

Edith Silva Berrio, Owner of “Las Coloradas” Restaurant - Peru



In 2009, Edith used to cook and wash the workers' clothes of a mining company in Challhuahuacho, in very precarious conditions in order to provide for her younger brothers and sisters.

In 2011, Edith learned about the ILO's Start and Improve Your Business training and decided to participate. During the Generate your Business Idea training, Edith came up with the idea to open her own restaurant.

She then participated in the Start Your Business training where she detailed the idea further and developed a solid business plan for the idea.

After her training, Edith decided to open her own restaurant. Her newly acquired skills gave her the necessary knowledge and self-confidence to carry out her project. After developing a solid business plan, Edith opened her restaurant in 2013 and named it "Las coloradas" in reference to the sweet nickname "La colorada" that had been given to her by her community when she was a child.

But, Edith didn't stop here. Over the years, her urge to help others prompted her to organize aid campaigns aimed at rural families, especially targeting young girls and boys. Edith started her volunteer work directly within her community in 2012, together with the restaurant association of Challhuahuacho composed of 25 businesswomen. In 2016, she became the president of this organization.

Today, in 2019, she is a successful businesswoman with an elaborate corporate social responsibility plan that however never lost sight of her roots. Her life today is a testament to how a simple training and goodwill can make a big difference in the trainees' life and in the life of others.

“I used to do my activities my way, a little messy, without planning. Now, I feel happy, but I never forget about the others.”