carinhoso (Affectionate Brazil), Bolsa Verde (Green Grant) and Fomento às Atividades Produtivas Rurais (Fostering Rural Production Activities).

**22 million**  
brazilians were lifted  
out from extreme  
poverty in 2 years

## Brazil Without Extreme Poverty Plan



Federative articulation is a fundamental characteristic of Brasil Sem Miséria. All the states have joined and many have launched their own plans, adjusted to regional realities, in an unprecedented movement of social federalism. And the activity of municipalities has been decisive – after all, they are the entities in closer contact with the target public, making it possible for the initiatives to reach those who need the most.

Brasil Sem Miséria pays special attention to children, youngsters, women, blacks, the homeless, recyclable material pickers, indigenous populations, traditional

populations and communities and other socially vulnerable groups.

Civil society has been invited to participate of periodic rounds of dialogue about the Plan, bringing important contributions.

The engagement of all has made it possible for Brasil Sem Miséria to obtain achievements that are changing the country, as the texts in this issue show. But there are still three great challenges.

The first of them is active search, so that no family with this profile is kept out of the Cadastro Único (Single Registry) and the

opportunities it offers. The second is to improve further more the successful production inclusion strategies, such as Pronatec. And the third is to offer quality services conceived so as not to drive away the poorer public, but to embrace it and include it.

Overcoming together these challenges, we will continue to show that it is possible to build a fairer Brazil, a country without poverty. 🇧🇷

**Patricia Vieira da Costa**  
Extraordinary Secretariat for  
Overcoming Extreme Poverty  
Institutional Relations Director

### Overcoming extreme poverty

In 2011 there were 36 million Bolsa Família beneficiaries who would be living in extreme poverty if they had to survive just on their family income. Thanks to the Program, 14 million escaped this condition. But there were still 22 million that remained in extreme poverty despite Bolsa Família.

Measures taken by Brasil Sem Miséria in 2011 – including the readjustment of the values paid by Bolsa Família, the increase in the amount of benefits for children and teenagers, and the payment of additional values to pregnant women and babies in the suckling stage – decreased this number to 19 million.

But the greatest effect was obtained by Brasil Carinhoso, which modified Bolsa Família's working

logic in 2012 through the introduction of a new benefit, variable according to the poverty level of the beneficiary. The smaller the income per capita of the family, the higher the amount paid, guaranteeing for each beneficiary a minimum income of R\$ 70 a month. Oriented to families with at least one child younger than 15, Brasil Carinhoso has lifted over 16.4 million people out of extreme poverty.

In March 2013 this new benefit was extended to all families in the Program that remained in extreme poverty. Due to that, 2.5 million more people were lifted out of extreme poverty, totaling 22 million Bolsa Família beneficiaries who overcame extreme poverty from the income point of view since the launch of Brasil Sem Miséria.



Carlos José de Souza, a graduate from Pronatec BSM, helped to build the Brasília National Stadium

## Ready for the **job market**

Professional qualification changes the life of low income Brazilian men and women

**506 thousand**  
applications until  
June 2013

**66%**  
of the students  
are women

**48%**  
of those registered are  
from 18 to 29 years old

In less than two years, over 500 thousand Brazilians took a decisive step towards a better future, registering in the free courses offered by Brasil Sem Miséria Plan's Access to Technical Learning and to Jobs National Program (Programa Nacional de Acesso ao Ensino Técnico e Emprego - Pronatec BSM). This is the poorer population's response to the opportunity it has been offered: high level professional qualification in large scale, oriented to people over 16 years of age that are registered in the Cadastro Único para Programas Sociais (Single Registry for Social Programs).

A partnership among the Ministry of Education (MEC), which coordinates the Program and pays for the education of the students, and the Ministry of Social Development and Fight Against Hunger (MDS), Pronatec BSM offers courses taught by renowned schools like Senai, Senac, and Institutos Federais de Educação, Ciência e Tecnologia, recognized by employers and workers as state-of-the-art institutions dedicated to professional qualification.

Brasil Sem Miséria innovated not only by guaranteeing Pronatec BSM's vacancies for low income and low schooling citizens, but also by associating the social assistance network to professional qualification. This brought public policy closer to the socially vulnerable population.

The social assistance network develops, in each municipality, actions related to the Program, raising information and supporting the effort. Today, 2,563 municipalities offer vacancies in Pronatec BSM.

The service to the poorer population requires special attention and care on the part of the schools too. For this reason, Pronatec BSM requires an additional effort from the institutions that teach the courses: they have to adjust their curriculum, as well as their teaching materials and the class dynamics. Even the schedules had to be rethought, in order not to affect the professional activities in which the students are already engaged.

The comparison of the needs of the target public and the job

opportunity map of the municipality and environs allows the Program to train workers in skills for which there is local demand. This "marriage" between the offer of courses and the reality of the job market stimulates potential trainees, who see in professional education a way to expand their opportunities for production inclusion.

"Pronatec BSM's public has been seeking qualification with the objective of changing their lives, either escaping the informal market or acquiring the possibility of working in other areas, thus increasing family income", explains Senac's Regional Council president in the Federal District, Adelmir Santana.

Today, 481 choices of professional education courses are offered, with the duration of at least 160 hours. The list is available at Guia Pronatec de Cursos de Formação Inicial e Continuada ([pronatec.mec.gov.br/fic/](http://pronatec.mec.gov.br/fic/)).

There are courses oriented to all sectors of the economy: industry, trade, services, agriculture and cattle farming. Here are some of

the courses offered: computer operator, electrician, caregiver, receptionist, mason, and industrial sewer.

The Federal Government covers all the costs of the trainees, who receive grants to pay for transportation and food.

Over 53.6 thousand registrations were made in Pronatec BSM just in May 2013, and the Program has already benefited over half a million registered trainees – 66% of them women – since its launch in the end of 2011. Almost half of those registered are between 18 and 29 years old. The target of the Program is to qualify one million trainees until 2014.

But the result of this effort is not measured solely by the growing number of registrations. The stories that follow, stories of trainees who overcame adversities and are rising in the job market, prove the importance of believing in the potential of the poorest Brazilians and giving them a chance to take advantage of the job opportunities Brazil has been generating in recent years. ▶

## Deposition

### Enrique Peña Nieto, president of Mexico

One of the five targets of my administration is to create an Inclusive Mexico, a country that has eliminated extreme poverty. This objective has led us to study and analyze programs and strategies that were successfully developed in other countries. Mexican public employees and servants visited Brazil to learn about the programs that make up the Brasil Sem Miséria Plan, particularly Bolsa Família and the Cadastro Único para Programas Sociais (Single Registry for Social Programs). In doing so, we valued the institutional continuity and the effectiveness that has made it possible for 22 million Brazilians to overcome extreme poverty.

## Making history

At 44 years of age, Carlos José de Sousa graduated from the industrial electrician course offered by Pronatec (BSM). Before graduating, without having any professional qualification, he could not find a job. He depended on his mother, Raimunda de Sousa, a Bolsa Família beneficiary.

But Carlos never gave up. He learned about Pronatec BSM from

his mates in the Educação de Jovens e Adultos, EJA (Education for Adults and Young Adults) course and did not miss the opportunity.

After qualifying as an industrial electrician, he had the honor to work in the construction of the Brasília National Stadium Mané Garrincha, one of the arenas of the 2014 World Cup. Without meaning to do so, he followed

the footsteps of his father, José Estevam de Sousa, who, in the end of the 50s, came from the state of Ceará to help build the capital of Brazil. Now, it was the son's turn.

"I had the opportunity to build the history of Brasília, and this makes me very happy", says Carlos proudly, ready to go ahead and continue to build history.

## A woman's place

Bolsa Família beneficiary, mother of four, Joana Darque Lopes dos Santos, 38, believes that a woman's place is wherever she wants to be and is able to work with dignity. So she went in search of her independence by working in construction,

a territory seen as exclusively male territory until recently.

Joana found about Pronatec BSM, graduated, and today works independently as a mason and setting ceramic tiles in Balneário Pinhal (RS).

"Pronatec helped me to have a profession. Today, if I need to build a house on my own, I know how to do it. In addition, I earn my own income", she celebrates.

## It is only the beginning

Francisco Wellington Rodrigues, 26 years old, from the state of Ceará, chose the welder's course. He lives in São Gonçalo do Amarante (Ceará) and receives benefits from Bolsa Família. Francisco received information about Pronatec

BSM when he visited the Centro de Referência de Assistência Social, Cras (Social Assistance Reference Center). He attended the classes, appreciated what he learned, and motivated his wife, Francisca Monica Pereira, to follow the same course.

Francisco is participating in a selective process to be able to work in the Pecem Industrial – Port Complex. He advises us that this is only the beginning: "I want to learn much more and take other courses that will allow me to have better employment".



## Beautifying life

The talent of 32-year old Eliete Barbosa, (from the Rio Grande do Sul state) was already noticed when she attended classes at Pronatec BSM. As soon as she completed the course, Eliete was invited to work in a beauty salon located in downtown Porto Alegre. The salon owner, Jeferson Gomes, was her teacher at Pronatec.

Gomes offered his ex-student a job after noticing her performance during the course. However, Eliete intends to go even further. She also took a course for administrative assistant and has aspirations to open her own business. "I want to continue improving" she says. 🌟



Marli and Graciano supply manioc for over 20 commercial establishments

## Formalize - it's **good business**

Within a year, the membership of Micro-entrepreneurs in the Bolsa Família has more than tripled nationwide.

**290**  
thousand beneficiaries of  
**Bolsa Família** have  
been formalized as  
Micro-entrepreneurs  
as of 2013.

To grab any opportunity found is one of the main virtues of the people who are part of the Brazil Without Extreme Poverty plan. Proof of this is the fact that, out of the 2.9 million people who formalized their businesses as part of the Programa Microempreendedor Individual, MEI (Individual Micro-Entrepreneur Program, 10% are Bolsa Família beneficiaries.

In the North and Northeast states, the percentage of the formalized Bolsa Família beneficiaries is even greater: 20%. Their business is mainly focused in clothing and accessories, beauty treatments and masonry, among others.

Nationwide, in just a year, membership of Micro-entrepreneurs in the Bolsa Família has more than tripled, from 81,000 in February 2012 to 290,000 in February 2013. ▶

Through the formalization of their small businesses, these people received a business license number from the Cadastro Nacional da Pessoa Jurídica, CNPJ (Corporate Taxpayer's ID), and now they can create invoices, buy directly from suppliers and sell their products and services, including to the Government.

Through the formalization of their businesses, it has become easier for Micro-entrepreneurs to open a bank account and receive credit.

Another advantage is to join the Simples Nacional Program which exempts the payment of Federal taxes (income tax, PIS, Cofins, IPI and CSSL) and reduces bureaucracy. The Micro-entrepreneurs will have welfare coverage –

including maternity leave, health benefits and retirement – paying around 50% of the traditional contribution to the INSS.

During the first year, the micro-entrepreneur will have free consulting services from accounting companies registered in the Simples Nacional program, as well as management business orientation from the Serviço Brasileiro de Apoio às Micro e Pequenas Empresas, Sebrae (Brazil's Micro and Small Businesses Support Service).

In just one year, Sebrae has already assisted 45% of the individual Micro-entrepreneurs who belong to the Bolsa Família program. Some of them, points out Sebrae president Luiz Barretto, have requested their withdrawal from

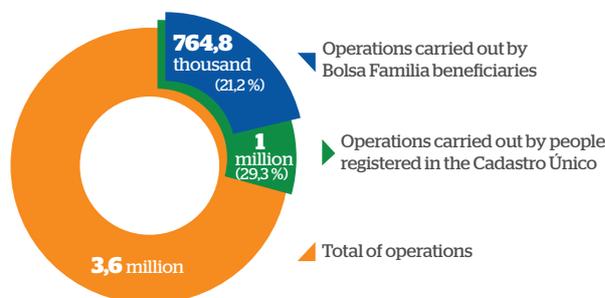
the Program as they surpass the limit of income due to the growth of their businesses.

If it becomes necessary, the Micro-entrepreneurs may go back to the Bolsa Família program. This social protection network allows the entrepreneur to take higher risks, without the fear of jeopardizing family survival.

However, a 2012 Sebrae survey brings good news, showing that the chances of business success are quite high. According to the study, 55% of the individual Micro-entrepreneurs that came from informal businesses had an increase in profits, and 70% are intending to grow and change their status to that of micro businessmen.

## More credit, less bureaucracy

### Time to grow



In August 2011, the Programa Crescer (Growing Program) was launched to offer microcredit with reduced taxes to low income entrepreneurs.

The Crescer Program reduced the interest from 60% to only 5% and the Taxa de Adesão ao Crédito, TAC (Credit Sign-up Fee) from 3% to 1%. By the end of 2012, it had processed 3.6 million credit operations. The beneficiaries of Bolsa Família represented 21.2% of these processes, or 764.800 operations.

The value of each loan destined to production activities, as opposed to consumer activities, might sum up to R\$ 15 thousand.

The process is conducted by a professional who will guide the credit applicant as how to better utilize the loan.

The absence of bureaucracy and the speed in which Crescer approves the credit are fundamental for those who have little access to the traditional financial system.

Among the public financial institutions which participate in the Crescer Program are Banco do Nordeste, BNB (Brazilian North-east Bank) with 90% of the operations, Banco do Brasil (Brazilian Bank), Caixa Economica Federal Bank, Banco da Amazônia, Basa (Bank of Amazônia).

“All clients receive business orientation through a credit officer.”

“We visit them where their business is conducted, and we guide them to the correct application of the resources as well the strengthening of their business” explains Rosa Ribeiro, BNB Environmental manager. ▶

## Not fearing risk



Jurema Jesus Avila, a beneficiary of the Bolsa Familia program, never stood still. She attended sewing classes, opened up her own sewing shop on a slab in her father's home, located in Cajazeiras, a suburb of Salvador, Bahia.

"I was afraid, but then I thought, I want to move forward and give my son a better life", she remembers. Two years ago, under the Sebrae guidance, Jurema became an individual Micro-entrepreneur.

While she works, her 9 year old son Douglas, attends school in the morning and goes to tutoring classes in the afternoon. Every day, mother and son not only have lunch and dinner together but also read books together. This is another advantage of being your own boss,

Now, the goal is to work in order to guarantee Douglas' schooling and a better future for him, breaking down the poverty cycle that has been passed through generations.

"I'm changing my history and giving my son better opportunities" proudly states the new micro entrepreneur.

## Increasing investments

Marli Almeida and Graciano Fernandes are an example in the Te'yikue community, located in the municipality of Caarapó, in Mato Grosso do Sul. This guarani family's success story began in 2006, when the community received a Centro de Referência de Assistência Social Indígena, Cras (Indian Social Assistance Reference Program).

With the knowledge acquired in a group organized by the Cras, the

family, which previously planted manioc just for subsistence, expanded the production and began to sell the product both within and outside the community.

One year ago, Marli became an individual micro entrepreneur. The CNPJ registration made it possible for the couple to sell manioc to over 20 commercial establishments in town, among small markets, snack bars, and restaurants.

Marli e Graciano have already invested the income obtained in the acquisition of freezers. When the income grew, Marli requested to be excluded from Bolsa Família, a program that helped her support her seven children for years.

"We used the benefit to feed the children, but now we don't need it anymore", she said, proud of what she has achieved and with an eye on the future. 🙌

## Deposition

**Clemente Ganz Lucio**, sociologist and technical director for the Inter-Union Department of Statistics and Socio-Economic Studies (Dieese).

The Brasil Sem Miséria (Brazil Without Extreme Poverty) program allows poor people to become agents of change in Brazil. This program triggers social changes which are related to the role of this agent in the Brazilian society. This is a concept in Government policy which, after its inception, will enable the poor to demand public policies as individuals with rights.



Well fed,  
**healthy, and motivated**

Brasil Carinhoso contributes to the full development of Bolsa Família's children

In 2012,  
**380**  
 thousand Bolsa  
 Família's children  
 were in nurseries

It is in early childhood that the foundation of all human physical, intellectual, and emotional development is formed. A period of challenges for any child, particularly for children who live in poverty.

Brasil Carinhoso was created in 2012 in order to improve the present and the future of these Brazilians. To achieve this goal, the Brasil Sem Miséria Plan took note, from the point of view of full assistance, which involves aspects of child development linked to education, health, and income, of what was best in public policies in the areas of poverty and childhood.

In education, the focus is to expand access to nurseries for the poorer children and the quality of the services provided.

Brasil Carinhoso offers financial incentives to municipalities. For each vacancy occupied by Bolsa Família's children in public or associated nurseries, Brasil Sem Miséria supplements by 50 % the resources that the municipality already receives from the Fundo de Manutenção e Desenvolvimento da Educação Básica, Fundeb (Basic Education Maintenance and Development Fund). The extra money can be used to fund children's food and personal care.

In 2012, Brasil Sem Miséria transferred R\$ 136.7 million of these additional resources to the 2,744 municipalities that applied for them, so as to reinforce the care of over 380 thousand Bolsa Família's children. The investment estimate for 2013 is of about R\$ 450 million, which will allow 500 thousand children to grow well fed, healthy, and motivated.

In addition to the supplement paid by the Ministry of Social Development and Fight Against Hunger (MDS), the Ministry of Education (MEC) pays in advance Fundeb's resources conditioned by the creation of new classes for young children's education by the municipalities. Therefore, mayors don't need to wait for the results of

the Basic Education Census (Censo Escolar da Educação Básica) to begin receiving new resources.

The 66% increase in the value transferred for school food and for financing the construction of new nurseries by MEC's ProInfância must be added to these measures. The target until

2014 is to build 6 thousand units of nurseries and pre-schools.

Result: A partial result issued in April 2013 already showed 888 units built and 2,822 in construction. Over R\$ 1.7 billion were invested by MEC in 2012. The forecast for 2013 is R\$ 2 billion.

## Keeping an eye on children's health



Brasil Carinhoso prevents and treats ailments such as the lack of iron, the main cause of anemia, which can harm cognitive development, and the lack of vitamin A, which can lead to blindness, besides reducing immunity and inviting different diseases.

In 2006, the Pesquisa Nacional de Demografia e Saúde da Criança e da Mulher (National

Research on Children and Women's Health), carried out by the Centro Brasileiro de Análise e Planejamento (Cebrap), showed that 20.9% of Brazilian children up to five years old presented iron deficiency, and 17.4% of them, vitamin A deficiency. With Brasil Carinhoso, the Ministry of Health distributed 3.8 million doses of ferrous sulphate and 4.8 million doses of vitamin A in 2012.

Brasil Carinhoso also extended the Ministry of Health's Programa Saúde na Escola (Health in School Program) to nurseries and pre-schools in 3,980 municipalities. The objective is to intensify the care in the first years of life.

According to Brazilian neuroscientist Miguel Nicolelis, co-director of Duke University Center for Neuroengineering (US), this stage is fundamental for the development of the child:

"It is the period when the nervous system is being formed, when the cells are created. And they will form connections and create the neurobiological frame needed for this child to achieve full human potential". 🇧🇷

## Bolsa família reduces child mortality rate

The growth in the coverage of Bolsa Família from 2004 to 2009, associated to the expansion of the Family Health Program (Programa Saúde da Família), reduced child mortality by 19.4%, according to a study published in May 2013 in *The Lancet*, a British scientific magazine oriented to studies in the health area.

Based on data collected in 50% of Brazilian municipalities, the study

showed that Bolsa Família contributed mainly to reduce deaths due to causes related to poverty: a 58% fall in mortality caused by malnutrition and a 46% fall in deaths caused by diarrhea. The effect is even bigger when the families remain in the Program for over four years.

The obligation of updating the vaccination card of the children –

one of the conditions to remain in Bolsa Família – increased the coverage of immunization against measles and polio, among other diseases. The increase in the income of the families benefitted, which expanded access to food and goods related to health, was also fundamental. It is for this reason that the increase in income of families with children has been a priority in Brasil Sem Miséria.



Flávio Portela Marcílio School students, in the semiarid region in the state of Ceará, harvest the fruits of full time schooling

## More time **to learn**

**Expansion of school day where most of the students are Bolsa Família beneficiaries helps to reduce inequalities**

**30  
thousand**  
schools with  
poor children  
have already  
adhered to full  
time schooling

Education is essential to break the poverty cycle that goes on for generation after generation. Full time schooling strengthens learning and helps reduce inequalities. For this reason, the Brasil Sem Miséria Plan stimulates the expansion of time spent in school, a policy which is now being adopted by almost 30 thousand schools with large concentrations of Bolsa Família beneficiaries.

Under the responsibility of the Ministry of Education (MEC), the Programa Mais Educação (More Education Program) expands time in school to at least seven hours a day, inserting study guidance, reading and pedagogical follow-up activities – which are mandatory – as well as sports and leisure, communication, culture, arts, environmental education, sustainable development, and cooperative and creative economy, among others.

Through Brasil Sem Miséria, the Mais Educação Program reaches the poorer children, who have less material structure and family support to make their homework and group tasks, for example.

In 2011, schools with most students benefitting from Bolsa Família accounted for 35% of the universe of Mais Educação. In 2013, they

account for 66%. Thanks to the partnership between MEC and the Ministry of Social Development and Fight Against Hunger (MDS), the number of full time schools in which most of the students are Bolsa Família beneficiaries grew from 5,294 in 2011 to 29,925 in 2013.

MEC will invest R\$ 1.5 billion to expand from 32 thousand to 46 thousand the number of full time schools until the end of 2013.

"We have offered more time and more opportunity to receive a good quality education to these children and youngsters, which is already reflecting in their

school performance", explains the director of the Departamento de Condicionalidades do Bolsa Família (MDS), Daniel Ximenes, referring to the indicators shown in the article "Bolsa Família's Children", included in this magazine.

Together, MEC and MDS carried out mobilizations in the states of Maranhão, Piauí, Bahia, Alagoas, and Minas Gerais, in order to stimulate the largest possible number of schools with poor children to join Mais Educação.

The Ensino Fundamental Cândido de Assis Queiroga Municipal School, in the municipality of Paulista in the state of Paraíba, is

one of the schools that intends to join Mais Educação this year. The school offers full time education since the second half of 2012. The resources of the program were invested in projects like reading lessons, sports like volley and soccer, and a vegetable garden cultivated by the students last year. "This year we want to expand the offer of activities, offering music and theater lessons", says director Valdelice Coelho Mariz.

According to the director, the progress among full time students is visible. "The behavior changes, they are more motivated and this is reflected in their enhanced learning capacity." 🌱

## The joy of studying

In Quixadá, located in the semi-arid region in the state of Ceará, the Escola de Ensino Fundamental Flavio Portela Marcílio is one of the schools which are experiencing the benefits from the program Mais Educação. Since 2007, the school, located in a rural area where low income families live and most are Bolsa de Família beneficiaries, has offered its 257 students full time schooling from second to ninth grade.

In the second half of 2011, with the incorporation of Mais Educação, the quality of school activities has increased and improved as well. In 2013, the school intends to re-incorporate to the Program for a second time.

"The resources were invested in better nutrition for the children and the hiring of qualified group leaders for the activities, which increased in number from seven

to fourteen, We were also able to invest in the infrastructure of the workshops" informs João Batista Rodrigues de Souza, Mais Educação program's coordinator for the school.

The Program allowed the school to set up foreign language and math labs, environmental projects, sports, theater, computer science and a pedagogic project in which the students build materials that will be used in the classrooms. A school radio was also launched. In music classes, the students are improving their capacity to concentrate. The group leaders are schooled into approaching social issues such as drug use prevention.

Homemaker Francisca Gerlânia Barros da Silva, 31 years old, perceives the improvements in the school as a way for her children to enjoy better opportunities, she

and her husband live off subsistence agriculture and odd jobs in the neighboring properties. The monthly income is supplemented by the Bolsa Família program.

Gerlânia, born and raised in the rural area of Quixadá, hardly knows how to sign her name and has never had a steady job. "My children, however, will not go through what I went through", she guarantees. "I fight so they will graduate from secondary school, because, in order to have a better life, the only way is to study."

"In the school, they practice sports, attend tutoring classes, and I believe this is a great advantage. The more time they spend there, the more they like to study and the more they learn. Daniel, 9 years old, can already do difficult math exercises, which I could never do."



The parents are poor farmers, Bolsa Família beneficiaries; Luciano Souza will be a doctor

## Bolsa Família's children

With their school performance increasingly improving, they are arriving at the universities

**Thanks to the Program they are having opportunities that their parents and grand-parents never had**

If the most definitive way to conquer poverty is through education, the students who benefit from the Programa Bolsa Família are on the right path. Combining poverty alleviation provided by the transfer of funds plus the school attendance required in order to stay in the Program, these boys and girls' performance in school is similar and even higher than the national average.

The initial expectation was to guarantee the presence of the children in school and reduce school desertion. The results, however, went far beyond.

In 2011, according to a study from the Censo Escolar da Educação Básica (School Census), the general approval rate of secondary students was 75%, but among Bolsa Família students the rate was at 80%. In the North and Northeast regions, the approval rates were even higher, 84% and 82% respectively.

Elementary school students' approval rate was very close to the national average, and, in the North and Northeast regions, it was above average. ▶

The funds coming from Bolsa Familia – as a supplement to the regular income, which tends to be very unstable among very poor families - have a relevant impact in these children’s and teenagers’ school experience. The Program also contributes adopting an attendance percentage which is required for the right to have an education. In elementary school, the beneficiaries have to attend at least 85% of the classes, while, for the others, a 75% attendance is required.

A Bolsa Familia study on its educational effects, concluded in 2012 by the University of Sussex, England, confirms that the amount of time a beneficiary

participates of the Program plus the per capita value paid to the families, contribute to improvement in school results.

According to the study named “Bolsa Familia’s contribution to the educational success of economically disadvantaged children in Brazil”, the Program minimizes the adverse effects that poverty has over education and creates real opportunities for student’s permanence in the school and improved scholastic results.

Bolsa Familia’s positive effects in school performance are taking place in a period where Ministry of Education’s policies are gradu-

ally improving the quality of education in Brazil. These initiatives, adopted by states and municipalities, include incentives for full-time schooling through the Mais Educação Program and the Pacto Nacional pela Alfabetização na Idade Certa (Schooling in the Right Age National Pact).

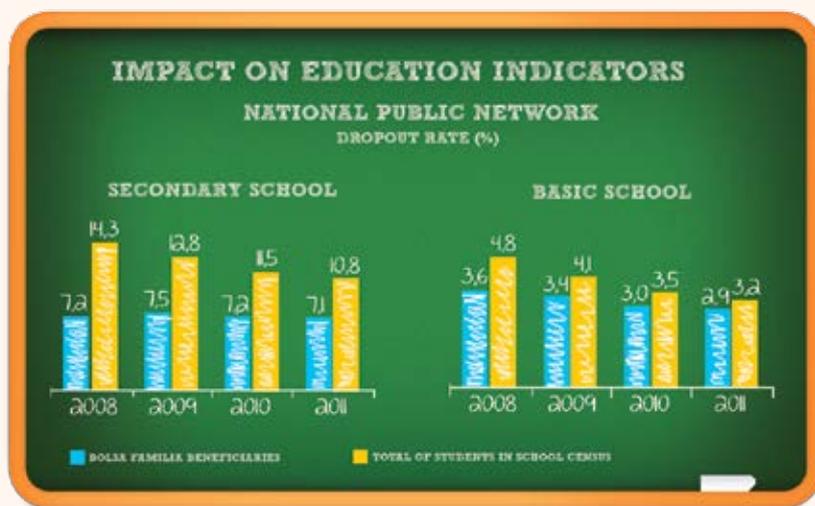
All of this is making possible for the least advantaged students in Brazil to break the poverty cycle which has been passing on through generations. Now, they have opportunities that their parents and grand-parents never had - including attending college. Next, reports of Bolsa Familia beneficiaries who have achieved this goal. ▶

## Less school dropout

The 7% rate for secondary school dropout students who belong to the Bolsa Familia is a third less than the 11% national average.

In the North and the Northeast states, the dropout rate for the Bolsa Familia students is 50% less than the regional average.

The student dropout rate for elementary school students, who are Bolsa Familia beneficiaries, is also less than the national average nationwide.



## Testimony

**Maria da Conceição Tavares**, Economist, Unicamp Full Professor

From the social point of view, Brasil Sem Miséria is the most comprehensive inclusion policy and, therefore, gives dozens of millions of Brazilians access to real democracy. From the strictly economic point of view, it represents a considerable expansion of the bases of the mass consumption domestic market, boosting growth without neglecting social inclusion.



Alef Lima took care of his brothers so that the mother could work as a cook; today he studies social sciences, to become a researcher

## Determination to move forward

By the age of 19, Alef Lima is attending his second year of Social Sciences at the Ceará State University. Son of a cook, Rafaela Silva de Oliveira - a Bolsa Familia program beneficiary - Alef spent most of his life helping around the house and taking care of his three younger siblings, while his mother worked the night shift. The difficulties never drove him

down, but instead gave him more determination. "I always thought I would move forward", he states.

After concluding the course, Alef intends to combine teaching and research activities, so as to understand and teach better how the valuation of human beings and of their citizenship can change a life, a country, or the world.

**in the future they will be medical doctors, engineers, architects, teachers, nutricionists, social scientists...**

## From farmer to medical doctor

The work in the fields, planting okra, pepper and "maxixe" was substituted by medicine classes in the Universidade Estadual do Piauí (Piauí State University). The routine for Luciano Carlos da Silva Souza involved working in the crops in the morning, school activities in the afternoon and night classes in a public school.

"It was difficult but I always believed it was possible", says 22 year-old Luciano, who is attending the 3rd year of Medical school. His parents, Antonio Carlos da Silva Souza e Ivanir Luiza da Silva, smallholder farmers in Valença, 210 km from Teresina, in the state of Piauí, did not even finish elementary school. However, they were always concerned about their

children's studies and invested the funds from Bolsa Familia in food, clothes, books and notebooks.

Due to his studies, Luciano lives in Teresina and attends the Medical School. However, after his medical residence and specialization is finished, he intends to return to the region where he was born, and take care of his fellow-villagers' health.

## Two engineers and an architect

Lucilene da Silva, who could only go as far as the sixth grade and worked as a maid, nanny, and janitor, will soon have two engineers and an architect in her family.

For the last four years, Lucilene invested Bolsa Família's benefit exclusively in the education of her six children. The other expenses of the house were paid by the work of her husband, a carpenter, and by the sale of the dish cloths that she manufactures. "We even bought books in installments with Bolsa Família's money", says Lucilene.

## Daughters in college

Marília Gabriele Andrade Araújo's dream began to come true when she was approved at the admission test (vestibular) for the course of nutrition in the Centro de Ensino Unificado de Teresina, with a full scholarship.

Her father, Expedito José de Araújo, is a cleaning products salesman. Her mother, Maria do Socorro de Paiva Andrade, invested 10 years of Bolsa Família

Their efforts were rewarded: Jefferson Silva dos Santos, 21, and Jasmin Silva dos Santos, 19, are studying engineering in the Roraima Rural University; Anadine Silva dos Santos, 18, will start attending architecture classes in September at the same university.

But the achievements of the family will not cease here, as the youngest son, Jelson, 16, intends to study pharmacy. "My children have not graduated yet, but their life is already better than mine", celebrates Lucilene.

in the education of her two daughters. The result was: Maria Elaine studies pedagogy and Gabriele, even before her classes begin, dreams of a specialization in diets and supplements.

"It's their victory", says the proud mother, who studied only until the eighth grade, but, inspired in the example of her daughters, wants to go back to school next year. 🌱

## Focus on the child

The good school results obtained by Bolsa Família's students strengthened the determination to expand Brasil Sem Miséria Plan's public policies focused on children and teens. First, there was a significant adjustment of the amount transferred and an increase in the Bolsa Família number of benefits for children and teenagers. Then, an additional for pregnant and nursing women began to be paid.

But the great leap in the care of children came with the Brasil Carinhoso Action, designed to serve the public of Brasil Sem Miséria in a crucial stage of physical and intellectual development: early childhood.

Conceived from the point of view of full care, Brasil Carinhoso involves aspects of children development linked to education, health, and income. It expands the access of poor children to nurseries, prevents and treats the ailments that harm children's development mostly in early childhood, lifting children out from extreme poverty, by doing a different calculation of Bolsa Família's benefits for families in the Program with children of up to six years of age.

The success was so big that this benefit was later extended to families with children of up to 15 years of age and, finally, to all families in the Program which, after adding the income of work to the transfers, remained in extreme poverty.

## Testimony

**Ignacy Sachs**, economist, Research on Contemporary Brazil Center director (France)

**There are good reasons to believe that Brazil will come out victorious in this unprecedented challenge. Its task is made easier by the fact of having designed and implemented a development plan based in an explicit social contract, capable of mobilizing the human and financial resources needed to a fast advance towards a socially inclusive and environmentally sustainable development.**

# It is possible to **grow while including**

Tiago Falcão

Extraordinary Secretary for  
Overcoming Extreme Poverty

**The political class and society were, for a very long time, resigned to accept the existence of extreme poverty. It was seen as something natural, against which nothing could be done. Where did this decision to work in order to create a Brazil without extreme poverty (Brasil Sem Miséria) come from?**

It came from the recent experience in the country, which shows it is possible to grow while including. It is the inclusion of this part of the population that traditionally remained out of processes of growth in the country that generates the dynamics needed for a permanent quality growth, such as the growth we have seen in the last 10 years.

Experience shows that this is possible, but it's not a natural process. It is the result of a political decision, of the determination not to turn our backs to the poor. This decision had to be reflected in State policies in general, which were not capable of changing the logic of exclusion.

The State had to break this barrier, developing mechanisms that could operate a new development model. And these mechanisms have advanced so far, it must be said, due to the firmness of

the political decision. One of the innovations was the Bolsa Família Program, which allowed us to state that yes, it was possible, to overcome extreme poverty with an additional effort of the State and the society.

**How the design of the Brasil Sem Miséria Plan is explained?**

Based on studies and research and also on practice, we compared the diagnosis of poverty with a series of successful programs that had already been implemented. Among them, Bolsa Família must be highlighted because it serves a very large quantity of people, and also due to some tools developed to implement it, like the Cadastro Único para Programas Sociais. It enabled us to design a complex Plan, which deals with extreme poverty in its multiple dimensions, acting in three axes: guaranteed basic income, access to services, and production inclusion.

The usage of consolidated Technologies allowed us to introduce a series of novelties, such as Ação Brasil Carinhoso, the Bolsa Verde Program, and the Fomento às Atividades Produtivas Rurais.

It is worth remembering that it's no use for initiatives just to be well designed. They must be graded

and produce poverty reduction impact, as well as a structure that allows agility to execute it.

For all these measures to reach those who needed most, a change in the posture of the State was necessary. This is why we adopted the strategy we call active search, based on the conviction that it is not up to the poor to seek the State. It is the State that must seek these people and include them in all actions that may allow them to overcome extreme poverty.

**And how did you get to the extreme poverty line of R\$ 70 established by Brasil Sem Miséria?**

An ambitious plan like Brasil Sem Miséria needs a target, otherwise it would be a huge effort around something that could not be measured and followed by society. We understand the phenomenon is multidimensional, but we also understand that it can be characterized with focus, simplicity, and transparency, based on a monetary line.

The Government chose a line that was already the object of international commitments made by Brazil in the Millennium Development Goals proposed by the UN – US\$ 1.25 per day, which, when the

commitment was made in 2010 were equivalent to R\$ 70 per month. This line has the advantage of matching Bolsa Família's operational line, and of permitting international comparisons. And we want to be compared.

It is worth noting that the line is just a reference for our action. Several of Brasil Sem Miséria's programs and actions target a public with an income that could get over R\$ 70. The income of poor families tends to vary a lot, due to their often precarious insertion in the job market. Bolsa Família beneficiaries, for example, are a priority in a series of actions of the Plan and may have an income of up to R\$ 140. Programs like Pronatec, Luz para Todos (Light for All), and Minha Casa, Minha Vida (My House, My Life), also use as reference the Cadastro Único public, who have an income of up to half a minimum salary per person per month.

### **How many people were below the extreme poverty line when Brasil Sem Miséria was launched, and how many remain below?**

In the beginning of the Plan there were 22 million Brazilians in the Cadastro Único who, even receiving benefits from Bolsa Família and having their own income, remained below the R\$ 70 per capita. This led to a number of changes in Bolsa Família. The budget has grown from R\$ 15 billion to R\$ 24 billion since the launch of Brasil Sem Miséria. Extremely poor families, who were out of the Program, were included, and families that already were in the Program began to receive additional benefits, such as those for pregnant women and nursing

mothers, and more benefits for children and teens. Three million families overcame extreme poverty with these measures.

But the great change came with Brasil Carinhoso, which altered the calculation of Bolsa Família's benefits. The values distributed now vary according to the poverty's severity. Each family now gets transferred enough to sum up with the amount they monthly make by work and overcome extreme poverty. It worked so well that we ended up extending the benefit, which was granted just to families with children, to all beneficiaries who still remained in extreme poverty. This was how 22 million people overcame extreme poverty, from the income point of view.

But we still face the challenge of including new families. The Federal Government, states, and particularly municipalities are making a great effort to find, register, and include in the Program about 600 thousand families.

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**The biggest change was to lift 22 million people out of extreme poverty, establishing for the first time a level below which society will not tolerate any Brazilian to live.**

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### **And how can you guarantee that these people will remain above the line of extreme poverty?**

The end of extreme poverty is actually just a beginning, because

Brasil Sem Miséria deals with all dimensions of poverty. We want to overcome extreme poverty and provide the means for families to remain out of it.

For children and teenagers, Brasil Sem Miséria creates the conditions for them to reach adulthood prepared to participate in the job market in a better situation than their parents. This is why the central effort is oriented to education, from early childhood. We are taking actions to expand vacancies and improve the service in nurseries, to follow-up school frequency in basic and intermediate schooling, to expand the offer of full time education. The objective is to allow these children and teens to choose between a technician course or college. And this is already happening.

For youngsters and adults, Brasil Sem Miséria works to improve production insertion, through the professional qualification actions of Pronatec, through the formalization of individual Micro-entrepreneurs, through the offer of microcredit for those who want to work independently and through the intermediation of labor. In the rural areas, we offer technical assistance and rural extension services, and resources to boost family agriculture. In many cases, the sale of products is boosted by public purchases, such as those of the Food Purchase Program, or by private acquisitions.

### **Two years of Brasil Sem Miséria. What changed in the country?**

The biggest change was to lift 22 million people out of extreme poverty, establishing for the first ▶

time a level below which society will not tolerate any Brazilian to live. With the policies of Brasil Sem Miséria these people are living better, with health, education, and with the opportunity of being included in the country's economy.

We have today the massive involvement of the Federal Government and all the ministries. All state governments are committed to the Plan and several have launched their own strategies, mirroring Brasil Sem Miséria. And recently elected mayors are placing the duty of overcoming extreme poverty as a top target. Civil society and employers are also engaged. We have today a much bigger involvement of all, making the overcoming of poverty a priority in the national agenda.

Another significant change is the overcoming of prejudices, such as the mentality that people are poor because they do not work. Brasil Sem Miséria showed that these people not only work but also take good advantage of opportunities to improve their lives. See Pronatec, for example. No one imagined so many poor and low schooling adults were willing to go back to the classroom. We perceived this too in the level of formalization of low income individual Micro-entrepreneurs and in the dedication of poor farmers to improve their production with the support of technical assistance and rural extension services. These results are helping to change ideas related to the potential and the willpower of the poorer population.

And we cannot forget the significant educational results.

With education as a condition to benefit from Bolsa Família and the advances in education, the frequency rates, evasion, the performance and progress of the poorest children and teenagers in Brazil is getting near the national average. The evasion rate is already smaller than the national average. In some regions, the approval rate of Bolsa Família's children is better than the national average. In high school, Bolsa's children approval rate is higher than the Brazilian average. This change is decisive, because everyone knows that education is the most definitive way of overcoming poverty.

#### **What are the next challenges for Brasil Sem Miséria?**

We face three challenges ahead. One is active search, because the more families we find, the more difficult it is to reach those that remain excluded from the Single Registry. Many live in places of difficult access to public services and do not have either the information or the means to demand their rights. To find them, new forms of action are required: collective efforts, new equipment, the use of boats that we have started delivering to municipalities, more mobile teams and the involvement of more actors. The second challenge is to improve the strategies that are working.

The success of Pronatec has been attracting a huge number of students. We must give these people better chances to dispute job spots in equal conditions. We have to improve the channels to detect potential employers and the competencies

required for each job, and cross this information with qualified workers, through an effective mechanism to intermediate labor.

And the third challenge is to review the services for the poorest population. In addition to giving access to an ample amount of services, it is necessary to offer them with the quality, the care, and the attention the public requires. For this, we have to expand the capacity of servants and improve the structure of the services, meeting the demand of these people in the most qualified way possible.

#### **Who benefits most of the Brasil Sem Miséria Plan?**

The positive aspects for the direct beneficiaries are obvious. Today they have access to services and benefits they did not have before. But the impact of Brasil Sem Miséria go far beyond its target public. We are facing a new project of a nation.

The Plan has a strong economic impact because it integrates a part of the population that has now begun to consume, generating new dynamics. We cannot go without the participation of the very poor. This is good for trade, the industry, transportation, for all the economy.

But the best part is that Brazil will not tolerate anymore that any of its citizens live in extreme poverty, and has built a public policy to guarantee it. The social impact of this advance towards a fairer society leads Brazil to a new level of civilization. This is the main legacy that the Brasil Sem Miséria Plan can leave for the country. 🇧🇷



Maria Luzia and her children were located in Belo Horizonte; with the register in the Cadastro Único, her life is getting better.

## The challenge of **active search**

Locating families previously “invisible” opens the path for their participation in different social programs

**887**  
thousand  
extremely poor  
families located  
until **April 2013**

Through the Brasil Sem Miséria Plan, public power goes where the poverty is to meet their needs. Instead of waiting for the poorest Brazilians to knock at its door, the State goes in search of them through the active search strategy.

Since its launch, in June 2011, Brasil Sem Miséria has located and included in the Single Registry for Social Programs (Cadastro Único para Programas Sociais) 887 thousand extremely poor families through active search. Previously, these families were invisible for the public power, which now knows who they are, where they live, their age bracket, and the level of schooling of each member, among other information.

Thus, they can be included in Bolsa Família, get the opportunity to take part in Pronatec’s professional qualification programs, or being advised by the Technical Assistance and Rural Extension services (Ater), they become a priority in programs like Água para Todos (Water for All), they can benefit from the Tarifa Social de Energia Elétrica (Electric Power Social Fee), and have access to several other programs that use the Cadastro Único for the selection of beneficiaries. ▶

## The challenge is to register **600** thousand more families until 2014

In order to find these Brazilians, city halls form partnerships with other government and non-governmental agencies, in addition to collective actions and campaigns. Each reality requires a different approach. In many cases, the articulation of different policies, with joint actions from different areas, like social assistance, health, education, and environment are needed.

In large urban centers and metropolitan regions, border areas, and irregular occupations are a great challenge. In São Paulo, 11 municipalities of the metropolitan region formed a partnership

with electric power distributor AES Eletropaulo to cooperate in the location and identification of those who are not in the Register yet. The objective is to make use of the capillarity of the services provided by the company to reach the poorest communities. In Salvador, City Hall put in circulation four vehicles named "Mobile Bolsa Família" to reach the most vulnerable areas and locate extremely poor families that are not registered in the Cadastro Único yet.

In order to reach isolated populations, traditional peoples and communities, the effort is of a different nature. One example is the collective actions organized by Bolsa in municipalities of Pará state. To achieve the target of including about 35 thousand families from distant regions in the Cadastro Único and in the Bolsa

Família and Bolsa Verde programs, the Instituto Chico Mendes de Conservação da Biodiversidade ICMBio (Chico Mendes Biodiversity Preservation Institute), the Instituto Nacional de Colonização e Reforma Agrária - Incra (National Institution for Colonization and Agrarian Reform), the Secretaria de Patrimônio da União - SPU (Department of Union Heritage) and state and city social assistance secretariats were mobilized.

The estimate, today, is that 600 thousand extremely poor families in all the country are still out of the Cadastro Único and, therefore, out of Brasil Sem Miséria's inclusive cycle. The commitment of the active search strategy is to locate these last Brazilians who are still not served by social programs in order to guarantee their rights and offer opportunities for those who need most.

## Boats to get to where the poverty is



In order to reach the families that live in remote locations or places of difficult access, Brasil Sem Miséria created mobile social assistance teams. They

are additional teams, linked to the Centros de Referência de Assistência Social (Cras), with the mission to serve communities that need these centers, but do

not have infrastructure or size to install a permanent unit. There are already 1,205 mobile teams, in 1,038 municipalities.

Besides new teams, the challenge of including everyone required new forms of transportation. With the objective of expanding the mobility of these teams in the Amazon region and the Pantanal region, the Ministry of Social Development and Fight Against Hunger (MDS) acquired 100 "social boats".

The first 10 boats were delivered in May 2013 and other 90 will be delivered until the end of the year. Each boat has the capacity to carry up to 12 people. ▶





Maria Aparecida da Silva, her daughters and grandchildren: one step from inclusion in the Cadastro Único

## The beginning of a better life

A large part of the invisible Brazilians are in the outskirts of state capitals and large cities.

This is the case of Maria Aparecida da Silva's family. She is 53 and a recyclable materials picker. Located by the Belo Horizonte city government's active search team, Maria Aparecida lives with her husband, four daughters, and eight grandchildren under the BR 262 turnpike. Her daughter Maria Luzia da Silva Pereira is the only

member of the family who has an ID paper. The documents of the other members were lost in a local fire in 2012.

Until recently, the family lived just with the income obtained by the sale of recyclable materials: about R\$ 350 a month. The reinforcement came with the R\$ 166 that Maria Luzia, 17, mother of two, began to receive from Bolsa Família. And it came at a good time, according to the mother, Maria Aparecida: "I

always helped my daughter and she, with Bolsa Família, now helps us to survive".

With the support of the Belo Horizonte social and assistance network – which made contact with the city government in Santa Rita (Paraíba), where the family came from –, the copies of the lost documents have just arrived. Soon all the family will have the documents' information inserted in the Cadastro Único and will be able to receive the income transfer and guarantee access to the other programs that use the Cadastro Único as a tool for the selection of beneficiaries.

But life is already getting better, thanks to the benefit received by the daughter Maria Luzia. The Bolsa Família card is not ready yet, but she could carry out the two first withdrawals in June 2013, with the ID that survived the fire and the receipt of registration in the Cadastro Único. "I could buy a few little things for the children and help my mother. But what I really want is to buy home building material to live better with my children", says the girl, who is saving money to buy bricks. 🧱

### Testimony

**Emir Sader**, social scientist, Rio de Janeiro State University (UERJ) Public Policies Lab Director

Inequality has always been a Brazilian historical characteristic, with its obvious related products – poverty and extreme poverty. The legitimacy of governments in these last 10 years is based, most of all, in the effectiveness of social policies to fight these wounds. After Brazil has, for the first time, drastically reduced inequality, the government faces the challenge of *Brasil Sem Miséria*. Its advances show that what seemed impossible – particularly for those who believed that Brazil had millions of “unemployable” people – is becoming a reality, and turns a page in our history.



Producers of cashew nut biscuits, they make a living preserving nature

## Income generation and preservation of the environment

### Benefit rewards poor families that develop sustainable economic activities

Keeping the environment healthy and supporting poor families that contribute to preserve it. This is the main innovation brought by Bolsa Verde (Green Grant) and the Brasil Sem Miséria Plan, an initiative that promotes a new articulation between preservation of the environment, income transfer, and production inclusion.

“All activities stem from the harmonious coexistence between the population and the environment, allowing families to live with dignity, generating income and preserving natural resources”, explains Carlos Guedes who is the president of Instituto Nacional de Colonização e Reforma Agrária, Incra (National Institution of Colonization and Agrarian Reform).

Bolsa Verde rewards families that develop sustainable economic activities in environmental conservation areas, paying the R\$ 300 benefit every three months, through the Bolsa Família card.

Launched in 2011, the Program already benefits 39 thousand forest picker families, riverside

dwellers, indigenous populations and quilombolas (former slave communities). The target is to reach 73 thousand families until 2014. In addition to the sustainable practices traditionally used by the families, other practices are taught by technical assistance agents.

“Bolsa Verde is part of an ample vision, which considers the presence of the populations a fundamental condition for the preservation of the environment”, says Instituto Chico Mendes de Conservação da Biodiversidade (ICM-Bio) president, Roberto Vizentin.

Present in five ecosystems, particularly in the Amazon, the Program is coordinated by the Ministry of the Environment (MMA) with the participation of the Ministry of Social Development and Fight Against Hunger, Ministry of Agrarian Development, Ministry of Finance and Ministry of Planning, Budget and Management, as well as of the Chief of Staff Office of the Presidency of the Republic. The operational implementation is made by the ICMBio, Incra, and the Secretaria de Patrimônio da União (SPU).

In order to reach families who live in the most distant regions, Bolsa Verde uses specific actions, like the collective active search actions planned for the period from July to August 2013 in 28 municipalities in Pará. The target is to include about 35 thousand families in the Bolsa Família and Bolsa Verde programs.

Besides signing the term of adherence to Bolsa Verde, the families located are registered in the Cadastro Único para Programas Sociais and considered eligible to receive loans from the Strengthening of Family Agriculture National Program (Pronaf).

### Women's turn

One of Bolsa Verde's objectives is to strengthen the role of women. Mother of six, Andreina Almeida Barros belongs to the Alto Cajari Women's Association (Amac), in the municipality of Laranjal do Jari (Amapá), which produces biscuits and derivatives of Brazilian nuts. She is a Bolsa Família beneficiary since 2006 and a Bolsa Verde beneficiary since June 2012.

With Bolsa Verde and the acquisition of the production by the Food Purchase Program (PAA), life has changed.

“In the past, we depended on our husbands. Now, women work and have their own resources”, she says.

The Brazilian nuts are collected in the areas where the families live. The husbands make the picking, from December to May. “We do not destroy trees or set them on fire. We gain by preserving nature”, celebrates Andreina.



With access to water, families like Antonia das Graças's and Luiz Oliveira's conquered the right to remain and work in their birthplace

## Planting, harvesting, living

Network of cisterns diminishes effects of drought and improves life in the semiarid region

The Água para Todos Program (Water for All) is transforming the scenery of the semiarid region and the life of those who endure long periods of drought. Just in the month of June 2013, no less than 19,020 new water cisterns were delivered, 634 per day.

**336**  
thousand  
cisterns  
delivered in  
two years  
(up to June  
2013), with a  
total storage  
capacity of **5.3**  
billion liters

In just two years the Program, that is part of the Brasil Sem Miséria Plan, delivered 336 thousand human consumption storage water cisterns. Each has a 16 thousand liters capacity, enough to supply for eight months the needs of a family of five.

When the rain takes longer to fall, the cisterns become community equipment to store the water brought by a water truck in emergency actions.

Água para Todos is implemented by the Ministry of Social Development and Fight Against Hunger, the Ministry of National Integration, the Ministry of Health, and the Ministry of the Environment, as well as by the Banco do Nordeste (Brazilian Northeast Bank), the Fundação Banco do Brasil (Bank of Brazil Foundation), Petrobras, and the Banco Nacional de Desenvolvimento Econômico e Social, BNDES (Brazilian Development Bank).

The Program is strategic in the fight against poverty, in food and nutrition security, and in production inclusion, contributing to promote the autonomy of the semiarid population. Its impact became even more evident in the year 2013, when the region faced the worst drought in the last 50 years.

Farmer Antonia das Graças Oliveira, dona Gracinha, who lives in the community of Catingueirinha, in the municipality of Potiretama, in Ceará, told us how a cistern can change the life of those who live in the semiarid region.

“In the past I had to fetch water and walk eight kilometers. I can say the tank was freedom for me.”

Freedom for her and all those who live in the region. The ac-

cess to water, after all, makes it possible to live in the semiarid climate, and thus, thousands of Brazilian families won the right to remain in the land they chose to work, live, and raise their children.

## Producing in spite of the long drought

To guarantee that the families continue to produce, even during the drought, is as important as providing water for consumption. For this reason, Brasil Sem Miséria's target is to install 76 thousand equipment to catch and store water for production until 2014.

About 13.3 thousand pieces of equipment of different technologies (cisterns, underground dams, stone cisterns, among others), which in May 2013 benefited 18 thousand families of farmers, were installed since the beginning of the Água para Todos Program.

Dona Antônia Maria de Oliveira and her family saw their life

change in only two years. She, her husband and four children live in the Community Catingueirinha, in Potiretama (CE), where the cistern of water for production was installed in 2011.

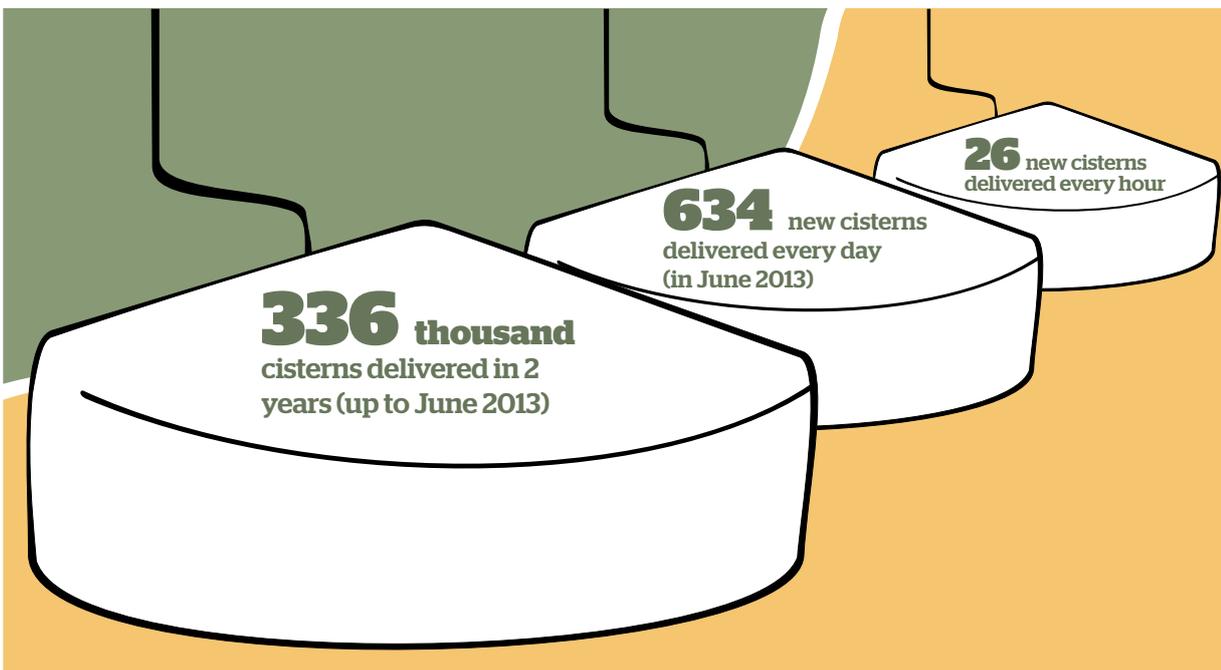
“Before, if we wanted to give water to the animals or water the vegetable garden, we had to go far and the water was bad, salty. It was very painful. Today the garden around the house is always green, with vegetables and water melons, and I can raise pigs, chicken, and cattle”, celebrates dona Antônia.

The experience is new for many of the families in the region, says

Ivonete Marques de Oliveira, who advises the families on the maintenance and proper use of the cisterns.

“With the access to the second water, the families produce fresh and healthy foods for their own consumption and can sell the surplus, improving the family income even during the drought”.

According to technician Ivonete, the “four or five rains” that fell only in the beginning of May 2013 were enough to recover a good part of the water reserve in the cisterns in the region. Many of these cisterns are full again. 🌧️





## Seeding a **richer country**

**Innovative strategy combines the offer of technical assistance with resources to invest in production**

**With the availability of money and the help of specialized technicians, families increase production and income, making it possible to remain in the country**

In just two years, Brasil Sem Miséria hired the services of Technical Assistance and Rural Extension (Ater) to benefit 260 thousand families. These families are advised by agents who are capable to help them improve their production activities. The objective is to help extraction workers, quilombolas (former slave communities), Indigenous populations, and family farmers.

The Ater agent develops, with the family, a diagnosis of the conditions for production. Based on this diagnosis, a project to organize the production is developed, and the Ater agent follows its implementation.

Improving the work in the family units, technical assistance helps to increase the quantity, quality, and the value of products. Thus the family can have good food for its own consumption, improving its nutritional situation, and generate surpluses to market, increasing its income and improving quality of life.

But Brasil Sem Miséria's strategy for production inclusion does not stop here. Out of the total number of families served by Ater, about 30 thousand have already received resources from the Program to Boost Rural

Production Activities, launched in 2012. The resources amount to R\$ 2.4 thousand per family, transferred in three installments, to finance the implementation of projects developed with the technicians.

The money can be used for the acquisition of inputs or equipment, including seeds, seedlings, fertiliz-

ers, tools, and animals. They can also finance non-agricultural activities, such as a small sewing shop or a small market, as long as these activities generate income for families that belong to the Program. Up to now, about R\$ 40 million were transferred directly to the families benefited, in the north of Minas Gerais and in the Northeast states.

The rural production inclusion strategy innovates by combining technical assistance with resources to invest in production. With money and a project developed with the help of specialized technicians, the families increase their production and income, making it possible for them to remain in the country and live a more dignified life.

## Producing more and better

In Piauí, the partnership with one of the companies that provide services to Ater serves 1.8 thousand farming families. Previously, a large part of them – many of them not believing in their production potential – lived on the dependence of the transfers of Bolsa Família.

One of these families was Eliene Emília dos Santos's and Sebastião Roldino Gonçalves Pereira's. The simple life they led with their three children, in the community Baixa do Poço, in the municipality of Pio IX, changed with the access to technical assistance and the resources from the Program to Boost Rural Production Activities.

In the garden built with the first monthly payment of the

incentive, the family collects tomatoes, lettuce, bell pepper, pumpkins, pepper, okra, passion fruit, scarlet eggplant, coriander, and onions. A variety of products that improved considerably not only their diet, but also the family income, thanks to the sale of the surplus production at the city's food market-place. With the profit, even before the second deposit arrived, the couple began to build an aviary to raise chicken.

Not far from there, in the municipality of Sussuapara, Raimundo Veloso, Joene Maria, and their three children are also building a new history. According to Ater agent Isaura Maria Madeira Nunes, the family is extremely happy. "With the first deposit

they built a pig pen, bought three pigs, feed, and medicine for the animals", says Isaura.

According to the agent, more than income, the project to raise pigs is an opportunity for the family to develop an organized and adequate activity. They were able, for the first time, to install a structure, produce, and market the surplus of the production with their own resources. For Isaura, this is the most significant result of the Program.

"Without the resources, they would not be able to build and structure their production, and without technical assistance, the result could not have been the same", she believes. 🌱

## Support for sales

Through the Programa de Aquisição de Alimentos, PAA (Food Purchase Program), the Federal Government buys the products directly from smallholder family farmers, who are encouraged to organize their work in cooperatives, seek technical assistance, and improve their production.

The products, bought with ex-

emption of public bids, go to social assistance entities, nurseries, community restaurants, and storage. Besides benefiting the consumers of the products, the PAA strengthens smallholder family farming.

In 2013, 10 years after its launch, the PAA is expected to attend over 190 thousand farmers. Today,

46.5% of the public of the Program is registered in the Cadastro Único de Programas Sociais.

The budget for this year is above R\$ 1.3 billion, with resources from the Ministry of Social Development and Fight Against Hunger (MDS) and from the Ministry of Agrarian Development (MDA).

## Jim Yong Kim, world Bank President: **The lessons from Brazil**

The World Bank recently set two goals to guide our work and help galvanize global development efforts: end extreme poverty by 2030 and promote shared prosperity for the bottom 40 percent of the population in developing countries. These goals, which were endorsed by the World Bank Governors in April this year, are shared by most low- and middle-income countries. However, few have been as successful as Brazil in making progress toward their achievement. Over the last decade, Brazil has seen extreme poverty fall by more than half and, bucking international trends, achieved a notable reduction in inequality.

Many factors have contributed to this progress. The government's sustained commitment to poverty reduction over more than a decade, reflected in innovative social policies such as the Bolsa Familia conditional cash transfer program, has undoubtedly played a critical role. More recently, the Brasil sem Miséria plan - which focuses on social transfers, generating income-earning opportunities, and expanding access to public services for the poor - has created a platform for addressing the multiple and inter-related dimensions of poverty.

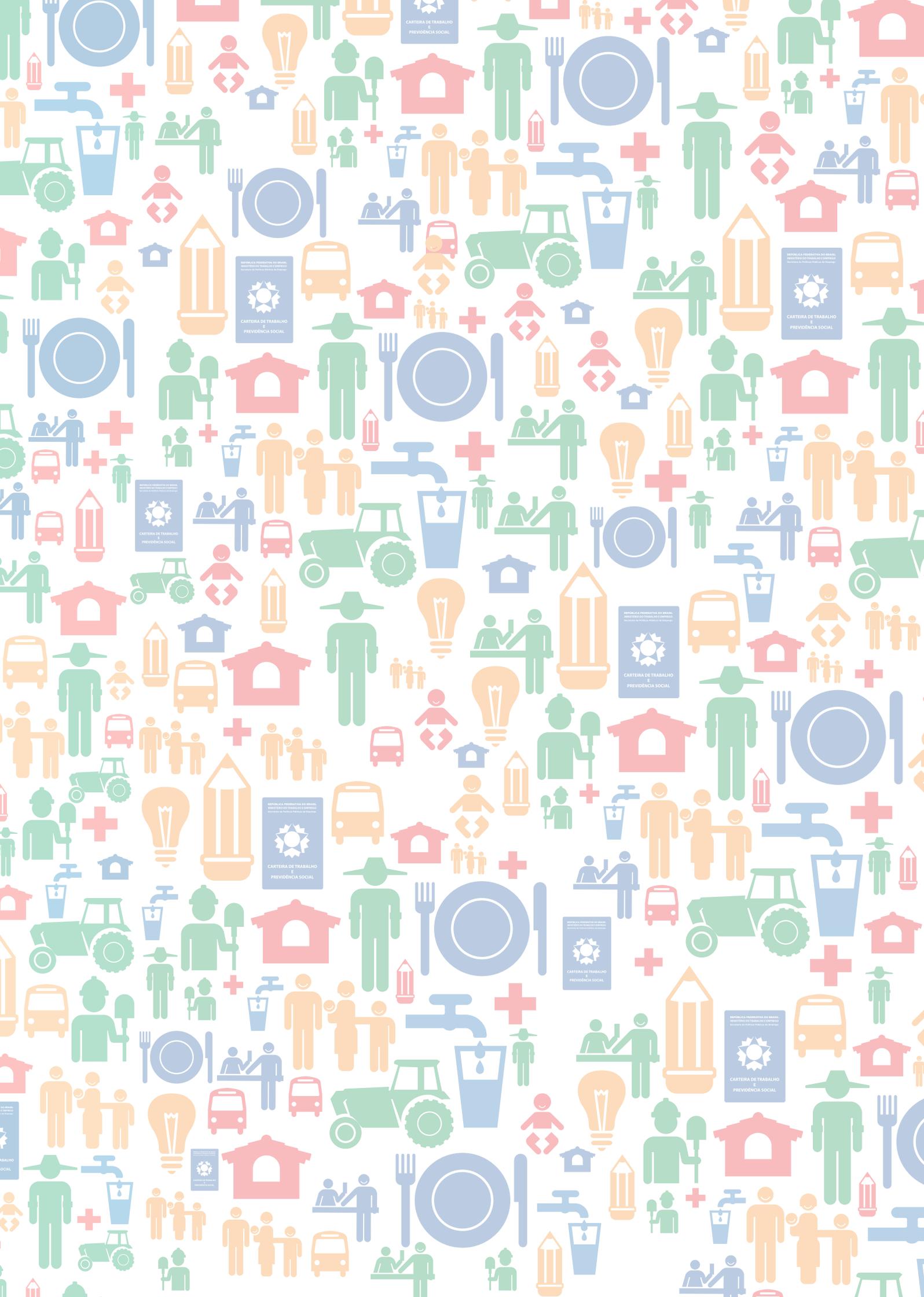
But commitment and well-conceived programs only get you so far. Delivering results depends equally on capacity and institutional mechanisms for effective implementation of government programs, and for learning and adapting based on experience. It is perhaps in this area that Brazil's experience is most impressive.

In only a few years, Brazil has managed to consolidate and expand existing transfer programs to establish a Single Registry of beneficiaries and payment systems that ensure over 13 million households receive benefits on a regular basis. Moreover, coordinated efforts by governments at the federal, state and local levels have helped strengthen these systems over time. Today, the Single Registry provides the basis not only for effectively targeting cash transfers but for other government programs, as well. Over the last two years, Brazil has also made impressive progress in implementing additional elements of the Brasil sem Miséria plan on a large scale, including technical and professional training programs and the delivery of cisterns to improve access to water in the Northeast.

Not surprisingly, Brazil's innovative programs and successful experience with implementation have generated an enormous amount of international interest. The Bolsa Familia program, along with other first-generation conditional cash transfer programs such as Oportunidades in Mexico, has inspired similar approaches in other countries. There are now conditional cash transfer programs in 21 countries in the Latin America and Caribbean Region, as well as numerous examples elsewhere in the world. Beyond inspiring other countries to develop social assistance programs, Brazil's experience offers valuable lessons on the nuts and bolts of how governments can effectively implement social assistance pro-

grams. The World Bank has facilitated numerous South-South exchanges with countries keen to learn about the details of the Bolsa Familia program and the broader Brasil sem Miséria plan. Many other countries have come to Brazil on their own initiative.

The World Bank is proud to have partnered with Brazil in its effort to implement, evaluate and strengthen the Bolsa Familia program over the last decade, and, more recently, in trying to translate the ambitious goals of the Brasil sem Miséria plan into reality. These efforts not only align with the World Bank's mission and goals, but also provide learning opportunities that can support efforts to reduce poverty in other countries. We are also pleased to have recently established a new Brazil Learning Initiative for a World without Poverty, in partnership with the Ministry of Social Development and the Fight against Hunger, the Institute of Applied Economic Research, and the UNDP International Poverty Center for Inclusive Growth. This initiative will support systematic learning and dissemination of Brazil's experience with Bolsa Familia and Brasil sem Miséria, and facilitate knowledge exchange on how other countries are dealing with some of the second-generation social policy challenges that Brazil is currently facing. Through this partnership, we hope to continue our contribution to the development and implementation of social policy in Brazil, and to help share the lessons from Brazil's poverty reduction experience with the rest of the world. 🌍



Ministry of  
**Social Development and  
Fight against Hunger**

