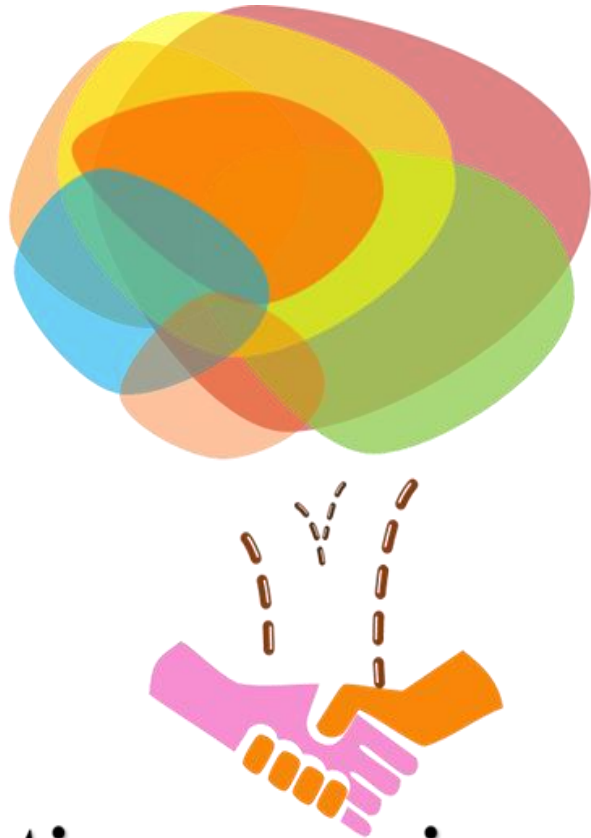




Congreso del Estado de Sonora



Microrregiones

# Sustainable development in the rural microregions of southern Sonora

## Pilot project Results 2017

San Ignacio  
Navojoa - Etchojoa

# Diagnostic and sensitization phase

Results  
2017

23 towns attended

- ✓ Family Diagnostic social and economic study to 405 families.
- ✓ Communitary diagnostic study.
- ✓ Participative diagnostic meetings.



# Diagnostic and sensitization phase

Results  
2017

## 23 towns attended

✓ Potential productive Study.

- AGRICULTURE
- CATTLE RAISING
- MINING
- FOREST
- AQUACULTURE
- AGROINDUSTRIAL



# Diagnostic and sensitization phase

## 23 town attended:

### ✓ Touristic Diagnostic study.

#### Cultural tourism:

Traditional festivals still alive (Traditional Festival of San Juan, Holy Week and the Virgin of Guadalupe).

Mayo language still preserved.

Traditional gastronomy (WAKABAKKI, KUTAPAN).

Traditional medicine

Medicina tradicional

Crafts: embroidery, huaris, duffel bags, masks, etc.

#### Nature tourism:

Rural tourism.

Countryside.

Taking advantage of the rural identity of communities (agrotourism).

Ecotourism.

Mayo River (hiking, watching wildlife, bird watching).

Adventure trip.

Adventure tourism.

. Hiking, mountain biking



# Diagnostic and sensitization phase

Results  
2017

23 Town attended:

✓ 90 community awareness workshops on issues of values, community identity, teamwork



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## ✓ Sustainable development plan for the San Ignacio Navojoa - Etchojoa microregion was drawn up

- **Social integral development plan**
  - 1: Families in peace and tranquility
  - 2: Families and communities with social integral development.
- **Sustainable economic development plan**
  - 3: Productive Microrregion, attractive for inversion
  - 4: Families with Quality of living



- ✓ 5 work meetings and consultation for analysis and integration of proposals on various topics such as the environment, inclusion of indigenous May, sports development, crime prevention, food health, family farming, among others



# Planning and participatory organization stage

Results  
2017

- ✓ 13 communities benefited from the development of productive projects.
- ✓ 2 strategic projects prepared.
- ✓ 28 productive family projects prepared.
- ✓ 12 legally constituted groups and 16 social groups formed.
- ✓ 33 business training courses offered to groups of productive projects.





✓ Link with various actors (ORG, Universities) for the actions execution

- Universities: UNAV, UNISON, UES, UTE, CEUNO.
- Investigation centers: INIFAP.
- Preparatory Schools: CBTA 97.
- Productive Organizations: Asociación de Ovinocultores de Navojoa, Ejido San Ignacio, Ejido Rancho del Padre, Ganaderos de bovinos, productores e industriales de escoba de sorgo y trapeadores
- Civilian Associations: Club Rotario, Club de niños y niñas de Navojoa, Club de Leones, AFOM, entre otras.
- Local government: H. Ayuntamientos de Navojoa y Etchojoa
- Sonora State government.



# Student participation and academic products

Results  
2017

- ✓ 53 students from diverse areas: Scholarship, social Service, voluntaries, thesis students.
- ✓ 5 thesis preparation for this project.



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*Aplicación de diagnósticos comunitarios  
en Macochín, Etchojoa. 2017*



*Sesión de identidad comunitaria.  
Tesotahueca, Navojoa. 2017*



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*Entrevista de diagnóstico socioeconómico familiar. 2017*



*Sesiones iniciales de entrenamiento con equipo de softball femenino de San Ignacio Cohuirimpo, Navajoa. 2017*



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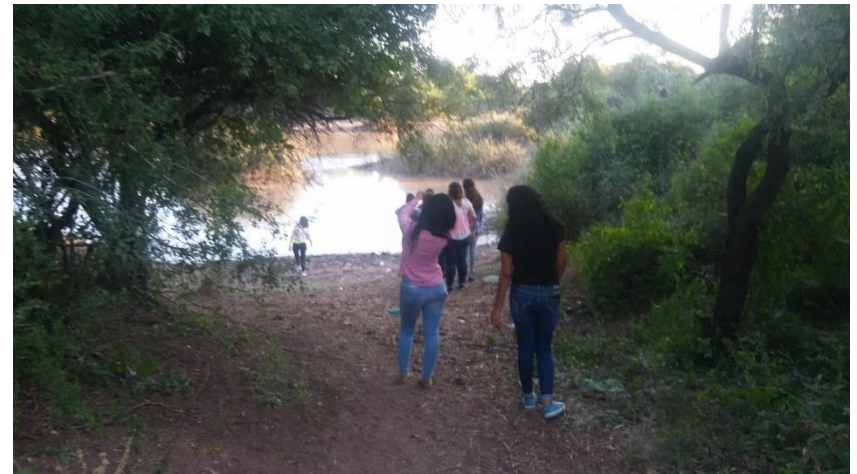
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*Alumnos de PE de LAET haciendo investigación para tesis. 2017*



*Alumnos de PE de LAET en análisis de campo sobre potencial turístico. 2017*



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