

Women with Courage



As a subject for my master's thesis in international business management, I chose to study the creation of artisan associations in developing countries. In the current context of globalization, economic inequalities are becoming increasingly apparent. Thus, any analysis of sustainable economic development must be performed within an international business context in order to minimize the marginalization of certain individuals. The implementation of artisan associations can improve living conditions for many people.

The case of Mundo Jeri, a women's association of crocheiteras in North---Eastern Brazil, presents us with an interesting opportunity to analyze this theory. These women were selling their art individually until 2005, at which time they decided to form an association. For the past seven years, they have been continuously learning about administrating, organizing and managing. Though their journey has not been without difficulties, their perseverance has led them to a point at which their small enterprise has become lucrative.

The women of Mundo Jeri receive help from an agency whose mission it is to support small entrepreneurs; Sebrae. Consultants teach them basic knowledge on a variety of subjects including mathematics, human resources, organization and design. Sebrae also allows them to participate in numerous commercial activities.

In this documentary project, I have attempted to explain the process of creating an artisan association by examining the opinions and thoughts of those who were at the heart of Mundo Jeri -- the women. This documentary also contains an analysis and description of the origins of the association, its advantages and disadvantages as well as the various activities in which the women participate. Lastly, the future of this cooperative within a small and saturated market is scrutinized. In May 2011, I spent over a month with the women of Mundo Jeri in an attempt to thoroughly understand the context in which they live.

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Charlotte Marchesseault was born in Montreal, Canada, on June 28th 1986 to French Canadian parents. From a Young age, Charlotte has shown an interest for traveling and immersing herself in different cultures. This tendency to explore the unknown has opened her eyes to a variety of living conditions and social structures. As a result, Charlotte decided to pursue a degree in Political Science, and has shown particular interest in Latin American culture. After graduating, Charlotte demonstrated a desire to learn more about development and project management. To meet this end, she obtained her Master's Degree in International Business.

After completing her studies, Charlotte discovered new media that she could use to convey her unique perspective on the world around her - photography and film. Since then, she has been actively working as a photographer and videographer and has completed various projects and documentaries.