

## Community Anti-poverty Activities

**Business start-up seminars, mentoring workshops, online courses, and lectures to PERICCO**

In 2018, a group of riders wanted to establish a cooperative where they can achieve a common objective which is to become entrepreneurs and at the same time realize the value of helping people through means of service. It was during this year that these riders from the different delivery services collaborated to initiate the so called “**Pinoy Entrepreneur Riders Consumer Cooperative (PERICCO)**”

**Pinoy Entrepreneur Riders Consumer Cooperative (PERICCO)** is a group of ordinary self-employed workers (Grab food, Lalamove, Angkas, etc. riders) who are committed to become entrepreneurs and determined to give a new definition of work and new dimension of service. They have adopted the slogan “Work beyond livelihood and serve beyond business”. In 2019, papers for the establishment of PERICCO started to materialize. To better help them in their aim to become a cooperative, the group seek the assistance of Mapua University’s-E.T Yuchengco School of Business Management.





Series of meetings were held between the two parties for the establishment of PERICCO as a cooperative. Then on October 9, 2019, the group attended the CDA Pre-Membership seminar in Quezon City which is part of the requirements to be recognized as a cooperative. It was attended by the members of PERICCO. Through the guidance of Mapua, PERICCO was officially registered under the Cooperative Development Authority in February 10, 2020.

PERICCO continued to collaborate with Mapua University – ETYSBM for further activities that may help them as a cooperative. Since then, Mapua had been assisting PERICCO in achieving its goals. Latest assistance rendered by Mapua to PERICCO was, “Webinar on Identifying Business Opportunities/Digital Marketing” last March 28, 2021 via Zoom Meeting. This is about the use of social media in promoting PERICCO’s businesses. It was administered through the collaborative help of the Dean and faculty members of Mapua University – ETYSBM.