



## Tec students win award at MIT for logistics project on tamales

Industrial Engineering students from [Tecnológico de Monterrey's Santa Fe](#) campus have been given the **Best Project Award** at [MIT GeneSys Fest - Spring 2021](#) for their logistics project for families that **produce and sell tamales** in **Aguascalientes**.

Claudia Fernández Gallardo, Sofía Fiorillo, and María Andrea Morfín were recognized at [MIT's international festival](#) to present applied **research projects** from Latin America that focus on **helping micro and small enterprises (MSEs)**.

Their project aimed to **diagnose and propose solutions** to improve the **cash conversion cycle** of a family business **producing and selling tamales**.

*“Our main contribution was to **develop a mobile application** for registering sales, purchases, and production, information that feeds a system to enable entrepreneurs to make better decisions, particularly regarding inventory management.*

*“We also designed and implemented a model to optimize profits by finding the **right mix of products**, among other things,” explained the winning team.*



## Chosen from among more than 1,500 students

The event is part of the [MIT Genesys](#) project, which focuses on contributing to the survival and growth of small companies in developing countries by improving their operations and **supply chain** management decisions.

**MIT GeneSys** is a project that forms part of the [Center for Transportation and Logistics at the Massachusetts Institute of Technology \(MIT\)](#).

On this occasion, more than **1,500 students from 12 universities in 7 countries** (Brazil, Chile, Colombia, Ecuador, Guatemala, Mexico, and Peru) participated in helping MSEs **mitigate the impact of the economic crisis** due to the **COVID-19** pandemic.

Their project was regarded as one of great impact for **Latin America**.

*“For example, according to a study by **INEGI** in 2019, **there were more than 6.3 million businesses selling tamales in Mexico, of which more than 60% were informal street vendors,**” they said.*



*“The experience was very challenging because the micro-enterprise that we helped had many limitations. This involved **huge effort and commitment from all of us** to be able to correctly diagnose the company and therefore develop useful solutions,”* said Claudia Fernández.

According to Sofía, they were really excited when they discovered they’d won.

*“**We felt really proud to receive the award**, but even prouder of the impact we made on the micro-enterprise. That really is GeneSys’s main objective.*

*“It was very **rewarding**, since we were able to implement various solutions of ours. So far, the company is really happy with the results,”* said Sofía Fiorillo.

The MIT GeneSys Fest - Spring 2021 panel was made up of Dr. Cansu Tayaksi, Rafael Illipronti, Fabio Castro, and Dr. Josué Velázquez Martínez.

*“We felt really proud to receive the award, but even prouder of the impact we made on the micro-enterprise. That really is GeneSys’s main objective.”*



## A project that highlights humanity

*“Without realizing it, we came across a project that highlights the humanity that is part of Tecnológico de Monterrey’s ethos. **We can say that the Tec prepared us for this moment,**”*said María Andrea Morfín.

The team relied on the advice of **Professor Camilo Mora**, who inspired them to give their best to develop this important project.

*“We’re very grateful to him because **his guidance was key** to obtaining the **award,**”* they said.



Finally, the winners shared that the Tec has helped them to develop a **sense of responsibility** toward **humanity**. It has also given them determination, which meant that, although many things seemed impossible, they continued to push forward.

*“This experience made us realize **our responsibility as professionals** to form a better society by providing help to those who need it the most.*

*“The **gratitude we received from the micro-enterprise is invaluable,**” they concluded.*

**MIT** is ranked as the **number 1 university in the world**, according to the [2022 QS World University Rankings](#).

**YOU’LL DEFINITELY WANT TO READ THIS TOO:**