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27 FEB 2001

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* 07 FEB. 2001 *
RECIBIDO

**"When women grow,
Communities thrive"**

Oma Panday

- Yet their access to land has been declining, forcing agricultural women to sell their land and migrate to urban areas, leaving behind their families and communities.
- Only 7% of the rural population is engaged in agriculture.
- Some 80% of agricultural households are headed by women, specifically in semi-urban and urban areas. These women are concentrated in services and retail sectors, working in the margins of the rural economy.
- Rural organizations have had to diversify their income sources to survive in a context of rural stagnation.

**Programme for the Entrepreneurial
Development of Rural Women
(PADEMUR)**



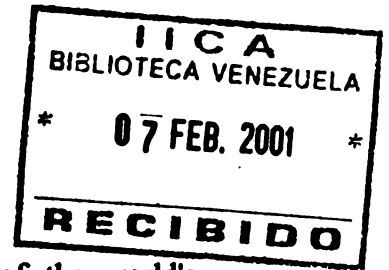
1.

Presented at the First Meeting of Wives of Heads of State
and Heads of Government of the Caribbean
Port of Spain, Trinidad and Tobago
July 5, 1999



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RATIONALE

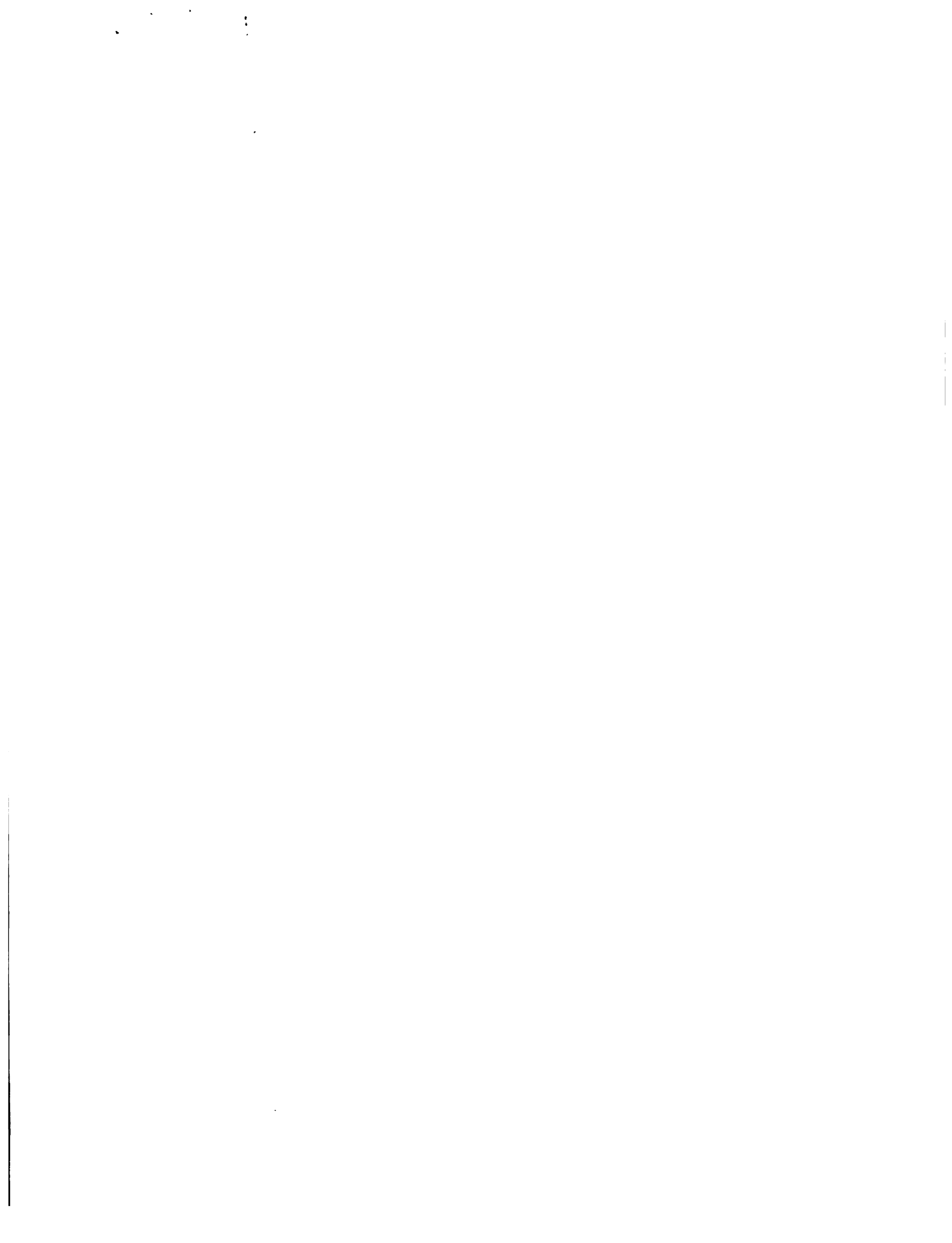
- More than 550 million persons in rural areas, representing 60% of the world's population, live in poverty; 70% are women. They represent 1/3 of the work force and account for 2/3 of all hours worked. They possess 1% of the property in the world and receive only 1/10 of the income.
- 20% of the Gross Domestic Product of the agricultural sector is contributed by women, who work approximately 14-18 hours per day generating between 38% and 66% of monetary and non-monetary family income.
- Yet their access to land has been restricted even in agricultural reforms, due to cultural values and legislative regulations, limiting further their access to credit.
- Only 7% of the credit programs in rural areas work with women.
- Some 50% of agricultural production is carried out by women, specially in non-traditional and post-harvest activities. Their numbers are underestimated in censuses and national statistics, leading to the invisibility of women and their contributions.
- Rural organizations have less female than male members and women have almost no participation at the decision making level, therefore, female leadership needs to be explored and strengthened.

ORIGIN OF PADEMUR



As means of helping reverse current conditions and bring about effective and sustainable changes for women, during the Summit Meeting on the Economic Advancement of Rural Women, held in Geneva, Switzerland, in February 1992, a group of First Ladies requested bilateral funding agencies to have as a primary focus the condition of rural women and increase the allocation of resources to projects aimed at same. Within this context, the Inter-American Development Bank (IDB) and the Inter-American Institute for

Cooperation on Agriculture (IICA), were requested to design a technical cooperation project entitled Women as Food Producers in the Andean Region, Southern Cone and the Caribbean.



- In consequence, 18 national research projects results were presented between 1993-1995.
- Based on these analysis, at the Sixth Conference, held in Paraguay in 1996, the First Lady of Panama, as Secretary Pro-Tempore of the Conference of Wives of Heads of State and Government of the Americas, reiterated the need for a programme aiming to improve the socioeconomic conditions of women and their access to decision-making processes, with a view to generating a gender-equitable sustainable development. The Inter-American Board of Agriculture (IABA) received and approved the proposal to create such Programme (Resolution 330)
- At the Seventh Conference, held in Panama in October 1997, this Programme was presented and approved, and with the support of IICA and other political entities, specially in Central America have adopted resolutions to strengthen it.

DIMENSIONS OF PADEMUR



Hemispheric Dimension

- Actions will focus on Hemispheric political support. The **Hemispheric Coordination Council** is responsible for regulating the execution of the programme, ensuring that the conceptual approach, strategy, technical and operating guidelines are observed and the objectives achieved.
- It is comprised of a First Lady delegate from each region (Caribbean, Central America, Andean and Southern), a Representative of FERURAL and a Representative of IICA, which will be in charge of the Executive Secretariat. The chairmanship will be held by the Secretariat Pro-Tempore of the Conference of Wives of Heads of State and Government of the Americas.

Regional Dimension

- Actions of the **Regional Council** will focus on the political, regional and intra- regional levels, establishing strategic alliances, formulating technical and operative guidelines, and securing financial resources.
- The Chairmanship will be excised by the the First Lady elected by the others.

National Dimension

- **Actions of the National Committee will focus on the political and economic support of national organizations, establishing inter-institutional alliances that will ensure horizontal cooperation, effective articulation, and participation of all sector of society.**
- **The National Committee is comprised of the First Lady, the Minister of Agriculture, Minister of Women's Affairs, Representatives of the public and private sectors, Civil Society and rural women leaders of grassroots organizations that work with development, gender equity and women's programs, and a Representative of IICA, who will provide cooperation and technical assistance.**

GENERAL OBJECTIVE

To promote and support actions aimed at improving the living conditions, position in society, and role of rural women in sustainable development.

SPECIFIC OBJECTIVES

I. COMPONENT: Policies and Fora

Promote activities that raise awareness, provide visibility and recognition of the contributions of rural women to the process of rural sustainable development, as well as those that strengthen the rights to participate in social, political, economic and social endeavors.

II. COMPONENT: Support to Institutions and Organizations

Support to public, private sector, and civil society institutions in incorporating a gender perspective into their organizations, policies, objectives and activities

III. COMPONENT: Strengthening of Integration of Women into Entrepreneurial Activities

Promote the participation of women into income-earning and productive business activities encouraging the creation of networks

IV. COMPONENT: Fund for Women Entrepreneurs FERURAL and UNIDAS

Create long-term funding instruments that will allocate resources from different sources to carry out Programme activities and projects.

FERURAL (Hemispheric) is a long-term, multilateral financial instrument sponsored by donor development organizations such as Inter-American Development Bank in association with the Inter-American Institute for Cooperation on Agriculture (IICA). Its objective is to provide innovative forms of credit to rural women. National FERURAL'S are being created to raise and channel financial and technical resources at a national level.

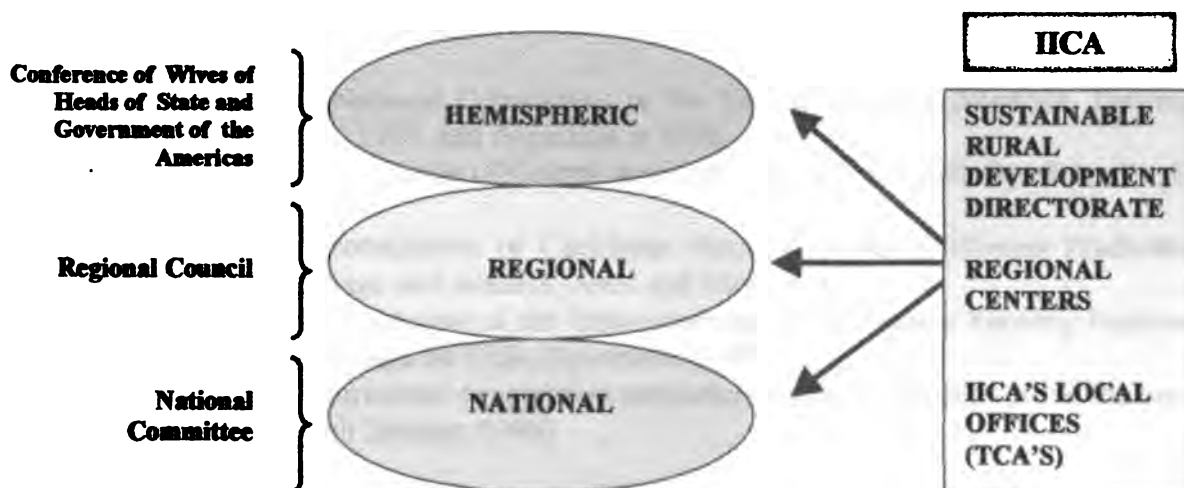
UNIDAS FUND is the Special Technical Cooperation Fund for the Entrepreneurial Development Programme for Rural Women. It was created in 1997 for the purpose of providing technical assistance which is not considered in the credit fund.

This fund may receive financial and technical resources for hemispheric, national and regional initiatives within the Entrepreneurial Development Programme for Rural Women (PADEMUR). It is administered by IICA and the AgriFuture Foundation.

HOW DOES PADEMUR OPERATE?

The Conference of Wives of Heads of State of Government of the Americas is the hemispheric coordinating body. IICA is the international organization responsible for its execution through the Sustainable Rural Development Directorate.

The Regional Council is formed by the First Ladies of the Region and their actions are coordinated through IICA's Regional Centers. At local level, National Committees are formed by the First Lady of the country, ministries of agriculture and women's development, institutes of rural development, representatives of civil society, and rural women leaders of grassroots organizations. Their actions are coordinated by the Technical Cooperation Agencies (TCAs) that IICA has in each country.





ACHIEVEMENTS AND ONGOING ACTIVITIES

1 Structure and development

- ◆ Constitution of National Committees in the Central America countries, Panama, Belize throughout 1997, and Argentina in 1998.
- ◆ Formation and constitution of Central American Regional Council, San Salvador, El Salvador, June 1998.
- ◆ Formation and constitution of Caribbean Network of Rural Women Producers, Trinidad and Tobago and Jamaica, April and May 1999.
- ◆ Formation and constitution of the Inter-American Rural/Peasant Farming Business Organization (Santiago de Chile, November 1998).
- ◆ Articulation of horizontal cooperation networks on gender (Honduras and Panama, June 1998 through January, 1999)

◆ **Development of "Window Projects"**

Belize: "Supporting the Involvement of Belize's Rural Women in Productive Enterprises, Dangriga"

Honduras: "Project for the Development of Rural Women in Olanchito, Yoro".

Guatemala: "Production and Commercialization of the Cattle for the Women of Simajuleu, San Juan Comalapa".

2. Research and Conceptualization

Position papers on the conditions of rural women and rural sustainable development

Updated information on legal, social, and economics status of rural women, and advances in gender-equity policies. Alternatives for the participation and development of rural women in a new rural scenario:

- ◆ Rural women in the Development of Latin America and the Caribbean, Discussion Paper, March 1999.
- ◆ Gender Perspective and New Rurality, Discussion Paper, May 1999.
- ◆ Advance Report for the Governing Board of the Regional Conference on the Integration of Women in the Economic and Social Development of Latin America and the Caribbean, Curaçao, June 3-4, 1999
- ◆ Recognition of a New Rural Scenario, March 1999
- ◆ New Rurality, Discussion Paper, May, 1999
- ◆ Sustainable Rural Development and IICA's Technical Cooperation: Value and Relevance, 1998-2002, October 1998.
- ◆ Seminar on rural development and Ibero-American Cooperation: Recognition of a new rural scenario in the Americas and Europe, Evora, Portugal, June 14-17, 1999

Videos

- ◆ Situation of rural women in the Hemisphere
- ◆ The conditions of rural women and advances of PADEMUR Programme.

3. Direct Technical Assistance

CENTRAL AMERICA REGION

- ◆ Technical Workshop for the Representatives of the First Ladies Offices of Central America in cooperation with the Office of the First Lady of Costa Rica, June 1999

- ◆ Design of the National Programme for Gender and Development for Rural Women in Honduras, and the National Fund for Rural Women (National FERURAL) as part of the Reconstruction Plan of the Agricultural Sector due to the devastation of Hurricane Mitch, in coordination with the Ministry of Agriculture and the National Committee.
- ◆ Development of data collecting instruments for the social and economic axis as part of the "Coordinating Commission of the National Women Fora in charged of the Supervision of the Commitments relating to women in the Peace Accords. Guatemala, March 1999.
- ◆ Development of the programme and data collecting instruments for Women's Provincial Fora, Panama, December, 1998.
- ◆ Incorporation of gender perspective into the Personnel Rules and Regulation Manuals. IICA, 1999.

CARIBBEAN REGION

- ◆ Haiti: Development of a credit strategy for 3000 rural women in 29 communities within the KrediFanm Programme
- ◆ Dominican Republic: Evaluation of the Milk Bank, February 1999
- ◆ In Coordination with the Dominican Republic Government development of Training for Rural Leaders on Gender and Sustainable Rural Development, May-June, 1999.

ANDEAN REGION

- ◆ Bolivia: Support to the development and institutionalization of public policies on gender and rural women.
- ◆ Ecuador: incorporation of gender perspective to the National Programme of Rural Development (PRONADER).

SOUTHERN REGION

- ◆ Brazil: incorporation of gender perspective to the Programme of Alleviation of Poverty for the Northeastern Region
- ◆ Chile: Support to the Eighth Conference of the Wives of Heads of State and Government of the Americas, Santiago, September, 1998.
- ◆ Paraguay: Gender Training Manual for the Agricultural Sector in cooperation with the Department of Women's Affairs



4. Training

- ◆ **Video-Conference Workshop: Gender Equity: A Challenge for Sustainable Rural Development**, in coordination with IICA/Texas A&M University, September, 1998
- ◆ **Incorporation of gender perspective in the proposals of the First Seminar in Strategic Municipal Sustainable Planning**, Brazil, June, 1999
- ◆ **Gender sensitivity training in the Project Development Workshop, for Garden Vegetables, Honduras (REDCAHOR)**, February, 1999.
- ◆ **Gender sensitivity training workshop for the technical personnel of the Ministry of Agriculture and Husbandry**, San Jose, Costa Rica, May 18-19, 1999
- ◆ **Strategic Planning Workshop for the Gender and Sustainable Rural Development for Central America**, Panama, Belize, Peru, Bolivia and Ecuador, San Jose, Costa Rica, April, 1999
- ◆ **Workshop for the Strengthening of Rural Micro-enterprises**, King's House, Kingston, Jamaica, May 14, 1999.

5. Conferences and fora

Participation in the following conferences:

- ◆ **Inter-Agency Group for the Alleviation of Poverty**, 1998
- ◆ **Second International Conference on Women in Agriculture** from June 29 to July 2, 1998, Washington, D.C organized by IICA in coordination with the United States Department of Agriculture
- ◆ **Panel on Access of Women to Land**. San José, Costa Rica, February 19, 1999.
- ◆ **Leadership promotion and participation of rural women**, Panama, March 1999.
- ◆ **Twenty-Seventh Meeting of the Governing Board of the Regional Conference on the Integration of Women in the Economic and Social Development of Latin America and the Caribbean**, San Salvador, El Salvador, April, 1999
- ◆ **Hurricane Mitch: Effects on Women and Women's Participation in the Reconstruction and Transformation of Central America**, Honduras, May, 1999.
- ◆ **Rural Women and Projects of Social Investment**. Lima, Peru, June 23-25, 1999.
- ◆ **Training Summit on Grassroots Community Building for the 21st Century**, Fresno, California, June 1999.

RESOLUTIONS

- **Resolution No. 330 of the IABA, Ninth Ordinary Meeting, held in Chile in October 1997: (a) to contribute technical and financial measures needed to execute an initiative of hemispheric scope to promote and strengthen the entrepreneurial development of rural women; (b) to establish a special fund to raise money to finance IICA's activities in this initiative; (c) to coordinate with financial and technical organizations to support this programme in a joint effort.**
- **The Central American Agricultural Council (CAC) made up of the ministers of agriculture of the subregion, has adopted various resolutions:**

- **Resolution 7 (April 1998):** “Congratulate IICA for the work it is doing to support the ministers of agriculture and the offices of the First Ladies of Central America in relation to issues having to do with women food producers, gender, communication and sustainable development.”
- **Resolution 8 (April 1998):** Ask IICA’s Sustainable Rural Development Directorate in coordination with the CAC Secretariat to develop and launch a Central American initiative for sustainable rural development which incorporates the continuation of the Programme for the Integration of Rural Women in Agribusiness Productive Chains, and other things such as: the creation of a regional fund for rural development; support for the countries in formulating and executing projects; creating and strengthening microenterprises engaged in production, processing and services; horizontal cooperation and interchange of successful experiences among countries in and outside the region.
- **Resolution 9 (April 1998):** To support IICA’s arrangements with the Swedish Cooperation Agency to continue strengthening and working with countries in terms of gender, communication and sustainable development.
- **Resolution 1 (February 1999):** (1) Support the initiative to increase income and productivity of rural women as requested by the Conference of Wives of Heads of State and Government of the Americas, with support from IDB and IICA; (2) Propose that among the priorities for the first phase of this initiative, preference be given to those countries directly affected by Hurricanes Mitch and George where the conditions of rural women have been heavily affected. (3) Ask IICA and IDB to prepare a specific fundraising proposal for funding this first phase, to be included in the proposals that the Central American Integration System (SICA) presents to the meeting of the Consultative Group of Stockholm.

