

**IMPLEMENTATION PROPOSAL: TRAINING AND SEED PLAN
PROGRAM FOR WOMEN HEAD OF HOUSEHOLD IN ORDER TO BE
PRODUCTIVE AND SELF-SUSTAINING.**



Implementation proposal of a training and seed plan program for women head of household in order to be productive and self-sustaining, from sectors of the Olaya Herrera neighborhood, belonging to Locality 2 of “Virgen y Turística” (Once de Noviembre, Foco rojo, Ricaurte y Rafael Núñez sectors). In Cartagena de Indias, Colombia.

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FUNDACIÓN RESTAURANDO LAS FAMILIAS

NIT: 900241615

Implementation proposal of a training and seed plan program for women head household, in order to be productive and self-sustainable, in the Olaya Herrera neighborhood. Once de noviembre, Foco rojo, Ricaurte and Rafael Núñez sectors.

Cartagena de indias – Colombia.





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PROPONENT PRESENTATION

RESTAURANDO LAS FAMILIAS FOUNDATION is a non-profit organization, located in Cartagena de Indias city, Colombia. Registered in the Chamber of Commerce of Cartagena, under the commercial registration N°09-250159-22, and has its head office in Olaya Herrera neighborhood - ST 31B # 54-129. Phone: +57 + 605 6697250 - 3107475768.

Since our creation, the organization works with less favored population and in vulnerability condition, like adults, young people and children affected by drugs, gangsterism, domestic violence, child exploitation and sexual exploitation.

Restaurando las familias Foundation develops interdisciplinary processes with psychosocial and Christocentric support tools, to prevent family disintegration and achieve reconciliation in affected households. Design and implement programs and projects that help the search for values and integration of the family; it executes programs for the social recovery of adults, young people and children with problems of domestic violence; it applies methods of prevention and treatment in drug addiction, provides psychological help to minor victims of abuse, and promotes the good use of free time.

In the course of the corporate purpose, the foundation can create and enter into agreements and contracts with public and private entities, with other foundations, enter into mutual contracts, acquire all kinds of assets, dispose of assets, receive donations, commercialize goods manufactured or produced in different projects and in general everything necessary for the normal functioning of the foundation



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MISSION

Restaurando Las Familias Foundation, is a non-profit organization that articulates with other actors (public or private) to contribute to the comprehensive development of children, youth and the family, based on the promotion, recognition and defense of their rights. The goal is for them to achieve optimal bio-psychosocial-spiritual development, which allows them to improve their quality of life.

VISION

Restaurando Las Familias Foundation seeks to be recognized as an institution with a broad social sense, which promotes, recognizes and defends the rights of children, youth and the family; with leadership in the provision of prevention services and bio-psychosocial-spiritual intervention to the less favored population and in vulnerable conditions.



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INTRODUCTION

In Colombia, the number of women heads of households is increasing. These women experience unequal conditions in some aspects, including employment and education, which exposes them to living in vulnerable conditions, due, among other things, to their needs, low educational level and the lack of job opportunities that bring them closer to a beneficial economy that helps them with specific productive tools.

Due to this situation faced by these women head of the household, it is necessary to strengthen the economic, social and cultural rights of the population in question, recognizing their rights and providing them with opportunities that remove them from that state of vulnerability and empower them to develop productive and competitive processes that generate income, that can create jobs and access lines of credit that benefit them.

The Female Head of Household, is contemplated in Colombian law, "derived from the sociodemographic, economic, cultural changes and gender relations that have occurred in the family structure, in the subjectivities, representations and identities of women that redefine their position and condition in the processes of reproduction and social production, which is the object of public policies in which state and private institutions and sectors of civil society participate.

Keeping these approaches in mind, Restaurando las Familias Foundation builds a proposal that aims to protect and claim the rights of women heads of household.



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PROBLEM DESCRIPTION

The education and attention directed to the mothers who are heads of household in Cartagena city, denotes a deficiency, especially in those who are in sectors of high risk of vulnerability, in this case in the Olaya Herrera neighborhood; which are in unfavorable living conditions, submerged in poverty, having a low academic level, lack of job opportunities that difficult to generate resources for their support and so their family nucleus, being in that way violated their basic rights.

Within the framework of the national entrepreneurship policy, "at the head of the Ministry of Commerce, Industry and Tourism, it has assumed important challenges related to the application of Law 1014 of 2006 for the Promotion of the Culture of Entrepreneurship, which commits it as a responsible actor of public policy on the matter".

It makes it possible to generate spaces to attend to the existing problems in the female-headed household population. Therefore, it is necessary to join efforts for the promotion and claim of the rights of the population in question.

DELIMITATION

This proposal is aimed at 200 women heads of household in "La Virgen y Turística" locality, in Once de Noviembre, Foco Rojo, Ricaurte and Rafael Núñez sectors in Cartagena de indias city, Colombia.

JUSTIFICATION

Education and job opportunities for human beings has a great importance, being able to cover at least basic needs is vital. Lack of coverage of these needs places the human being or population group in a state of vulnerability, affecting the person, their family nucleus and environment. The city of Cartagena is not exempt from this situation, bearing in mind that violence and displacement have affected sectors of the population which leads to poverty and vulnerability, due to lack of studies and job opportunities, as is the case of women heads of household.



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And that's why it's necessary to implement a training process through a program that provides a possible solution with training and a seed plan for women heads of household so they can be productive and develop labor entrepreneurship, in order to help to improve the living conditions in the economic, social, and cultural areas, and provide them with the necessary tools that allow them to empower and develop of female head of the household in Cartagena.

It is important to be clear about the national policy that provides "special protection. The National Government will establish effective mechanisms to give special protection to the female head of the family / women head of household, promoting the strengthening of their economic, social and cultural rights, seeking to establish decent living conditions,... promoting... access to welfare services, housing, access to basic, secondary and higher education...; access to science and technology, to special lines of credit and to dignified and stable jobs".

LEGAL FRAMEWORK

This proposal aims at the implementation of a training process for women heads of household from sectors of the Olaya Herrera neighborhood in "Virgen y Turística" locality. And it will be developed taking into account:

- Law 1232 of 2008
- Law 1014 of 2006 for the Promotion of the Culture of Entrepreneurship, which commits the Ministry of Commerce, Industry and Tourism in public policy on the matter.
- The national development plan and its gender equality program where the bases of social, economic and cultural development are established.
- The national biodiversity policy and improvements in production processes with technological systems.
- The CONPES document of January 1996.
- The CONPES 3424 of 2006.



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TEORICAL FRAMEWORK

Abraham Maslow in his work: "A theory of human motivation... Formulates in his theory a hierarchy of human needs and defends that as the most basic needs are satisfied (bottom of the pyramid), human beings develop higher needs and desires (top of pyramid)". The needs are: Physiological, security, affiliation, recognition, and self-actualization.

GENERAL OBJECTIVE

Train 200 women heads of household from the different sectors of the Olaya Herrera neighborhood located in "Virgen and Turística" locality, so that they become productive agents capable of empowering themselves in entrepreneurship, applying their knowledge in business development.

SPECIFIC OBJECTIVE

- Call for women heads of household to participate in the training process and seed plan so that they can be productive
- Create training spaces for women heads of household for the promotion and participation in entrepreneurship.
- Consolidate the group of women heads of household who are beneficiaries of the program.
- Motivate the implementation of the knowledge acquired in the development of the seed plan.
- Create employment generation opportunities.
- Follow up on the proposals of the participants for the development and implementation of the seed plan.
- Carry out a playful-pedagogical meeting and accompaniment at home in order to strengthen the educational role of the family.



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METHODOLOGY

The development of this proposal will be guided by a set of elements related to the application of active methodologies for meaningful learning aimed at the community, integrating elements that have to do with: Motivation, with natural groups, knowledge of the environment, learning by action, experiences of values, which allow good relations between those who participate as beneficiaries in the project and the team of professionals responsible for the training process.

For the process of implementing the training program and seed plan for women heads of households in order to be productive, the implementation of elements of motivation, recognition and encouragement for the achievements will be taken into account, generating articulation processes that sustain and support the own action of the State, providing spaces for the expression and action of those who are in situations of vulnerability, to advance in the transformation of cultural patterns that affect the existence of the different problems in the three localities of Cartagena.

In this training process, we will work taking into account the following pedagogical tools.

- Work will be based on creativity, art, playfulness and ethics in everyday life.
- Application of education for integral human beings.
- Qualifications of the interaction with themselves, with others and with the environment
- Qualification of the components of adequate and pertinent care.

In this process, a ludic-pedagogical meeting will be held, with the participation of their relatives, in order to improve family and social coexistence and promote recreation as a means to prevent social risks.



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TRAINING PROCESS TO WOMEN HEAD OF HOUSEHOLD

The training process for women heads of household will be developed through an educational pedagogical process, taking into account the cultural aspects of each population served, allowing the beneficiaries to commit to developing business organization, for which they will organize and they will train

The component includes issues related to the legal framework, business management, teamwork, self-esteem, process and production, marketing and sale of products.

For this process, the 200 women heads of households will be given a teaching material that will contain each of the basic topics that will serve as a guide and tool to apply in the implementation and development of the business entrepreneurship seed plan project.

This practical guide for TRAINED WOMEN HEADS OF HOUSEHOLDS WITH A SEED PLAN TO BE PRODUCTIVE, will contain the following modules that will be developed in workshops:

MODULES

- PSYCHOSOCIAL CARE MODULE
- ENTREPRENEURSHIP MODULE
- ETHICS MODULE
- LEGAL MODULE
- MODULES OF THE DIFFERENT APPROACHES OR PROFILES TO WORK



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GEN 12:3 MODULES	TOPICS	SESION NUMBERS
Psychosocial care module	Training in self-esteem, leadership and teamwork	
Entrepreneurship module	Business management training	
Marketing and sales module	Advertising campaign	
Ethics module	Work ethics	
Legal module	National entrepreneurship policy	
Module of profiles to work	Training in the different approaches or profiles to develop the work	
6 Modules		Sesions

BENEFICIARY POPULATION

This proposal is aimed at 200 women heads of household in the Olaya Herrera neighborhood , located in Once de Noviembre, Ricaurte and Rafael Núñez sectors.

INSTRUMENT

A field investigation was carried out developing surveys and interviews with women heads of households, carrying out a socioeconomic study to evaluate the living conditions of women heads of families in “Virgen y Turística” locality, in the Olaya Herrera neighborhood



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LOCATION

This proposal will be implemented in Cartagena, Colombia, in “Virgen y Turística” locality, in the Olaya Herrera neighborhood, specifically in Foco Rojo, Once de Noviembre, Rafael Núñez and Ricaurte sectors.

PROJECT DURATION

This proposal will have a duration of one year, during which programs with basic contents will be developed in such a way that they can be applied by the population benefiting from the program.

The training process will be carried out initially for a certain period, after this, the production process will begin, and with the personnel ready to produce, the marketing and sale process of the products will begin.

RESOURCES

Human talent

Multidisciplinary team made up of:

Project coordinator

Social worker

Psychologist

Lawyer

Food handling trainer

Hairdressing trainer

Kitchen trainer



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Shoemaker trainer

Crafts Trainer

Accounting Trainer

Trainer in Ornamentation

Gardening trainer

Active Trainer

EQUIPMENT AND LOGISTICS

Classrooms

Computers

Video beam

Boards

Stalls,

Paleographers

Photographic camera

Video camera

MATERIALS AND SUPPLIES

Stationery

Primer (guide)

Banners

Refreshments/snacks

Certificates



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ACTIVITIES SCHEDULE (Example)

ACTIVITIES	First term	Second term
Announcement		
Participants selection		
Socialization of the proposal		
Initiation of the content formation process		
Production process		
Marketing and sale of products		
Ludic day		
Closing and delivery of certificates		



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BUDGET

RESTAURANDO LAS FAMILIAS FOUNDATION						
BUDGET OF IMPLEMENTATION OF TRAINING AND SEED PLAN PROGRAM FOR WOMEN HEADS OF HOUSEHOLDS IN ORDER TO BE PRODUCTIVE						
TITLE	UNIT VALUE	AMOUNT	TOTAL PER MONTH	NUMBER OF MONTHS	TOTAL	
General expenses						
Convocation and stationery	1023,55		1	1	1023,55	
Locative facilities and support team for the training and closing processes	511,78			12	6141,32	
Transport	20,47		1	12	245,65	
Telephony		Global			818,84	
Certificates	1,02	200		1	204,71	
Designs and elaboration of informative brochures and printed material	5,12	200		1	1023,55	
Refreshments/Snacks	0,82	4.000	Global		3275,37	
Ludic day	614,13	Global	Global		614,13	
Purchase of materials	20471,08	Global			20471,08	
Seed plan	511,78	200	1	1	102355,40	
Human resource						
Project coordinator	614,13			12	6141,32	
Active Trainer	286,60			12	3439,14	
Social Work Trainer	409,42			12	4913,06	
Psychological Trainer	409,42			12	4913,06	
Lawyer Trainer	409,42			12	4913,06	
Hairdressing Trainer	409,42			12	4913,06	
Advertising Trainer	409,42			12	4913,06	
Food handling trainer	409,42			12	4913,06	
Cook trainer	409,42			12	4913,06	
Shoe maker trainer	409,42			12	4913,06	



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Crafts Trainer	409,42		12	4913,06
Accounting Trainer	409,42		12	4913,06
Trainer in Ornamentation	409,42		12	4913,06
Trainer in Gardening	409,42		12	4913,06
Total				204710,80

TOTAL \$204710,80

PROJECT VALUE.

The project value is two hundred four thousand seven hundred and ten dollars and eighty cents (\$204710,80).



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REFERENCES

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Ley 1232 de 2008 Nivel Nacional

<http://www.alcaldiabogota.gov.co/sisjur/normas/Norma1.jsp?i=31591>

Política Nacional de Emprendimiento

http://www.mincit.gov.co/minindustria/publicaciones/16435/politica_nacional_de_emprendimiento