



RESCUING WOMEN-LED ENTREPREUNIRSHIP

In the challenging Dry Corridor of Honduras, unemployment weighs heavily on the shoulders of women, and the formation of small businesses provides a way out. However, it is said that half of these ventures fail within the first two years. This nearly happened to Comedor El Espino. "When we went to the fairs in the city, the transportation costs were very high, and we were losing money. By 2024, we were very discouraged selling pottery and clothing; we wanted to close," confessed Cindy Mejía, president of the group, with nostalgia.

As they approached their two-year mark, a timely rescue arrived: "When iDE Honduras trained us, we shifted our focus to food and moved from renting equipment to owning our own, thanks to them. We increased both our number of clients and the quality of our service. Now we save part of our profits to improve the microenterprise," concluded Cindy.



For young Ludis Bonilla, the venture was like a lifeline in a sea of uncertainty: “I previously worked at a cooperative, but only for six months before losing my job due to the COVID-19 pandemic. In this business, at the end of the year, we share the profits, and that helps me a lot. I have a child, and I buy clothes and medicines. In the coming years, I see myself running a well-established company; we used to sell 30 orders of tacos, and now we sell over 100 orders of tacos and pupusas,” she explained with a satisfied smile.

The anthem that honors Honduran mothers says, “In the name of mother lies the highest expression of love,” and this is what drives these women to improve their families' quality of life.

“Sometimes when the children got sick, I couldn't take them to the doctor because I didn't have enough money for transportation. Now, with the profits we share, we can set aside funds to take the children for medical consultations.” These initiatives are beneficial because, in the past, many women would emigrate, but now that's hardly the case,” said Rosinda Reyes, reflecting her pride in contributing to her family's well-being.

In a context where emigration seems to be the only way out, the resurgence of these women-led enterprises proves that perseverance and mutual support can transcend barriers and build a future where the choice to stay and fight becomes the most viable option.