

## ICT PARAGUAY CASE

Section	Detail	
Header	Logo	
	Responsible company or organization	Alba Mariela Acosta
	Thematic area	Commercialization
	Contact and location	Country
		Paraguay
		e-mail
		albamarielaacostamail.com
Description	About technology/app	Telephone
		595985780745
		Website
Description	About technology/app	https://www.facebook.com/albamariela.acostabenitez?_rd
Description	About technology/app	The sanitary measures adopted by the government since the first confirmed case of Covid-19 in the country, had implications in all the productive sectors of the country. Peasant agriculture family faces difficulties in offering and marketing production because of conventional sale systems, such as agricultural fairs. The Acosta Benítez family, who resides in a remote rural community, also faced problems when making offers, contacting potential buyers, marketing production or completing transactions. Thanks to the use of applications or social networks such as WhatsApp, web banking, transfers in digital accounts or Facebook, they managed to overcome the restrictions imposed at the time to offer merchandise, attract customers and receive payment for the products, making deliveries for delivery in the area or sending through shipping companies to buyers from other locations.
	About organization	It is a family initiative aimed at overcoming the difficulties arising from the health measures imposed by the government.
Case features		Alba Mariela is a young farmer who saw how the pandemic affected the family business, which is why she formed a group of women who specialize in digital commerce. Through this group they were able to implement various strategies that helped their family and many others in their community.
Results and scope	Producers benefited	10 direct producers
	Countries covered	Paraguay
	Highlights	Quantitatively, the improvement of family income and qualitatively, the implement an alternative marketing system and leave the exclusive dependence on traditional systems for the sale of production.
More information	Additional details on INCLUDAS platform	WhatsApp/Instagram/Facebook
	Social networks	https://www.facebook.com/albamariela.acostabenitez?_rd

Inclusion features	Strengthening of a group of producers who, through training in the use of social networks, dissemination, and communication of their products, managed to establish a new system to market their products.
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