



PANMELA CASTRO



PROFILE

Panmela Castro is a multi-media artist from Brazil who uses graffiti and street art to promote social change and awareness. Panmela is the founder of Rede NAMI, a non-profit that aims to use art as vehicle for social change. NAMI promotes the rights of women, black and indigenous people, LGBTQIAP+ people and people with disabilities. After the approval of the Maria da Penha Law (2006), Panmela developed a methodology of using graffiti as a communication tool to inform women and young students about the law, domestic violence, and their rights.

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“ VOICES OF FEMALE ENTREPRENEURS

● What motivated you to become an entrepreneur?

As a young girl, I was a victim of domestic violence. I was beaten during an entire night and put in private prison. At the time, there was no law protecting victims of domestic violence in Brazil. In 2006, the Maria da Penha Law was approved to protect women from domestic violence and since then, I have been dedicated to promoting it and promoting our rights so that other women and girls would not go through the situation I went through. My business brings information to people about protecting women.

● What is one challenge you had to overcome in the creation of your enterprise?

My work with human rights is done through art, as a way to bring information to people. Public investment in art and culture in Brazil are very scarce, so making this enterprise sustainable was very difficult. To make my business sustainable, I needed to seek training and support from people and foundations. After a long period of planning, it was possible to establish the company and achieve certain goals.

● Women, Business and the Law data reveals that 16 reforms related to women's economic empowerment occurred in Brazil since 1971. How do you think these legal reforms have impacted your and other women's ability to participate in the economy?

All of the reforms, proposals, and laws passed were important for the progress of women in Brazil. In the elections going on right now in our country, we had black, indigenous, and trans women elected to positions in the legislative branch. I believe that the investments, incentives, and policies for these women to occupy positions of leadership were essential to advance the agenda of women in Brazil, including in the field of entrepreneurship.

● In what areas in your country would you like to see legal reforms that help encourage women's participation in the economy?

The first reform must be cultural by changing people's perceptions of women. We are fighting for the party political process to embrace more women who can create laws that give us more autonomy.

● What advice do you have for other women entrepreneurs?

Due to limited resources, women in Brazil are not able to do many things alone. I always look for other women who, as mentors, guide me so that I can develop my knowledge, plan, and be able to develop my business better and better. So, my advice to women is that, whenever necessary, seek knowledge from other women.



REGION

Latin America &
Caribbean

INCOME GROUP

Upper Middle Income

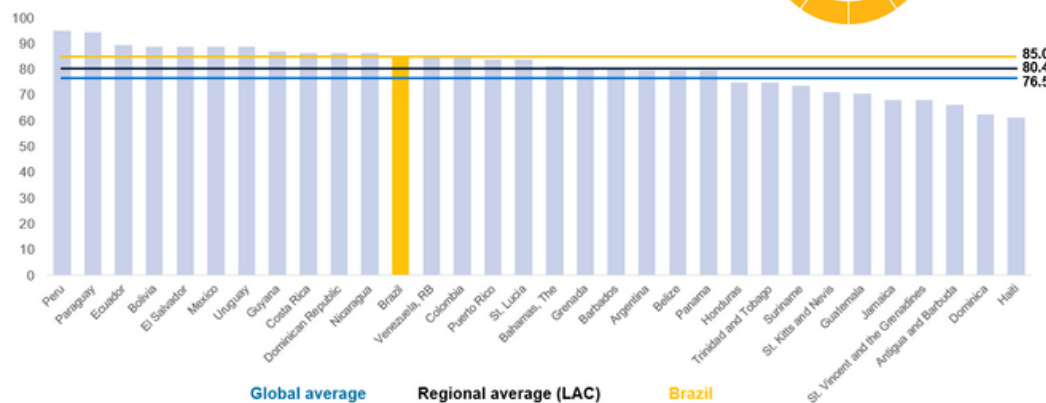
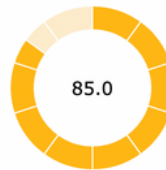
MAIN BUSINESS CITY

São Paulo

FEMALE LABOR FORCE PARTICIPATION

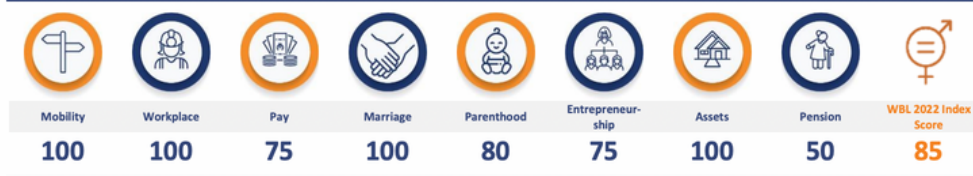
49%

BRAZIL WBL INDEX SCORE



BREAKDOWN OF THE SCORE BY INDICATOR

Brazil - Scores for Women, Business and the Law 2022



OPPORTUNITIES FOR REFORM

Brazil could consider filling the gap in the **Entrepreneurship** indicator. For example, Brazil could adopt legislation prohibiting discrimination based on gender in access to credit. This can be achieved through a nondiscrimination or equality law, a provision in the penal code, a financial sector law or regulation, or a consumer protection law.



Entrepreneurship

The law does *not* prohibit discrimination in access to credit based on gender.

LEARN MORE

[Women, Business and the Law](https://wbl.worldbank.org/en/wbl)
2022 Report

[Brazil Economy Snapshot](https://www.brazil.gov.br/en/brazil-economy-snapshot)

LEGAL REFORMS (1970-2021)*

- 2008** Brazil enacted legislation protecting women from domestic violence.
- 2003** Brazil granted spouses equal rights to immovable property and equal administrative authority over assets during marriage.
- 2003** Brazil introduced a new Civil Code allowing a woman to register a business in the same way as a man without her husband's consent.
- 2002** Brazil enacted legislation protecting women from sexual harassment in employment.
- 2000** Brazil prohibited gender discrimination in employment.
- 1991** Brazil allowed a woman to get a job without permission from her husband.

PANMELA CASTRO

ABOUT THE REFORMS:

"Even though our constitution says that men and women are equal before the law, still women in Brazil are culturally classified as inferior. Thus, the first **reform** must be **cultural** by changing people's perceptions of women. We are fighting for the party **political process** to embrace more women who can create laws that give us more **autonomy**."

* Only displaying a selection of reforms by WBL Report Year