

ALTERNATIVE INNOVATION PROGRAM

FOCUSED ON THE WORK SKILLS OF WOMEN IN THE COLOMBIAN COUNTRYSIDE.



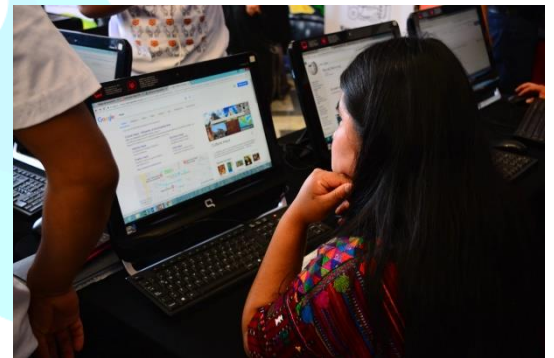
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SUMMARY

This program is focused on answering the question: What is the relationship of rural women with respect to community development in the province of Tolú Viejo – Sucre (Colombia)? Taking into account that Tolu Viejo has a rural area made up of 14 s, which have great territorial wealth, a favorable climate and important water sources, in addition to the strength, efficiency and willingness to work of their inhabitants, which should turn this rural area into an important potential, but this is not the case, since it is evident that this community is mostly in conditions of poverty, due to the lack of training, entrepreneurship, resources and, above all, it does not have a community organization and development where women play a fundamental role. Therefore, this study aims to analyze the role of women in the rural context in relation to community development in 6 of the 14 villages through a phenomenological design study, based on life experiences, subjectivity and interpretation. of reality from perspective of the participants who were 12 women (2 from each of the villages) where it can be concluded that women from the rural area

of Tolu Viejo contribute significantly to community development by exercising active participation and positive

leadership within all processes of the community, in addition its contribution from the reproductive roles in the administration of the home and the strengthening of the family make it essential to maintain the social growth of these areas, in turn enhancing their productivity and sustainable economic development.



Keywords: Role, women, rurality, development, community.

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INTRODUCTION

Inequalities have perhaps been one of the most relevant causes of the underdevelopment of the regions, technological backwardness, food insecurity, general violence, among many more problems, these problems are largely adjusted to sociological phenomena that have been generated throughout human history. This is how the ecoceanos corporation designed the FEMALE EMPOWERMENT PROGRAM IN THE COLOMBIAN COUNTRYSIDE which seeks to address inequalities which in this case are gender. The role of women in the Colombian Caribbean coast region - department of Sucre has been crucial for the improvements of communities and social and economic development. This is how this program seeks to show both the causes of said inequality and the panoramas that would be generated if there were improvements for women in the municipality. Likewise, sustainable solution strategies are proposed focused on addressing both social problems and underlying inequality in the role of women in decent jobs, through the implementation of strategies that respect the rights and

dignities of women, promoting their inclusion and socioeconomic and environmental sustainability in Colombia and in villages located on the Colombian Caribbean coast. The program will be developed in 6 villages of approximately 300 inhabitants where 65% are women, four strategic axes will be implemented: educational, humanitarian assistance, communication and inclusion. These axes are designed to work in an integrated manner, ensuring not only an immediate response to the dignity and accessibility of employment for women, but also the promotion of empowerment and dignification of conditions within communities for women in the long term. At Ecoceanos Corporation we highlight that the Rural sector has been the axis of the economy and the development of many communities in general, which is why it should be a research center, just as this program proposes. Solutions like this one will provide tools against the negative psychosocial phenomena that are evident in multiple studies, as Roberti (2014) states: 'Psychology is the branch of study that It provides communities with tools for

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empowerment' and, in the case of the role of women, it is undoubtedly one of the pillars to which this research directly contributes.

The main objective of this research is to seek the relationship of rural women with Community Development in the rural area of Tolu Viejo - Sucre (Colombia), it was carried out in the villages of Caracol, Los Altos, Macaján, La Floresta, palmira and la piche, a convenience sampling through which the productive and reproductive roles of women in their social context were evaluated under empirical evidence, seeking to know what the status of women is like in their rural social context, their participation in the economy, in local government and identify if there are gender gaps, salary inequalities, among other types of discrimination. Likewise, the role of public policies that have been applied to help the rural sector was evaluated from the perspective of gender and community development, through the application of interviews and the collection of information as an observer; In addition to solving these objectives, the subsequent research seeks to discuss the theoretical and practical contrast of the

role of women from the perspective of community development in the municipality of Tolu-Viejo, ending with a special section on possible policies that could improve these conditions of women in the rural sector.



General objective:

Analyze the contribution of rural women in agricultural work and their impact on the economic and social development of rural communities in the province of Tolu Viejo, Sucre. This analysis will focus on identifying and understanding the productive and reproductive roles that women play in the agricultural context, evaluating how their participation influences agricultural productivity, family well-being and community cohesion. In addition, it aims to examine

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the barriers and challenges that women face in the agricultural sector, as well as the opportunities and strategies that can enhance their leadership and empowerment. The objective is to provide a detailed and informed vision of the importance of the role of women in agriculture, proposing recommendations for public policies and intervention programs that promote gender equality and sustainable development in rural areas.



Specific objectives:

Evaluate the participation of rural women in agricultural productive activities in the Caracol, Los Altos, Palmira and Macaján villages, identifying the specific tasks they perform and their influence on agricultural productivity.

This objective seeks to detail the various agricultural activities in which rural women participate, from land preparation to harvesting and marketing of products. The aim is to quantify their contribution in terms of hours worked, type of work performed and techniques used. In addition, it will be analyzed how these tasks influence the agricultural efficiency and productivity of the villages studied, recognizing the added value of female participation in this sector.

1. Examine the working conditions of women in the agricultural sector, including aspects such as salaries, work hours, and access to resources and technical training, in order to identify gender inequalities.

This objective focuses on investigating the working conditions of women in agriculture, comparing them with those of their male counterparts. Salaries, the number of hours worked, opportunities to access resources (such as financing and machinery), and the availability of technical training programs will be analyzed. The intention is to identify and document any gender inequality that may exist, providing data that substantiates the

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need for specific interventions to improve employment equity in the sector.

2. Investigate the perceptions and experiences of rural women regarding their role in agriculture and how they contribute to community and family development in the studied areas.

This objective aims to understand how rural women perceive their own role within agricultural activities and in the community in general. Through interviews and focus groups, testimonies and experiences will be collected that reveal how women value their work, the challenges they face and the satisfaction they obtain. Likewise, it will be explored how their participation in agriculture impacts family and community dynamics, including aspects of social cohesion, children's education and general well-being.

3. Analyze the impact of public policies and programs to support rural development on the lives of women farmers, evaluating their effectiveness and proposing improvements based on the identified needs.

This objective is aimed at evaluating government policies and programs that have been implemented to support women in the agricultural sector. The coverage, scope and effectiveness of these policies will be examined, as well as the beneficiaries' perception of their usefulness. Based on this analysis, areas for improvement will be identified and specific recommendations will be proposed that respond to the real needs of rural women, seeking to improve their quality of life and strengthen their role in community development.



4. Propose community intervention strategies and public policies that promote gender equality and strengthen the role of women in the agricultural sector, enhancing their contribution to the sustainable development of rural communities.

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This objective aims to design and recommend specific strategies that promote gender equality in the agricultural field. Based on the findings of the previous objectives, community interventions that promote women's leadership and empowerment will be proposed. In addition, public

policies will be suggested that facilitate access to resources, training and equitable job opportunities. The ultimate goal is to contribute to the sustainable development of rural communities, ensuring that women can play a significant and recognized role in agriculture and community development.

Context and gender challenges:

Although the work of rural women is essential, their contribution continues to be invisible and poorly paid.

At ecoceanos corporation we identify that between 2022 and 2023, 29.8% of households headed by women are in a situation of multidimensional poverty. This is related, among other things, to the fact that one in 12 rural women between 6

and 21 years old does not study because she must take care of household chores, the total hours dedicated to unpaid

domestic work and care. In rural areas, 80% of the time is contributed by women and one in two rural women is under 30 years old.

The barriers they face to their economic empowerment translate into greater difficulties in accessing credit and technical assistance. In Colombia, the credit approval percentage is always lower for women, regardless of the type of credit. In the case of commercial loans, one loan is approved for every 10 women compared to 3 out of every 10 men and, in the case of consumer loans, 5 out of 10 women and 6 out of 10 men are approved.

This means that discriminatory social norms continue to limit the economic, political and social participation of women.



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GENDER APPROACH

The development of this program brings with it a significant and multifaceted impact, addressing various levels and aspects of the lives of rural women in the agricultural sector. Among the most important impacts evidenced are:

1. Economic Empowerment:

Increase in Income and Improvement of Working Conditions:

By evaluating and improving working conditions, it is hoped to reduce the wage gap and improve working conditions for women. This would include more equitable access to financial resources, technical training and agricultural technologies, which could translate into increased incomes and greater economic stability for women and their families.

2. Recognition and Valuation of Women's Work:

They would make visible the Contribution of Women:

By documenting and analyzing the participation of women in agricultural

work, their contribution to agricultural and economic development will be made visible and valued. This can help change traditional perceptions and publicly recognize the crucial role women play in agriculture, increasing their status and self-esteem.

3. Improvement of Public Policies:

Design of Inclusive Policies:

The evaluation of current public policies and the proposal of improvements based on the identified needs will contribute to the creation of more inclusive and effective policies. These policies could focus on providing greater support to women, ensuring their access to resources, training opportunities and specific support programs.

4. Reduction of Gender Inequalities:

Equity in Access to Resources and Opportunities:

By providing equitable access to agricultural resources, training and

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leadership opportunities, a reduction in gender inequalities in the agricultural sector is expected. This includes promoting equality in decision-making and participation in agricultural organizations and cooperatives.

5. Sustainable Community Development:

Strengthening the Community Role of Women:

The active and recognized participation of women in agriculture and in community decision-making can strengthen the social fabric and promote more sustainable and equitable community development. Empowered women tend to invest in the education and health of their families, which has long-term positive effects on the community.

6. Cultural and Social Change:

Transformation of Gender Norms:

By promoting gender equality and women's empowerment, you can initiate a change in social and cultural norms that perpetuate gender inequalities. This cultural change can lead to greater

acceptance and support of women's participation in all spheres of community and economic life.

7. Improved Family Wellbeing:

Positive Impact on the Family:

The economic and social empowerment of women can improve the overall well-being of their families. With higher incomes and a better quality of life, women can ensure better education and health for their children, breaking cycles of poverty and inequality.

Methodology

This methodology provides a comprehensive and rigorous approach to analyze the role of women in agricultural work, ensuring the collection of accurate and representative data that allows us to understand their contribution and the challenges they face in the Colombian rural context.

A mixed approach is used that combines qualitative and quantitative methods to obtain a comprehensive vision of the role of women in agricultural work. The study is framed in an exploratory-descriptive design, allowing both the collection of specific data and the deepening of the personal experiences of rural women.

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- Scope of the Study:

Geographic Location: The research was carried out in the Caracol, Palmira, El Floral and Altos districts of the province of Tolu Viejo, Sucre. These areas were selected for their agricultural relevance and the significant presence of women in productive activities.

- Population and Sample:

Selection Criteria: The target population includes rural women involved in agricultural activities. Purposive sampling is used to select representative participants, ensuring diversity in terms of age, type of crop, and roles played.

- Sample size:

The sample includes a certain group of women, the number of which is established according to the capacity of the research team to manage and analyze the collected data.

- Semi-structured Interviews:

Semi-structured interviews are conducted to obtain detailed information about the experiences, perceptions and challenges

faced by women in their agricultural work. These interviews allow us to explore qualitative aspects of their role and contribution.

- Structured Surveys:

Structured surveys are applied to a larger sample to collect quantitative data on working conditions, access to resources, and participation in productive activities.

- Participant observation:

Researchers carry out observations in the field, participating in agricultural activities alongside women to understand first-hand their work and context.

- Qualitative analysis:

Interviews and observations are analyzed using thematic coding techniques, identifying recurring patterns and themes that describe the role and contribution of women in agriculture.

- Quantitative analysis:

Survey data is analyzed statistically to identify trends and correlations. Tools such as descriptive analysis and comparison of means are used to evaluate working conditions and women's participation.

- Triangulation:

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Data triangulation is employed by utilizing multiple sources and data collection techniques to ensure the validity and reliability of the findings. This includes the comparison of qualitative and quantitative data to corroborate the results.

- Peer Review:

Preliminary findings are reviewed by local experts and stakeholders to ensure the accuracy and relevance of the study.

- Informed consent:

Informed consent is obtained from all participants, ensuring that they understand the purpose of the study and their right to withdraw at any time.

- Confidentiality:

The confidentiality of the information provided by the participants is guaranteed, using codes to protect their identity.



Expected Results According to the Gender Approach

1. Recognition and Visibility of the Role of Women:

- **Valuation of Women's Work:** It is expected to achieve greater recognition and visibility of women's work in agricultural work, highlighting their significant contribution to the economy and sustainability of rural communities. This includes a public and community appreciation of their essential role in agricultural production.

2. Reducing the Gender Gap:

- **Equal Working Conditions:** The implementation of policies and practices that promote gender equality in the agricultural work environment. This includes improvements in working conditions, such as equitable wages, fair hours, and equal access to resources and technical training.

3. Economic and Social Empowerment:

- **Increased Income and Resources:** An increase in income and access to financial and technical resources for women, strengthening their economic position and their ability to invest in their families and communities.

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- **Participation in Decision Making:** Greater participation of women in decision making within their homes and communities, promoting female leadership in agricultural organizations and cooperatives.

4. Improvement in Quality of Life:

- **Family Wellbeing:** Improvement in the quality of life of women and their families, derived from better access to resources, training, and job opportunities. This includes advances in education, health and general well-being for women and their children.

5. Transformation of Cultural and Social Norms:

- **Change in Gender Perceptions:** A change in cultural and social norms that perpetuate gender inequalities, promoting greater equity and respect for the role of women in the agricultural field. This includes raising community awareness and education about the importance of gender equality.

6. Strengthening Support Networks:

- **Creation of Networks and Alliances:** Strengthening support networks and

alliances between rural women, community organizations and government entities, facilitating a collaborative environment for the development and empowerment of women.

7. Development of Effective Public Policies:

- **Inclusive Policies:** The development and implementation of public policies that are inclusive and effective in addressing the specific needs of rural women in the agricultural sector. This includes training programs, access to financing and technical support specifically targeted at women.

These expected results reflect a comprehensive approach to addressing gender inequalities in the agricultural sector, promoting more equitable and sustainable rural development in which women have a central and recognized role.



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Field work alternatives defined in the program.

Organic and Sustainable Agriculture:

Organic Farming:

Promotion and development of organic crops of cassava, yam, banana and sesame. The women will specialize in organic farming techniques, taking advantage of the growing demand for organic products in local and international markets.

Permaculture:

Implementation of permaculture practices that integrate sustainable agricultural design with the natural environment. This includes efficient water management, soil conservation and biodiversity.

Agroforestry:

Integration of Trees and Crops:

Promotion of agroforestry, where agricultural crops are combined with trees and shrubs, providing ecological benefits such as soil improvement, biodiversity conservation and climate change mitigation. Women can receive training in planting and managing agroforestry systems.

Production and Marketing of Organic Products:

Trade in products made by mothers who are heads of households:

By promoting rural enterprises, we encourage the production and sale of products derived from medicinal and aromatic plants, natural cosmetics and personal care products made by women. This may include making soaps, essential oils, and other value-added products.

Green Markets:

Participation in local markets and green fairs where sustainable agricultural and craft products are sold, allowing women to earn additional income and promote sustainability.

Renewable energy:

Biogas and Solar Energy:

Thanks to the renewable energy projects present in the region, we promote the implementation and maintenance of renewable energy systems such as biogas and solar energy on farms. The women will be trained in the construction and operation of biodigesters, as well as in the installation of solar panels to generate clean energy and reduce energy costs.

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Sustainable Management of Natural Resources:

Conservation of Water Resources:

Participation in sustainable water management projects, including rainwater harvesting, creation of retention ponds, and watershed restoration.

Reforestation and Ecological Restoration:

Engage in reforestation and ecological restoration activities to recover degraded areas and improve soil and water quality.

6. Sustainable Rural Tourism:

Eco-tourism and Agrotourism:

Development of eco-tourism and agrotourism projects where women can offer tourist experiences based on sustainable agricultural practices, educational tours and accommodation on ecological farms.

7. Education and Training:

Formation programs:

Participation in education and training programs in sustainable agricultural practices, small ecological business management and community leadership.

These programs can empower women to become leaders in the transition to green economies.

8. Food Production with Low Environmental Impact:

Urban Horticulture and Community Gardens:

Get involved in the creation and maintenance of urban gardens and community gardens that promote local food production, reducing the carbon footprint associated with food transportation.

Conclusion

The execution of projects that promote the role of women in agricultural work and promote work alternatives related to green economies in rural communities has a profound and multifaceted impact, contributing significantly to sustainable development and gender equality. By empowering rural women economically through access to resources, technical training and equitable job opportunities, not only an improvement in agricultural productivity and family income is achieved, but also a strengthening of the social and community fabric. The visibility and appreciation of women's

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work generates a cultural change that promotes gender equality, transforming social norms and increasing women's participation in decision-making. In addition, sustainable practices such as organic agriculture, agroforestry and responsible management of natural resources contribute to environmental conservation and climate change mitigation, creating an environment that is more resilient and adaptable to future ecological crises. These projects also encourage the creation of support networks and strategic alliances, facilitating collaborative and sustainable community development. In conclusion, implementing this type of initiatives not only improves the quality of life of rural women and their families, but also drives the economic and social progress of rural communities, promoting a more equitable and sustainable future.

The execution of the project focused on agricultural work and the promotion of green economies has generated a series of far-reaching positive impacts and has proven to be a transformative initiative in multiple dimensions. This project has been able to economically empower rural women through the implementation of various strategies that have provided them

with equitable access to financial resources, specialized technical training and improved employment opportunities. This access has resulted in a significant increase in family income, improving living conditions and reducing economic inequality gaps within the community. Making women's work visible and valued has been a crucial component of the project, promoting a cultural change that has allowed the transformation of traditional social norms. This change has facilitated greater participation of women in decision-making at both the domestic and community levels, strengthening their leadership and increasing their influence in the planning and execution of agricultural and community activities.

The implementation of sustainable agricultural practices, such as organic agriculture and agroforestry, has been another fundamental pillar of the project. These practices have not only improved agricultural productivity, but have also contributed significantly to the health of the local ecosystem. The reduction in the use of pesticides and chemical fertilizers has improved soil and water quality, promoting more resilient and adaptive agriculture in the face of the challenges of climate change. Furthermore, the

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integration of sustainable natural resource management techniques, such as rainwater harvesting and biodiversity conservation, has strengthened the environmental sustainability of the region.

The project has promoted the creation of support networks and strategic alliances between rural women, community organizations, government entities and private sector actors. These alliances have facilitated a collaborative environment that has enhanced the exchange of knowledge, innovation in agricultural practices and the development of joint initiatives for common benefit. The creation of green markets and the commercialization of ecological products have opened new economic opportunities, allowing women to access more lucrative and sustainable market niches.

The impact of the project has also been reflected in the improvement of the quality of life of rural women and their families. Rising incomes have allowed for greater investment in education and health, improving the overall well-being of the community. Participation in education and training programs has developed technical and leadership skills, increasing women's self-confidence and ability to undertake

and manage sustainable development projects.

In conclusion, the implementation of this project has proven to be a comprehensive initiative that has not only empowered rural women economically, but has also promoted more equitable and sustainable economic and social development. By effectively addressing gender inequalities and encouraging sustainable agricultural practices, the project has created a lasting impact on the community, contributing to environmental resilience and strengthening the social and economic fabric. This intervention model represents a replicable strategy for other rural communities that seek inclusive and sustainable development, where women play a central and recognized role in community progress.

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