
INFORMATION AND COMMUNICATION TECHNOLOGIES
(ICTs)

PROJECT



INFORMATION AND TRAINING SYSTEM ABOUT THE
RIGHTS OF YOUNG WOMEN AND GIRLS IN TORORO

Cochabamba - BOLIVIA, march 24, 2010

I. Identification of the Project

1. Name of the proponent organization:

VOX TERRA COMMUNICATION FOR DEVELOPMENT, ENVIRONMENT AND ECOTOURISM

2. Action Priority Area of the project

Women and girls

3. Project Name:

INFORMATION AND TRAINING SYSTEM ABOUT THE RIGHTS OF ADOLESCENTS IN THE MUNICIPALITY OF TOROTORO

4. Contact person:

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II. Identification of the applicant organization

Name of Organization: **VOX TERRA**

Address: **Calle Los Lirios N° 2066. Alto Aranjuez**

City: **Cochabamba**

Telephone: **(591 4) 4450468**

E-mail: voxterra@voxterra.org

Web: www.voxterra.org

Year of establishment: **2003**

Legal Status: **N°: 312/03**

NIT N°: **129603027**

RUN N°: **1583**

Name and title of legal representative: **Carolina Espinosa Canedo; Executive Director**

Name of Director or Project Coordinator: **José Salinas Aramburo**

Name of the administrative charge: **Carolina Espinosa Canedo**

II. Technical proposal and project description

1. Project name:

INFORMATION AND TRAINING SYSTEM ABOUT THE RIGHTS OF ADOLESCENTS IN THE MUNICIPALITY OF TOROTORO

2. Location, beneficiaries and target groups:

Municipality of Torotoro, Charcas Province Department of Potosi

The target group is composed of approximately 50 adolescent women, both of the urban centers as from rural areas, which belong to the Quechua culture and are in the process of organizing their association.

Beneficiaries include 2,500 adolescents' women currently without access to knowledge, information and services under the theme of the proposal, as they are, justice services for the most vulnerable and disadvantaged people in the country

3. Duration: 24 months

4. Total amount of Project:

U\$. 40.050,00

5. Abstract.-

History

Between young people of Torotoro Municipality there is a significant and worrying incidence of teenagers between 14 and 17 years old with early pregnancy, school dropout causing sequels of social marginalization, family rejection and the subsequent consequences of affective and emotional imbalances and low self-esteem.

With a population of approximately 10.000 inhabitants, of whom 90% are in the level of extreme poverty, Torotoro has not Justice Services or information and/or training instances about rights, obligations and rules for the social coexistence .

As with the vast majority of rural populations in the country, basic and essential services, as the access to justice in Torotoro are the inhabitants of the municipality who pose the rights and duties of individuals, both implicitly and according to their customs and eventually apply the so-called "Community Justice", which although recognized in the Constitution of the State, yet provides no rights or establish rules to protect vulnerable groups such as women, youth and children.

Goal

The proposal states as its main goal the implementation of an Information and Training System in the Municipality of Torotoro, Charcas province, Potosi, for the knowledge, promotion, protection and empowerment of the rights and aspirations of young women and a sustainable and permanent access to public justice services.

Methodology

To achieve successfully the goal expressed, will develop a series of activities under an approach eminently participative, horizontal, motivational and behavioral changes, according to the following:

- Process training on women's rights in areas of sexual and reproductive health, economic and political rights (advocacy), through events such as workshops, preparation of audiovisual materials and other participatory events.
- Process information and advocacy about Justice Services should be available and accessible to civil society of Torotoro Municipality.
- Process of Systematization: Events for critical analysis and reflection of past and current situations associated with the topic of the project.
- Reconstruction of cases through the participatory preparation of skits recorded in storage media (DVD) and other media such as booklets, posters, audio recordings, etc.

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- All precedent will be included in a web portal with user-friendly software that will provide major input for a **Community Telecentre and Information System** to be implemented in the project.

Activities

The following presents a summary form the activities be carried out during the execution of the project:

- Induction Process: gaining public acceptance and approval of the civil society for implementation of project.
- Establishment and strengthening of the Pilot Center for Adolescent Women, named *Tika Munaska* (Beloved Flower in Quechua) in the Municipality of Torotoro.
- Information System (ICTs) about women's rights: communication materials printed audio, audiovisual and digital.
- Installation of a Community Telecentre in the Municipality.
- Process of training and empowerment: events such as workshops, exchange visits and other.
- Information process and empowering workshops, and other events, besides the use of Information System.

Expected outcomes

With the successful implementation of the project at the end of the intervention will have achieved the following results:

- Young women and adolescents in the municipality of Torotoro aware of their rights
- The population of the Municipality, through its various instances supports and empowers the initiative.
- Torotoro Municipal Government allocates financial and human resources and logistics in the Five Year Development Plan.
- The civilian population of the Municipality and other areas access to information and guidance on the theme by an Information System led by *Tika Munasqa* Association
- In the medium and long term, significant reduction in cases of unwanted pregnancies and sexual abuse

In the medium and long term, access to Justice Services in the Municipality is consolidated permanently.

6. Project Justification

Northern Potosí is one of the most disadvantaged regions of Bolivia and with the highest levels of marginalization, exclusion and poverty. Adjacent to the Department of Cochabamba in the Charcas province is Torotoro Municipality, Municipal Section II.

There is located Torotoro National Park, characterized by important and unique tourist attractions internationally recognized, producing a flow of visitors representing a significant demand for infrastructure services in hotels, restaurants and others.

However, Torotoro is one of the municipalities with the highest rates of poverty and marginalization, with about 90% of its population on the threshold of extreme poverty, lacking basic services and without access basic knowledge of their rights and obligations or existing legal norms

The main problems and needs to be solved by the proposed initiative are:

- Early pregnancy unwanted in high-risk adolescents (living alone, with distant relatives, in environments where alcoholism, overcrowding, etc., exists.).
- Cases of rape and sexual abuse both in rural and urban areas.
- Lack of information and processes of analysis and reflection.
- Lack of institutional initiatives.
- Lack of support, guidance and protection.
- Low self-esteem and psycho-emotional problems in adolescents affected.
- No expectations for the future.
- Absence of judicial instances in the Municipality.

There are no civil society organizations, unless an association of artisans, other of cooks, the traditional Mother's Club and Girl Guides Association of Ecotourism conformed recently.

It is notorious the permanent invisibility of crimes and attacks committed against girls both in rural areas where the population is 100% indigenous Quechua culture, as in the center of Torotoro.

Thus the urgent need to initiate a process of information, empowerment and training about rights of women and changes in behavior at all levels of actors, through a strategy of socialization and advocacy on the subject of the proposal.

7. Goals.-

The proposal states as its main goal the implementation of an Information and Training System in the Municipality of Torotoro, Charcas province, Potosi, for the knowledge, promotion, protection and empowerment of the rights and aspirations of young women and a sustainable and permanent access to public justice services.

The specific goals needed to achieve the main goal are:

- a) To achieve the acceptance and positive/active attitude from civil society torotoreña concerning the project presented in the main goal.
- b) To systematize existing information from primary and secondary sources to establish a status of the theme and raising the baseline of the project.

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- c) Information and Training System design.
 - d) Operation of the System based on the following media: Community Telecentre, internet, digital media (CD and DVD interactive), printed materials (educational booklets) audio material (radio)
 - e) Process of specialized training about rights of adolescents and access to justice services.

8. Expected results at the conclusion of the project.-

As a result of activities to be made during the execution of the project is expected to achieve the following outcomes:

- 50 young women and adolescents from Torotoro Municipality have formed a Pilot association to defend and knowl their rights.
- An integrated Information System running through a Community Telecentre, the web of Vox Terra, two skits in audiovisual Imagnetic media (DVD), a booklet and two radio spots teaching in Quechua and Spanish.
- 50 women adolescent from Pilot Association have been trained through workshops about their rights and justice services.
- In the medium and long term, significant reduction in cases of unwanted pregnancies and sexual abuse.
- In the medium and long-term installation of an instance of the Judiciary in Torotoro.

The Municipality of Torotoro incorporates the project in his Five-Year Development Plan and assigns human resources, logistical and financial.

9. Impact of the project on Torotoro civil society.-

Being essentially a project embedded in a implicit Social Communication Strategy, as is the implementation of an Information and Training integrated System, the process will necessarily aimed to changes in behavior, skill development and capacity building of target groups, main effects of this process.

In this sense, conducting an intensive campaign through different media perform different functions according to their potential, will enable the target group, Torotoro civil society, access and appropriate of the contents of the strategy.

These contents to be developed by specialists in the topic, primarily will address to the Rights of Adolescents and information concerning Justice Services emerging from the criminal procedure reform in the context of what is stipulated in the Constitution of the State about the right to Justice Services in the following terms:

“To promote the administration of justice as a judicial public service, be subject to planning, management, evaluation and social control, under the principles of equity and equality to defend and protect people's human rights litigant in obedience at a change with justice

integrated plural, participative, transparent, mainly restorative, preventive and decolonizing”.

With a massive Information System and disseminating directly messages about the theme and questioning the actors head-at-decision, ie judicial authorities, municipal and state, it is not only supporting the reform of criminal procedure, but also clearing the way for access people at justice services, its utilization for the benefit of the population and the social adoption of its rules, regulations and procedures.

10. Direct impact on the citizens.-

The target audiences of the project, namely the citizens of the Municipality of Torotoro, have the information and knowledge. not only to defend and uphold rights of the adolescents in rural and urban areas, but also have an organization capable to carry out advocacy initiatives to benefit from justice services.

In addition, there will be formed and established the Association of Young Women Pilot *Tika Munasqa*, around which activities and actions will develop permanent information, guidance and advocacy, to strengthen the judicial presence in the Municipality and reduce drastically the levels of attacks and aggressions at this most vulnerable sector of the population torotoreña.

Information and Training System about Rights of Adolescents in Torotoro will have a character and function of systematic and continuous supply of legal content, procedures and rules in civil society, allowing the people to benefit and seek these services when so requires.

The installed capacity for advocacy in representatives of civil society must achieve, in the medium term and with the institutional participation of the Municipal Government, the Government of the Department of Potosi and other instances, in the Installation of an entity of the judiciary that fully attends the needs of the population. The new context where it will begin enforcement of the powers emerging from the Autonomy Act promulgated soon to be lodged in an appropriate environment for such interventions.

Finally, the leadership role that can potentially perform the Association of Women and Adolescents of Torotoro Municipality as a whole will allow the replication and application of experiences and learned lessons in the neighboring municipalities of the northern provinces of Potosi with similar characteristics respect to the problematic of this proposal.

11. Procedures.-

The methodology for the development of activities to must be executed in the project comprises mainly participatory events, information and advocacy campaigns, and the use of media and communication channels in the framework of Information and Training System to be implemented.

The detail is as follows:

- Systematization of primary and secondary information by direct observation techniques, interviews with key personalities and analysis of existing documentation for Information System design.
- Induction process performed through information and motivation meetings aimed mainly at mothers and fathers to obtain their approval and support to the project.
- Process training on women's rights in areas of sexual and reproductive health, economic and political rights (advocacy), through events such as workshops, preparation of audiovisual materials and other participatory events.
- Process of information and advocacy about Justice Services should be available and accessible to civil society of the municipality of Torotoro.
- Process of Systematization: Events for critical analysis and reflection of previous and current situations associated with the topic of the project.
- Reconstruction of cases through the participatory preparation of skits recorded in storage media (DVD) and other media such as booklets, posters, audio recordings, etc.
- All the preceding will be included in the Web site of Vox Terra through a user-friendly software that serve as main input to community telecentres and Information System to be implemented in the project.

It is necessary to emphasize that the theme approached that is, the rights of adolescent girls; it does generate sensitivities, skepticism and even shades of "taboo", to include aspects of sexual and reproductive health, sexual abuse family rapes and all kinds of assaults and breaches of this social group.

Therefore, will take all necessary and will assume an attitude is entirely consistent with the culture and customs of the population, both in the actions required by the project and the content of the various promotional campaigns, information and sensitization that will be performed.

The activities to will be carried during the procedure will be as follows:

- Induction Process: gain acceptance and approval of civil society to implement the project.
- Baseline: determine the initial situation (without project).
- Establishment and strengthening of the Pilot Center for Adolescent Women, named *Tika Munaska* (beloved flower in Quechua) in the Municipality of Torotoro.
- Information and Training System Design.
- Initial operation of the Information System (ICTs) on women's rights.
- Design and production of communication materials in print, audio, audiovisual and digital formats.
- Training and empowerment process: events as workshops, exchange visits and others.
- Process of information and empowering workshops, and other events, besides the use of Information System.

- Evaluation and Systematization of the medium term.

12. Plan and management strategy of the project.-

a) *Induction of the process:*

This is a series of meetings, door to door visits and informal meetings with persons, authorities, leaders and key informants of Torotoro Municipality that aim to inform and motivate about the project and obtain approval and support.

Esta primera fase deberá culminar con un taller donde se suscribirá un Acta de Aprobación y Compromiso para la ejecución exitosa del Proyecto, así como la aprobación del Plan de Actividades a desarrollarse.

b) *Capturing of information:*

In order to build a baseline and systematize the existing information, Vox Terra team with the support of the Association Munasqa Tika will collect from primary and secondary all data through the selection of documents and interviews with key informants.

This information will also be used to design the information system, the same will follow a protocol based on the identification of actors and their roles, information content, the channels and Media through which existing an accessible information flow, and the context where the system will be implemented.

c) *Information System:*

With the technical design and content of the proposed Information and Training System, will proceed to its implementation, by following these steps:

- Design and development of interactive and user-friendly software containing specialized and selected information on Access to Justice Services and the rights of adolescents under the National Human Rights Plan 2009 - 2013, approved by D.S. N° 29851 of 10/12/2008.
- The information contained in text files, images and audio will be "hosted" on Vox Terra Internet portal, being accessible to all audiences and concerned on the theme.
- Design, preparation and production of printed materials, including an educational booklet, poster and promotional banners, the same should be validated with the actors of the process before their production, and / or distribution.
- In collaboration with the Association Tika Munaska will be elaborated two sociodrama related to the theme, the same to be recorded on audio-visual format and stored on magnetic media (DVD) for distribution during events of various kinds.
- Registration and distribution of audio material as spots and radio dramas to be broadcast by stations in the region covered in languages Quechua and Spanish.

For this management is expected the installation of Internet public service in Torotoro provided by the National Telecommunications Company ENTEL, who has already completed the necessary testing installations in the town

In this regard, thanks to the current government plan, a Community Telecentre will be installed in the most important educational institution in the Municipality; the same may function as catalyst of the proposed Information System. It should be emphasized that youth are the best take advantage of modern digital technologies and are empowered more easily.

d) *Training Process:*

Once established a training strategy on the Rights of Adolescents and Access to Justice Services, will proceed to the recruitment of consultants specialized in topics such as lawyers, social workers and others.

These professionals will be responsible for developing the content of the training process and to facilitate workshops with the actors' process.

The material developed will support and permanent consultation during the whole implementation of the Project.

e) *Promotion, information and advocacy campaign:*

Through the use of materials developed and selected media will be implemented promotional campaigns, information and advocacy on the subject of the proposal, also looking for advocacy in local, regional and national authorities.

These campaigns will be marked by an intensive and massive dissemination of messages designed by the consulting team based on the needs and requirements of the strategy and objectives to achieve during the project development.

f) *Evaluation and Systematization:*

In the medium term will proceed to completion of an evaluation eminently participatory with input from representatives of all the actors of process and to adjust, correct and prosecute the project activities.

At the same time, there will be a critical analysis of the experiences and lessons learned will be made until then to optimize the activities to completion

13. Role and responsibilities of each organization participating in the Strategic Alliance.-

a) *Vox Terra:*

Is the lead organization of the Project, in charge of technical, administrative and financial management.

The programs activities will take conducted by Vox Terra are:

- Project Management.
- Design and implementation of an Information System.
- Elaboration and execution of a training process.
- Elaboration and execution of a promotional, socialization and sensitization campaign.
- Conduction of Events for Mid-Term evaluation and Systematization of experiences.
- Elaboration and submission of technical and financial reports.

b) *Tika Munasqa*:

Tika Munasqa partner organization, currently under formation, is composed by girls from both the inner city and rural communities of the the Municipality of Torotoro, with ages ranging between 14 and 18. Its legal representative is a woman leader of the civil society representative torotoreña, of legal age and has extensive knowledge of the problem.

The main activities that will develop this organization are as follows:

- Support the collection of information from primary and secondary sources.
- Organization and convocation of the training events.
- Logistical support.
- Organization and convocation of the promotion campaign.
- Participation in the validation of dissemination materials.
- Participation in the process of advocacy for access to justice.
- Organization and logistics for the mid-term evaluation and systematization of experiences.
- Leadership for the sustainability of the Project.

14. Sustainability.-

It is not possible to deal with sustainable processes such as this proposal without the active participation of municipal government, not only in Torotoro but also in all rural municipalities in the country.

The NGOs, central government institutions, international cooperation, etc., arrive at a place and leave it at some time letting communities with no results achieved. The only natural Instance responsible and charge of local development and which remains an integral part of a region, is the Municipality.

In this sense, the main ally and leader of subsequent perspectives for institutional and financial sustainability for the Project Information and Training System about Rights of Adolescents will be and should be Torotoro Municipal Government.

IV. Budget and administrative capacity

1. Project budget form.-

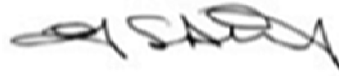
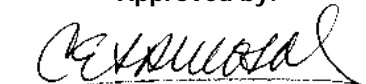
PROJECT NAME:		INFORMATION AND TRAINING SYSTEM ABOUT RIGHTS OF ADOLESECENT WOMEN IN MUNICIPALITY OF TOROTORO		Nº PROJECT:		7794	
Nº	ITEMS	DONORS	COUNTREPART FUNDS	TOTAL AMOUNT			
	<i>a</i>	<i>b</i>	<i>c</i>	<i>a=b+c</i>			
1	Induction Process	1.000,00	300,00	1.300,00			
2	Capture of primary and secondary information	1.200,00	400,00	1.600,00			
3	Baseline rising	1.000,00	500,00	1.500,00			
4	Pilot center conformation meeting	500,00	100,00	600,00			
5	Information System Design	2.500,00	500,00	3.000,00			
6	Vox Terra web portal	0,00	1.000,00	1.000,00			
7	Training and dissemination Materials						
7.1	Educational booklets. 1.000 specimens	1.000,00	0,00	1.000,00			
7.2	Promotional poster. 1.000 specimens	600,00	0,00	600,00			
7.3	Banners	300,00	0,00	300,00			
7.4	Edited sociodrama on DVD	600,00	0,00	600,00			
7.5	Audio material (radio spots)	700,00	0,00	700,00			
8	Training and empowerment process						
8.1	Specialized workshops	2.500,00	800,00	3.300,00			
8.2	Other Events	900,00	350,00	1.250,00			
9	Promotion and Information Campaign						
9.1	Organization of events	800,00	300,00	1.100,00			
9.2	Use of mass media	1.100,00	300,00	1.400,00			
10	Evaluation and systematization	300,00	100,400	400,00			

11	Terrestrial Passages CBBA - Torotoro - CBBA	400,00	0,00	400,00
12	Travel Expenses	1.200,00	900,00	2.100,00
13	Communications	1.300,00	400,00	1.700,00
14	Office Supplies	4.150,00	2.150,00	6.600,00
TOTAL AMOUNTS		22.050,00	8.400,00	30.450,00

Prepared by:

Approved by:

Signature:

Full name:

José Salinas A.

Carolina Espinoza C.

Charge:

Project
Coordinator

Executive Director

Date:

March 24, 2011

March 24, 2011

2. honorary form.-

PROJECT NAME:		INFORMATION AND TRAINING SYSTEM ABOUT RIGHTS OF ADOLESCENT WOMEN IN MUNICIPALITY OF TOROTORO			Nº OF PROYECT:	7794
Nº	ITEM	HONORARY / MONTH	QUANTITY	DONORS	COUNTRE PART	TOTAL AMOUNT
1	COORDINATOR	600,00	24,00	12.000,00	2.400,00	14.400,00
2	ADMINISTRATOR	300,00	24,00	0,00	7.200,00	7.200,00
3	SPECIALIST 1	500,00	6,00	3.000,00	0,00	3.000,00
4	SPECIALIST 2	500,00	4,00	2.000,00	0,00	2.000,00
5	SPECIALIST 3	500,00	2,00	1.000,00	0,00	1.000,00
TOTAL AMOUNTS				18.000,00	9.600,00	27.600,00

Prepared by:

Signature:



Full name:

José Salinas A.

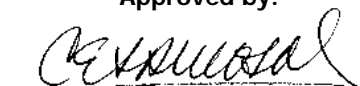
Charge:

Project
Coordinator

Date:

March 24, 2011

Approved by:



Carolina Espinoza C.

Executive Director

March 24, 2011

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INFORMATION AND TRAINING SYSTEM
ABOUT THE RIGHTS OF ADOLESCENTS
IN THE MUNICIPALITY OF TOROTORO



Document elaborated by: José Salinas Aramburo. Mail: josesalinas@voxterra.org