CREA Business-Literacy Course — Zacatecas's 48-Hour Randomised Training for Rural Women Entrepreneurs

City Innovation Library · Good practice · Mexico

Quality score: 57/100

Evidence strength: Moderate

Summary

In 17 villages in rural Zacatecas, the NGO CREA offered women micro-entrepreneurs a free 48-hour business course. In an RCT of 875 firms, profits rose about 23%, mostly through lower costs, but non-invited neighbours' profits fell about 11%.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	2/3
Scalability	1/3
Sustainability / continuity	1/3
Innovation	1/3
Inclusiveness / equity	3/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-17

CREA (Crea Comienzos Ricos en Alternativas) — accessed 2026-11-17

NBER Working Paper 19740 — accessed 2026-11-17

Economic Development and Cultural Change article (RePEc) — accessed 2026-11-17

Stanford King Center working paper — accessed 2026-11-17

Naval Postgraduate School repository record — accessed 2026-11-17

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