

## RURAL ECONOMIC DEVELOPMENT (MICROREGIONS)

### NEEDS IDENTIFIED:

This project is a continuation of a pilot project made in 2017 by a local college in Navojoa Sonora, that was successfully completed and the idea is to replicate the same project Rural economic development in more communities around the Navojoa Area.

Poverty, marginalization and social backwardness are a common denominator in a significant number of rural communities, especially in those located in the south of the state, particularly in the municipalities of Álamos, Navojoa, Etchojoa and Huatabampo in Sonora.

Marginalization,

Marginalization is a multidimensional and structural phenomenon originated, ultimately, by the economic production model expressed in the unequal distribution of progress, in the productive structure and in the exclusion of various social groups, both from the process and from the benefits of development (CONAPO, 2012).

In this way, marginalization is associated with the lack of social opportunities and the absence of capacities to acquire or generate them, but also with deprivation and inaccessibility to goods and services essential for well-being. Consequently, marginalized communities face scenarios of high social vulnerability, the mitigation of which is beyond personal or family control, since these situations are not the result of individual choices, but rather of a productive model that does not offer everyone the same opportunities. The disadvantages caused by marginalization are cumulative, configuring increasingly unfavorable scenarios. (CONAPO, 2012)

The National Population Council (CONAPO) in the definition shown in previous paragraphs highlights three things:

- 1) Lack of social opportunities and the absence of capacities to acquire or generate them, but also deprivation and inaccessibility of goods and services essential for well-being.
- 2) Marginalized communities face scenarios of high social vulnerability, the mitigation of which is beyond personal or family control, since these situations are not the result of individual choices, but rather of a productive model that does not offer everyone the same opportunities.
- 3) The disadvantages caused by marginalization are cumulative, configuring increasingly unfavorable scenarios.

When reviewing these three aspects mentioned, the fact that the localities that suffer from marginalization, their inhabitants are not capable of transforming their reality on their own, highlights the fact that the social context and economic dynamics exclude them naturally from the development processes generating a vicious circle that grows and grows showing various consequences that continue to enhance the permanence of the existing marginalization.

Marginalization in Southern Sonora: Álamos, Navojoa, Etchojoa and Huatabampo in Sonora

In the Mayo region there are 522 rural localities of which 395 present high and very high marginalization, which represents 75% of the rural localities of which 104 are in Navojoa, 73 in Etchojoa, 73 in Huatabampo and 145 in Álamos. The resident population in these localities totals 80,945 people (CONAPO, 2012).

Among the causes that multiply marginalization and make it a vicious circle, we can mention the following:

- 1.-Disinterest on the part of the population in integrating into the economy, taking advantage of available resources and in other cases, lack of support for people who are driven to create and manage projects
- 2.-Lack of strategic development orientation with a participatory approach to rural areas in all its stages.
- 3.-Lack of real involvement of social actors in an orderly and strategic way in accompanying the lagging areas to the change of mentality towards entrepreneurship, take advantage of available resources in a sustainable way, solve their problems as a community and self-manage their development.

### HOW THE PROJECT WILL MEET THOSE NEEDS:

The Microregions program seeks to create sustainable development in the rural microregions of southern Sonora and in the San Ignacio Microregion, Navojoa and Etchojoa municipalities, interacting with 23 rural localities, with a management model focused on families living in vulnerable situation due to low income and various social deprivations cataloged by the National Council for the Evaluation of Social Development Policy (CONEVAL).

The program operates with five general phases: general diagnosis, community awareness, participatory planning, inter-institutional management and execution of programs and projects, and the follow-up phase. It is promoted by the Research Center for Socioeconomic Development A.C.

The Program is presented as a long-term non-welfare development strategy that seeks to develop self-management capacities for development in families and communities by creating a rural development management platform led by a managing institution that monitors progress and coordinates the work agenda and that, without

particular interests of any kind, seeks regional and micro-regional development by empowering local actors to participate

#### TIMELINE AND FUND USE FOR:

One year divided by Quarters:

Specific Objective 1. Obtain Comprehensive Social Development Plan for the San Ignacio Microregion

Goal 1. (From the project) Prepare Comprehensive Social Development Plan for the San Ignacio Microregion

Deliverable Comprehensive Social Development Plan of the San Ignacio Microregion, attendance lists and photographs of the awareness workshops

Percentage of compliance by Quarter must add 100%

Quarter 1

Quarter 2 20%

Quarter 3 60%

Quarter 4 20%

Target Cost: \$ 28,000

A1. Socio-economic diagnosis of Families of the target population to attend to in the 23 communities 5/02/2020 to 10/31/2022

A2.- Psychological diagnosis of the communities of the microregion 05/02/2022 to 10/31/22

A3.- Development of social capacities of the San Ignacio Microregion through community awareness workshops 05/02/2020 to 9/30/2022

Specific Objective 2. Obtain a Sustainable Development Plan for the San Ignacio Microregion

Goal 2 (From the project) Prepare Sustainable Development Plan for the San Ignacio Microregion

Deliverable Sustainable Development Plan for the San Ignacio Microregion, attendance lists and photographs of the participatory diagnosis workshops

Percentage of compliance by Quarter must add 100%:

Quarter 1

Quarter 2 20%

Quarter 3 60%

Quarter 4 20%

Target Cost: \$ 25000

Actions Goal 2. Accounting Account Necessary resources

A4.- Agrological study of the microregion 5/2/2020 to 09/30/2022

A5.- Participatory Diagnosis Workshops of the 23 localities 6/1/2022 to 10/15/2022

A6. Tourism diagnosis of the microregion 5/2/2022 to 09/30/2022

Specific Objective 3. Formulation and Evaluation of Investment Projects

Goal 3 (Of the project) Identification of projects, Formulation and Evaluation of Projects

Deliverable Investment projects formulated and evaluated and report of financing sources available for the projects formulated

Percentage of compliance by Quarter must add 100%:

Quarter 1

Quarter 2 10%

Quarter 3 60%

Quarter 4 30%

Target Cost: \$ 22000

Actions Goal 3. Accounting Account Necessary resources

A7.- Identification and organization of groups and incorporation of companies 5/2/2022 10/31/2022

A8.- Formulate and prepare investment projects 5/2/2022 11/15/2022

A9- Identification of financing sources for investment projects elaborated 5/2/2022 11/18/2022

A10.- Business incubation and training workshops 6/1/2022 11/15/2022

**HOW CLUB MEMBERS WILL BE INVOLVED:**

Club members will interact in the process of supervise the diagnosis and training courses for the beneficiaries of the project also auditing the correct usage of the funds