



Endogenous rural development planning. Case: Vereda El Vergel in Palmor - Ciénaga Magdalena, Colombia

Arleth Esther Manjarrés Tete^{*a}, Aminta Isabel De La Hoz Suárez^a,
Héctor Urzola Berrio^b

^a Instituto Nacional de Formación Técnica Profesional “Humberto Velásquez García”, Colombia

^b Corporación Universitaria Antonio José de Sucre, Colombia

Abstract

In Colombia, the agricultural sector is a strategic point to generate development in the territories; but few governmental actions are implemented to achieve it, therefore, the objective of this research is to explain how the rural development of Vereda Vergel in Palmor-Ciénaga Magdalena, Colombia, has taken place based on the productive activities developed by its inhabitants under the criterion of governance of the community itself focused on its welfare. Methodologically, it is classified as a descriptive-explanatory field study with a qualitative approach, following the theoretical postulates of Albuquerque (2007) and Martínez de Anguita (2006). As a data collection technique, an interview script was applied to a focus group formed by farmers of the village. The main finding shows that there is no planning in the territory to promote the rural development generated within the community; however, the community diversifies its productive activity in fruit and bread crops such as lemon, mango, strawberry, coffee, yucca, yams; on the other hand, animal husbandry: chickens, ducks, pigs and cows, as well as beekeeping activities. In this sense, all the primary production and handcrafted processed products

Article info

Type:

Article

Submitted:

19/06/2022

Accepted:

19/07/2023

Available online:

20/02/2024

JEL codes:

O21, E23, R11

Keywords:

Endogenous Rural

Development

Development

Planning

Farmers

Productive Activity

Commercialization

* *Corresponding author:* Arleth Esther Manjarrés Tete - Instituto Nacional de Formación Técnica Profesional “Humberto Velásquez García”, IES-INFOTEP - Ciénaga, Colombia. E-mail: arlethmanjarres@infotepvg.edu.co.

are only commercialized within the locality through ancestral barter systems, without giving space to commercialize to other territories of the department, because the mobility to the outskirts of the village is difficult to access due to the lack of paved roads, limiting or making null other forms of commercialization that would generate development in the territory. In this sense, it is concluded that there is leadership on the part of the communities to generate endogenous rural development, however, this does not transcend for lack of real commitment materialized by the municipal governance, but in spite of this, the community is food sovereign because they do not apply agro-extractivism, they only focus on the common food welfare of the community.

Managing Editor:
Rubén Darío
Sepúlveda Vargas,
Carlos Eduardo
Maldonado
Castañeda, Diego
Alejandro Camargo
Trillos, Deivi David
Fuentes Doría,
Eliecer Miguel
Cabral Herrera,
Valeria Borsellino

Introduction

The productive activities that are led within communities far from urban areas become, in the long term, the starting point for governments to propose territorial development strategies; this is because in the non-urban (rural) area, the population with the highest degree of vulnerability is generally located, as it has limitations in the territory in relation to access to public services, health, education, road infrastructure, among others. In this sense, it is important to generate a system of state governance that allows these localities to achieve a degree of development in conjunction with the entire territory, taking into account the sectors of the economy that produce and contribute most to society. Regarding the latter, the Sustainable Development Goal (SDG) No. 2 called Zero Hunger has been contemplated in the 2030 Agenda, which establishes as one of its goals to double agricultural activity and sustain food production worldwide (United Nations, 2018), being a challenge for each of the territorial governors, to incorporate strategies within their development plans related to the fulfillment of this.

However, food security has been a concern for a long time and Latin American countries such as Mexico have been working on programs to produce food and guarantee food security; the Special Program for Food Security (SPFS) was implemented with the help of FAO (Food and Agriculture Organization of the United Nations) and SAGARPA (Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food) in 2002. This program allowed Mexico to transform its economic and social reality based on territorial intervention where the productive sectors that generated food production were taken into account to generate this transformation, thus benefiting around 2013, two hundred and ten thousand families distributed in different states of that country, with financing projects in resources and

technology that allowed them to develop productivity (FAO, 2013). Mexico is currently the second largest economy in Latin America (World Bank, 2023) and depends 70% on agriculture, whose growth has remained stable at an estimated 3% (Tecnológico de Monterrey, 2022).

As a generality, it should be noted that most of the world's food production is generated in zones that are identified as rural areas; characterized as wooded and riverine places where people live and work in agriculture and fishing, activities that constitute a source of income and food sustenance for them. Therefore, when talking about rurality, the term is associated with a territory where its inhabitants develop economic activities typical of the countryside, because agriculture as stated by Dirven (2019) continues to be one of the defining activities of rural areas. Similarly, agriculture is considered one of the main sources generating food security worldwide and as it is a necessity, it also becomes a lucrative and income-generating activity to boost the economy of a country. Therefore, state governments are motivated to generate development in rural areas by prioritizing the agricultural sector, for which it is necessary to support farmers with goods, resources and technology in order to improve processes to encourage productivity and implement social investment projects that create the conditions for these areas to develop economically.

In view of the above, governments must implement strategies based on territorial problems that will enable them to plan rural development in terms of the different sectors that contribute to its scope; in other words, with a territorial approach, which implies that the projects defined for the generation of rural development must necessarily be linked to the characteristics and conditions of the territory. Therefore, in accordance with CEPAL (2010), in order to generate rural development, it is necessary to manage strategic territorial projects, consolidate productive infrastructure, train the community and strengthen the entrepreneurial capacities of small producers.

Considering the findings of institutions such as CEPAL on rural development, it is important to point out that in order to generate rural development, the inhabitants value the territory where they live, identify with it and work together to generate the structural changes required within the communities to generate development. However, it is not enough to generate productive processes in rural areas that emerge from the inhabitants of the area; it is also necessary for the state to intervene as a guiding agent and promoter of rural development with a territorial approach. There are many strategies that can be implemented at the government level to promote this type of development. Ramos, E. *et al.* (2014) identified that in Spain a governmental strategy called Marca Territorial was implemented, allowing rural development to be expanded by articulating it with public good services such as environmental conservation, cultural tradition, demographic

balance, etc., and not only focusing it on agricultural production. From this approach, citizens become more committed to the rural development of the territory and the economy becomes more dynamic because, due to their cultural identity, the products produced there tend to be in greater demand by them.

In Colombia, agriculture is the main source of employment; in fact, according to the OECD (2022), 62% of the rural labor force is hired in the agricultural sector, and the National Development Plan 2022-2026 “Colombia, a world power for life”, the countryside is prioritized with progress based on rural development strategies and non-agricultural projects that generate income and employment based on the potential of each territory, working together to ensure the national production of inputs (Congress of the Republic, 2023), which must be carried out by the management of each territorial government, through the implementation of development plans.

However, although state efforts at the national level are focused on strengthening the agricultural sector to increase food production in the countryside and contribute to food security in the country, little is done in each of the rural areas in the territory. This situation arises because local governments have had a vision of development that is not very holistic, where their imaginary defines the concept as the improvement of the living conditions of the inhabitants in terms of access to public services, education, health and decent housing; ignoring in part the potential of the operative human resources existing in rural areas, who lead productive processes in their desire for subsistence, taking advantage of all the resources found in the ecosystem. In addition to this, the socioeconomic conditions of these rural communities allow them to cultivate the land and animals in an ancestral way, which becomes an advantage in relation to the objectives of sustainable development in terms of preservation of life and care of the environment. Consequently, the trend in rural areas is to generate endogenous agroecological rural development, as stated by Boza (2011), when referring to endogenous rural development as that where production initiatives emerge within the communities and at the same time being agroecological because they do not involve technology in their production processes, but are guided by ancestral techniques.

In view of the above, planning local development becomes a complex matter, because it is not about acting in response to the basic needs of citizens to solve them; but to take advantage of the productive potential that communities have, especially those located in rural areas, to articulate them to the national and international development commitments in terms of environmental sustainability and food security, taking into account that one

of the objectives sought with the SDGs contemplated in the 2030 Agenda is to preserve life, minimize poverty and eliminate hunger in the world.

In this particular, the urgent need to minimize poverty is in general terms, however, from the rural point of view, poverty prevails in this area at 45.7% according to data from worldwide studies (ECLAC, 2020). On the other hand, landing the situation in Colombia, poverty at rural level is located at 37.1% for the year 2020, being the department of Magdalena in its rural area who presents an indicator of 47% in relation to the total rural poverty in the country (DANE, 2020). This indicates that the department of Magdalena is one of the poorest territories in Colombia and the population that suffers most from poverty is located in the rural area of the department. The department is made up of 32 municipalities, of which Ciénaga stands out for its agricultural and fishing production, being representative rural areas of this municipality: Sevillano, Cordobita, Palmor, San Javier, San Pedro and Siberia, which in turn are made up of hamlets.

Specifically, we take as a reference for the research, the village of El Vergel located in Palmor, Ciénaga-Magdalena, which is characterized for being an agricultural territory far from urbanity, conformed by a population of 32 families with an average of 5 inhabitants per household, owners of 5 hectares of land where they cultivate coffee, with ancestry of population from the interior of the country, predominantly rooted in the coffee culture, activity that has allowed them to maintain their economy for many years. But, beyond this economic coffee activity developed within the community, given the different problems presented around it, it would be important to examine other alternatives of production that have allowed them to subsist in a territory so far away from urbanity and to inquire about the support of the municipal government to promote rural development in this locality.

The targeted rural area is a district of the municipality of Ciénaga in the department of Magdalena and is considered the capital of the Sierra Nevada de Santa Marta because it is geographically located there; this territory was founded by families from the interior who settled there fleeing the violence generated in their cities of origin. This territory is considered a rural area and has an area of 581.75 km², i.e. it occupies 45.88% of the total area of the municipality of Ciénaga which is 1.267.97 km² and is made up of the villages of Mocoita, Mocoa, Makencal, Nueva América, Pausedonia Alto, Pausedonia Bajo, La Paz, Palestina, San Fernando, Tucurínca, Uranio Alto, Uranio Bajo, Uranio Tres, El Vergel, El Pozón, Aguas Vivas, Cuatro Caminos, California, La Libertad and Cherua. Illustration 1 shows the geographical map of Palmor in Ciénaga-Magdalena-Colombia.

Illustration 1 - Map of Palmor



Source: Google Maps (2023).

1. Generalities for Rural Development Planning

The planning of rural development is a topic that has interested many authors in ancient times and has acquired importance worldwide due to the multiple problems that society is experiencing in terms of poverty indices. Sáenz (1999) states that in Latin America some governments plan the development of their territories in terms of state economic growth based on the involvement of external industrialized companies that exploit natural resources and do not prioritize productivity in the hands of the peasantry. In relation to this, it is evident in Latin America that governance for the development of countries applies a top-down planning, where the participation of communities that lead productive processes in the countryside is null. This somehow slows down development in rural areas of the territory and therefore the economic growth of the countries, by denying the opportunity to the communities located in rural areas to show their productive processes and to support them from the governments with projects to boost the territorial economy at the national level through the commercialization of products and, at the international

level by submitting to the fulfillment of certain requirements for the export of foodstuffs.

Similarly, the International Labor Organization (ILO), 2016, refers that in Latin America and the Caribbean, the rural areas of the different territories receive little governmental support and that the communities settled there lack public services, basic sanitation, transportation, health and education; generating differences between rural and urban areas, in terms of productivity. In this sense, urban areas, because they are populated, have the road infrastructure, basic sanitation, public services, among others, necessary to easily develop productive and commercialization activities. On the contrary, for communities located in rural areas, the limitations in road infrastructure and access to public services, health and education become a problem for expanding endogenous development generated within the locality. This indicates that the intervention of the State is necessary as a collaborating agent for the transformation of the territories and improvement of the living conditions of the inhabitants, based on binding development strategies of the oppressed sectors located in rural areas, through participatory planning, which could be articulated with the development of the entire territory to achieve the goals of the State.

However, it is recognized that rural development emerged in the 1970s as a strategy to promote economic growth and contribute to the improvement of the lives of the rural population, but it has not had the expected scope, because there are limitations to the involvement of these localities in development planning; Such is the case of Vereda el Vergel in Palmor Ciénaga Magdalena, where there is a community of active peasants dedicated to the cultivation of agricultural products and animals for consumption and sale in the town, who have slowed down the commercialization of their production, because in the territory there are problems related to road infrastructure and public services that have not been addressed by the state governments. In this sense, Márquez (2002) refers to the concept of rural development as a process of economic growth and structural change that improves the living conditions of a local population living in a given territory and that can be classified taking into account the different facets of development: endogenous rural, integrated rural and local development.

Now, from the point of view of endogenous rural development, the objective is to increase the well-being of rural inhabitants through the implementation of economic, social and cultural activities based on their own human and material resources; but endogenous development can also mean, according to Ochoa (2006), the emergence of new spaces for discourse and the social construction of realities that are experienced within the territories, seeking to promote alternative ways of understanding the performance of society from a more inclusive perspective. In this sense, endogenous rural

development is a starting point for transforming society, since it is based on a construction of structural change materialized in the leadership of economic, social and cultural activities that are generated within the communities, making use of their potential. What is currently being experienced in Vereda el Vergel (Palmor, Ciénaga-Magdalena) is an example of endogenous rural development, which could contribute to the fulfillment of state objectives in terms of food security, elimination of hunger and minimization of poverty.

Thus, endogenous rural development expands when all the characteristics of the territory are taken advantage of and new actors are involved, thus materializing endogenous local development. Vásquez (2000) states that endogenous local development occurs when the community is capable of leading a process of structural change at the level of its productive processes, making use of existing resources, thus clarifying that rurality extends beyond the territory to diversify productive activities. Based on the ideas put forward by the author, the community settled in El Vergel is contextualized, which makes use of the natural resources by cultivating the land and keeping animals; but within it there are those who think that together with other villages they could develop tourist activities taking advantage of the beauty of the vegetation, the climate and the bird watching that is experienced in the area, if the conditions for the access of people to the territory are improved. This indicates that in the community there are people with an imaginary of holistic development, but it does not materialize because there is a lack of commitment on the part of governmental actors.

This holistic development proposes the concept of territorial progress based on the use of natural resources, the cultural identity of the communities, care for the environment, the historical and social values of the inhabitants, and the synergy that should exist among all the members of a locality to carry out productive projects with an impact on the rural area. In this regard, Márquez (2002) indicates that integrated rural development is possible in the territories when there is a territorial and ecological balance based on the different factors involved in development: cultural, environmental, historical and patrimonial. However, when analyzing the situation in the Vereda El Vergel in Palmor Ciénaga Magdalena Colombia, the development of this locality is limited to endogenous rural development.

On the other hand, local development is conceived by Casanova (2004) as a process in which the inhabitants of a society maintain their own identity, generating and strengthening economic, social and cultural dynamics with the participation of governmental actors acting within the territory in favor of a common project that integrates economic growth, equity, ecological sustainability and innovation; the latter being an important aspect for the generation of development, as commented by De La Hoz *et al.* (2018) when indicating that innovation is a social activity that generates excellent results

in the concert of transformative social action oriented to the objectives and goals set for the endogenous development of the nation. Based on this, it is not possible to speak of local development in a state, when the actions of the different territorial governments do not take into account the processes led by the communities within their development imaginaries. This is the importance of planning the local development of the territories with a broad vision towards the urban and rural areas, where aspects such as innovation, ecological sustainability, among others, are taken into account, designing strategies that can be materialized through common projects that allow economic growth and social development in the territory.

According to the above, the natural conception of rural regions in Colombia is an advantage for achieving territorial development due to the great variety of flora and fauna and the potential for cultural and historical riches (OECD, 2022); In addition, recent reports show that the economy of the agricultural sector has been growing through exports, driven by products such as coffee, flowers, bananas, cocoa, trout, tilapia, mango, among others, which are grown in different regions of the country; 29 countries in the world are receptive to agricultural products (Zea, 2022), which allows the expansion of borders for farmers to sell their crops abroad. However, not all farmers have access to marketing their products abroad or at the national level, due to limitations in transporting them because they are located in rural areas that are difficult to access. Products such as coffee and bananas, which are considered export products, are produced in the Department of Magdalena by farmers located in rural areas of the territory, with coffee grown in areas close to the Sierra Nevada de Santa Marta being the most important; however, farmers located in rural areas of the department sell their products without any guarantees to a third party, which is the one that makes the most profit by exporting the products through their organizations.

The case of the farmers of Vereda el Vergel in Palmor, Ciénaga-Magdalena, is not very different from what happens with other producers in the rural area of the department; despite the fact that the communities have generated endogenous rural development with their activities, this does not transcend, it is not known because their production remains within the population, it is used for consumption, sometimes it is lost and other times it can hardly be sold outside the locality. It is disconcerting to know that those in power plan development behind the backs of what happens inside the communities, especially those working in the countryside, by continuing with top-down planning approaches, which do not allow for the participation of the rural community in the construction of development plans; being of vital importance in these processes when talking nowadays about food security, where the main actors are the farmers, who take the products to the urban areas.

The foregoing makes it necessary to reflect on the true planning of rural development, understood as a prospective process that makes it possible to articulate the productive potential of rural areas towards urbanity, in order to encourage economic growth in the territory, while it is necessary to specify the actions to be implemented to achieve the desired development objectives, reducing the uncertainties that may arise in the future. Thus, it is a methodology derived from strategic planning in which the objectives are emphasized and the means to achieve them are identified, reflecting on the future of rurality (Martínez de Anguita, 2006). However, it should be borne in mind that the strategies implemented in rural areas should be based on processes of consultation with the community to improve its quality of life (Villacorta, 1998).

In accordance with the above, rural development planning suggests the implementation of certain strategies, such as: development based on community resources, reordering of natural resources toward production with possibilities for industrialization, unification of agriculture with industry, forging an agro-industrial scheme, creation of basic infrastructure for development, promotion of investment by public or private third parties, and environmental conservation. According to Martínez de Anguita (2006), these strategies should be framed within normative lines that configure a model of new rurality, understanding the concept as the need to construct rural development in a participatory manner as a product that emerges from the community.

Consequently, there is a political line in which rural society should participate democratically to achieve a better quality of life based on the integral development of the individual and the resources available to it, with the participation of the rural community being important in the construction of territorial development plans that affect them. Similarly, an institutional line where the rule of law of the people must prevail for territorial management; an economic line that suggests social responsibilities to the market; a cultural line that recognizes the diversity of ethnicities and cultures; an environmental line focused on the principles of sustainable human development and the addition of environmental wealth to improve the quality of life of the people; and a territorial line where rural society should be the sum of regional and local projects with total autonomy for their execution (Martínez de Anguita, 2006); in order to speak of an articulated rural development planning.

For example, in the department of Magdalena, the Comprehensive Plan for Agricultural and Rural Development with a territorial approach was formulated, with a vision of agricultural and rural development 2018-2038, proposing strategic axes aimed at the competitiveness of the agricultural sector; the productive and social inclusion of agriculture; the social,

productive and sustainable development of the territory; and institutional strengthening for the agricultural and rural development of the territory. Likewise, the departmental government adopted certain goals set forth therein, through the document Departmental Agricultural Extension Plan 2020-2023, emphasizing the promotion of rural entrepreneurship through agribusiness to maximize the department's natural resources, which will be achieved through the fulfillment of strategic axis III of the Departmental Development Plan Magdalena Renace, which talks about the revolution of employment, productivity, mobilization, agriculture and production (Caicedo, 2020) and which connects directly with the commitment to the competitiveness of the agricultural sector.

In relation to the above, the rural development of the department is proposed from a focus on the competitiveness of rural communities in the agricultural sector, aimed at generating structural processes within the communities based on agro-industrial activities; The modernization of the productive structure is important and has been proposed specifically for Palmor, the territory where Vereda el Vergel is located and which is the object of study in this research, towards the construction of small-scale irrigation districts and land adaptation; however, other important factors that influence the achievement of development are not considered, such as physical infrastructure, the qualification of human resources, the quality of collective services, and the processes of cooperation and relationship with other territories, considering the proposals of (Albuquerque, 1997).

At the level of the municipality of Ciénaga Tette (2020) focuses the rural development of the municipality of Ciénaga towards the improvement of the agro-campesino economy, aiming at an integral cycle of planting, production, harvesting and marketing of agricultural products. It proposes as a strategy a pilot project of crop diversification, with small producers of the villages of La Mira, La Ninfa, La María, La Aguja and some villages of Corregimiento de Sevillano, contemplated in this way within the municipal development plan. It is evident here that Palmor is not included in the territorial planning despite being a district of the municipality of Ciénaga where the greatest agricultural potential of the territory is located and which is made up of villages inhabited by vulnerable communities, including Vereda el Vergel, which is the object of study of this research.

2. Materials and methods

This research is classified as a descriptive study in which the endogenous rural development variable is observed directly in the territory where the reality is presented, Vereda el Vergel in the municipality of Ciénaga

(Magdalena), in order to collect the pertinent and necessary information to obtain the results of the research and subsequently build the conclusions.

The research is field research because it is developed within the community that makes up the Vereda el Vergel; it is transectional because the information is obtained at a single moment in the place of the facts and has a qualitative approach. Focus groups are used as a research technique and semi-structured interviews and participant observation are used as support instruments for the collection of information. In addition to the above, a review of the National Development Plan 2018-2022 Pact for Colombia, Pact for Equity; Departmental Development Plan Magdalena Renace 2020-2023; Comprehensive Plan for Agricultural and Rural Development with a Territorial Approach. Departmental vision of agricultural and rural development 2018-2038 in the Department of Magdalena; Municipal Development Plan 2020-2023 Ciénaga moves forward hand in hand with the people and; OECD, ILO, ECLAC, ADR, ONU reports related to rural development in Colombia and the Latin American and Caribbean region, as well as news reports related to state intervention in the villages located in Palmor, specifically in the Vereda el Vergel.

This research is qualitative in nature and involves a triangulation of data based on information obtained from primary sources (Community of El Vergel, Palmor, Ciénaga-Magdalena, Colombia) and the application of research techniques, analyzing the context in which the situations that generate rural development occur, which is the object of study in this research. Okuda, B. *et al.* (2005) affirm that triangulation comprises the use of several strategies that allow studying the same phenomenon from various angles to increase the validity and consistency of the findings. In this sense, by applying a triangulation method in this research, the topic of rural development can be approached from the perspective of the population located in the territory; the positions of various authors are analyzed in relation to the concept of rural development vs. what the researchers contribute in relation to the analysis of the observed experience; and the different governmental actions are analyzed in terms of the variable studied.

Illustration 2 shows the evidence of the focus groups conducted with the community of coffee growers in the village under investigation. The population of the present study was constituted taking into account the information to be obtained from the informants and the documentary population required for the analysis; the informants were identified and characterized taking into account the productive activity they carry out in the locality, establishing as the target group the 32 families that make up the village of El Vergel in Palmor, Ciénaga-Magdalena and, with this, the dynamics of rural development in that territory could be identified.

Illustration 2 - Focus groups with the community of coffee growers in Vereda El Vergel



Source: Photographs Manjarres, A. (2021).

Table 1 shows the characterization of the informants located in the village of El Vergel in Ciénaga Magdalena, in terms of number and main characteristics. The population was characterized as follows: a) President of Vereda el Vergel, to whom a semi-structured interview was applied with the objective of knowing if they had a relationship with the governmental entity for support in the rural development of the locality; b) Leaders of each farm located within the Vereda el Vergel, with whom a focus group was developed in order to learn about the way they develop their productive activity and; c) People with enterprises within the Vereda el Vergel, with whom a focus group was also developed in order to learn about the bets on endogenous development that they project as members of the community.

The documentary population was obtained through the extraction of public documents published on governmental platforms in Colombia and worldwide, such as the website of the Governor's Office of Magdalena-Colombia, the website of the municipality of Ciénaga-Magdalena, the OECD website, the ILO website, the ECLAC website, the ADR website, and the ONU website. With this population, an analysis was made about rural development at the global and country level, reviewing what is being done in the territory, focusing on the Vereda el Vergel to demonstrate actions aimed at generating

Table 1 - Characterization of the informant Subjects who participated in the focus groups

Village/Municipality/Department	Reporting Subjects	Quantity
Vereda el Vergel/Ciénaga/Magdalena/Colombia	President of the Vereda	1
	Leader of each farm located in the Vereda el Vergel	32
	People with enterprises within the Vereda el Vergel	3

Source: Own construction (2022).

rural development from governance. Table 2 shows the characterization of the documentary population, where an inventory of the most important documents at the country and world government level is listed, reviewed to address the issue of rural development from a macro aspect to focus it at the territory level in its micro aspect.

Table 2 - Characterization of the Documentary Population

Documentary Population	Quantity
National Development Plan 2018-2022 Pact for Colombia, a pact for equity	1
Comprehensive Plan for Agricultural and Rural Development with a Territorial Approach. Departmental vision of agricultural and rural development 2018-2038 in the Department of Magdalena	1
Municipal Development Plan 2020-2023 Ciénaga moves forward hand in hand with the people	1
(OECD, 2022). Preliminary executive summary. OECD Rural Policy Review. Colombia	1
(ECLAC, 2020). Social Panorama of Latin America	1
(DANE, 2020). Poverty and Inequality	1
(ILO, 2016). Thematic labor outlook 3. Working in the countryside in the 21 st century. Reality and prospects for rural employment in Latin America and the Caribbean	1

Source: Own construction (2022).

2. Results

In reference to the characteristics of the population living in Vereda el Vergel in Palmor, Ciénaga-Magdalena, through participant observation, it was identified that the community is made up of a mixture of people from different cities in Colombia; some originating from Santander, Antioquia, Tolima, Caldas, Cundinamarca, among others, who settled in the territory as a result of forced displacement due to violence in their place of origin, and others settled there because of their marked interest in coffee growing. Likewise, it is obtained as information that the families settled in the Vereda el Vergel, in its totality are integrated by leaders of coffee farms located in that territory, so it is inferred that the main productive activity of this community revolves around the production of coffee and the varieties of seeds such as Caturra, Colombia and Castillo stand out.

In relation to the way in which the productive activity is developed by the inhabitants of Vereda El Vergel, questions were constructed and addressed in focus groups with the participation of thirty-two (32) leaders of farms located in that locality, based on the lines of development of which the new rurality speaks to us and on the concepts of endogenous rural development.

Table 3 below shows the results obtained from the focus group conducted with the community. The table presents an analysis of the conceptual location related to the productive behavior of the community located in Vereda El Vergel, Palmor-Ciénaga Magdalena, Colombia. For this purpose, the concepts Endogenous Rural Development (Boza, 2011) and New Rurality (Martínez de Anguita, 2006) are analyzed, based on compliance with the characteristics that typify each of the concepts in a development environment; grounding it in the experiences of the community located in the territory.

Table 3 - Conceptual location of the productive behavior of the community of El Vergel-Palmor, Ciénaga Magdalena

Community characteristics in the development process	Endogenous rural development Boza (2011)			New rurality Martínez de anguita (2006)		
	Is fulfilled	Is met to a lesser degree	Not complied	Is fulfilled	Is met to a lesser degree	Not complied
Exploitation of the resources provided by nature through land use		x				
Trend towards food security based on land cultivation		x				

Community characteristics in the development process	Endogenous rural development Boza (2011)			New rurality Martínez de anguita (2006)		
	Is fulfilled	Is met to a lesser degree	Not complied	Is fulfilled	Is met to a lesser degree	Not complied
Trend towards food security from animal husbandry	x					
Generation of economic income from the commercialization of foodstuffs		x				
Commercialization of the product in higher value markets			x			
Use of exchange techniques (barter) for the commercialization of their products	x					
Organization of each production process	x					
Cooperative work among the members of the village development of their processes	x					
Leveraging cultural, environmental, and historical factors as a source of revenue generation			x			
Holistic view of development	x					
Use of technological means in the development of its production processes						x
Artisanal development of production processes	x					
Personnel trained in agribusiness who apply their knowledge within their production processes						x
Acquisition of technological equipment for working the land						x
Existence of technologically elaborated land irrigation systems						x

Source: Own construction (2022).

The results of the analysis in Table 3 show that the characteristics that identify the productive processes led by this community are typified under the concept of endogenous rural development, in line with what Boza (2011) states, when referring that this type of development materializes when productive initiatives are generated within the communities, which do not involve technology because their activities are developed by ancestral methods. This theory is evidenced when, through the conversation with members of the community, they stated that they lead their own productive processes by being responsible for the coffee farms, by developing alternative fruit and bread crops, and by cultivating livestock, making use of extensions of land that allow them to develop this type of activities without reaching agro-extractivism, which in the end are reflected in the achievement of their own individual and collective wellbeing; This is part of a construction of structural change materialized in the leadership of economic, social and cultural activities that are generated within the communities, making use of their potential.

Similarly, by involving the 3 entrepreneurs in the focus group, it is evident that there are initiatives to generate dynamism in the economy within the village from hiking, tourism and bird watching activities, with a view to generating contributions to the economic growth of the municipality and the department. The community is betting on a community store where they can sell their own food products and their imaginary development of the territory is focused on agrotourism where they can sell the experiences of the countryside and the legacies of their culture. However, in spite of having ideas that, when materialized, could contribute to the development of the territory and therefore to the economic growth, these are people who do not have the necessary knowledge for the formulation of projects.

In view of the above, there is a problem that slows down development in the territory: the qualification of human resources (Albuquerque, 1997), because if the community had knowledge about project formulation, it would be easy for them to materialize their ideas and present them to governmental entities as rural development initiatives. This makes it clear, then, that despite the fact that productive activities led by the community itself are being developed within the Vergel village and that they are part of an endogenous rural development, there is a rupture with governmental entities that does not allow this development to transcend to other parts of the territory, thus slowing its economic growth.

In addition to this, they stated that in the processes they plow the land manually and use techniques to conserve the soil, opening the field to ecological diversity, while increasing the sustainability of the local ecosystem; in addition to this, they expressed that as a community they work collaboratively to move production to the outskirts of the village using their

own means of transportation, although with difficulty due to the difficult access of the roads that communicate the locality to the outskirts of the territory. As a negative aspect, the community emphasizes that the production is moved with difficulty to the outskirts of the village and is delivered to a third party that commercializes it in the coffee market, obtaining higher profits for the intermediary; a situation that occurs when there is no direct relationship with buyers in higher value markets.

As a positive aspect, the result of the research also showed that although the main economic activity in the village is the cultivation of coffee, the community also diversifies its productive activity in other fruit and bread crops such as lemon, mango, strawberry, coffee, cassava and yam, as well as animal husbandry of chickens, ducks, pigs and cows and beekeeping activities, as a strategy for food security of the same community. This production is processed in an artisanal way by the community itself and is commercialized only within the community, using ancestral barter systems, without giving space to be sold to other territories of the department, because mobility to the outskirts of the village is difficult to access due to the lack of paved roads. This shows the urgent need for state governments to create conditions in this rural area to boost the economy and generate support for these communities in terms of formalization of their production processes and relationships with external markets for marketing their products, which in the future could be considered a basis for ensuring food security at local, national and international levels, taking into account that this is what is aimed at globally with the implementation of the ODS within government development plans.

However, this endogenous rural development does not transcend and does not contribute significantly to the economic growth of the territory because the road infrastructure conditions are not in place to allow large-scale commercialization of the agricultural production generated in that locality, nor are technified productive processes carried out that would allow large-scale production, limiting the emergence of what some authors have called new rurality. In this regard, Martínez de Anguita (2006) points out that in the territories it is not only necessary for the community to take advantage of the resources it has, but also to create the basic infrastructures for development.

However, this endogenous rural development does not transcend and does not contribute significantly to the economic growth of the territory because the road infrastructure conditions are not in place to allow large-scale commercialization of the agricultural production generated in that locality, nor are technified productive processes carried out that would allow large-scale production, limiting the emergence of what some authors have called new rurality. In this regard, Martínez de Anguita (2006) points out that in the territories it is not only necessary for the community to take advantage of the resources it has, but also to create the basic infrastructures for development.

Table 4 shows the conditions required to expand rural development in the territory. For this purpose, the aspects considered in rural development are analyzed in order to classify it as New Rurality, under the approach given by Martínez de Anguita (2006). In this sense, the strategies carried out within the territory by the community and governmental entities, which could give rise to this new development approach, are investigated.

Table 4 - Conditions required for the expansion of rural development in the territory

Aspects to consider in the new rurality, Martinez de Anguita (2006)	Yes	No
Execution of a road infrastructure project by the state government for the improvement of access roads		x
Agribusiness training for local residents, led by the state government		x
Agribusiness training for local residents, led by the state government		x
Promotion of the territory through productive, ethnic and cultural potential		x
Formulation of productive projects based on community-led processes		x
Articulation of the productive processes generated in the village with the urban sector		x
Economic support from the state government to farmers in the village, to finance productive processes		x
Community participation in the construction of territorial development plans		x
Delivery by the state government of technological equipment for the development of their production processes		x

Source: Own construction (2022).

When analyzing Table 4, it is evident that there is a fracture between the state government and the community of El Vergel to promote rural development; this is based on the absence of government management to improve access roads to the community, lack of training programs for the population of the village, which motivates them to formalize their enterprises and focus their activities on agro-industry or agribusiness and a lack of promotion of the territory through its productive potential to attract the attention of external public and private investors. In addition to this, it was found that the community located in this village does not participate in the processes of construction of development plans for the territory and, therefore, their imaginary about rural development is not taken into account,

nor their ethnic and cultural characteristics; formulating projects in the rural sector that are unfocused on the real needs of the population. As Villacorta (1998) points out, the strategies implemented in rural territories to generate and expand development should be based on processes of consultation with the community, allowing community participation in the construction of development plans and the formulation of productive projects.

Conclusions and recommendations

The village of El Vergel in Palmor, Ciénaga Magdalena, Colombia, is a community of coffee growers that has generated endogenous rural development in its locality, based on the leadership of productive activities consisting of coffee harvesting, fruit and bread crops such as lemon, mango, strawberry, yucca and yams, as well as animal husbandry of chickens, ducks, pigs and cows and beekeeping activities, without carrying out agro-extractivism, but bringing as a consequence the scope of food security to the community itself. However, this endogenous rural development does not transcend to other parts of the territory, due to the existence of a rupture between governmental actors and the community to support rural initiative processes that could contribute to territorial economic development. The latter is a consequence of the lack of concerted actions between the municipal and departmental governments and the community, which would allow them to know their development imaginary and the projections that they have as members of a rural community towards the achievement of the improvement of their life situation, in order to materialize them in projects related to their development plans.

In this sense, it evidences the absence of local development planning for this territory, which articulates and complements the rural area with the urban area and where the community has spaces for participation to make known its development imaginary; because local development (Casanova, 2004) strengthens the dynamics at the economic, social and cultural levels based on the participation of different actors.

Based on the above conclusions, it is recommended that governmental entities intervene in the village of El Vergel in Palmor, Ciénaga-Magdalena-Colombia, in order to promote the endogenous rural development generated within this community to other territories, taking into account the following aspects:

Provide spaces that allow the growth in knowledge of agribusiness and agribusiness, applicable to their daily activities, to improve their economic income and give visibility to the village.

Improvement of road infrastructure to facilitate mobility and encourage the commercialization of agricultural and other products to places outside the locality.

Generate spaces for consultation with the community in order to learn about their ideas about rural development and productive activities as a strategy for obtaining income and improving the life situations experienced by each of the inhabitants.

Plan the rural development of the territories, involving the members of the community in the processes of construction of the same and in a concerted way formulate projects that integrate the rural area with the urban area in order to promote an integral local development, in its macro form.

Acknowledgment

This article corresponds to the partial result of the Research Project endorsed by IES-INFOTEP “H.V.G” in Internal Call 2021, entitled: “Trend of innovation in companies of the agricultural sector of the municipality of Ciénaga Magdalena”, particularly in the treatment of the specific objective referred to the trend of innovation in productive processes of the agricultural sector, starting with the innovation activities in crops harvested in the rural areas of the municipality belonging to family businesses, which indirectly contribute to the economic development of the territory.

References

- Albuquerque, F. (1997). Methodology for local economic development. Retrieved from <https://repositorio.cepal.org/handle/11362/30797>
- Boza Martínez, S. (2011). Book chapter: Sustainable agriculture and endogenous rural development: participatory guarantee systems in Andalusia. New approaches to development: a view from the regions. Ciudad Juárez, Chih.: Universidad Autónoma de Ciudad Juárez, Red Iberoamericana de Estudios del Desarrollo, pp. 126-152. <https://repositorio.uchile.cl/handle/2250/120300>
- Caicedo Omar, C. (2020). Departmental Development Plan Magdalena Renace 2020-2023. Governorate of Magdalena. The force of change. Retrieved from www.obsgestioneducativa.com/download/plan-de-desarrollo-departamental-magdalena-2020-2023
- Caicedo Omar, C. (2020). Magdalena Reborn. Departmental Agricultural Extension. Retrieved from www.adr.gov.co/wp-content/uploads/2021/07/PDEA-Magdalena-2020-2023.pdf
- Casanova, F. (2004). Local development, productive fabrics and training. Retrieved from <http://biblioteca.municipios.unq.edu.ar/modules/mislibros/archivos/casanova%20+%20d%20local.pdf>
- Congress of the Republic of Colombia (2023). Bill 274 of 2023. By which the National Development Plan 2022-2026 “Colombia world power of life” is issued. <https://colaboracion.dnp.gov.co/CDT/portalDNP/PND-2023/2023-05-04-bases-plan-nacional-de-inversiones-2022-2026.pdf>

- De la Hoz, A., De la Hoz, B., Escobar, A. & Díaz, A. (2018). Endogenous community development product of investment activities in Science, Technology and Innovation. *CUC Economics*, 39(1), 61-74. DOI: <http://dx.doi.org/10.17981/econcuc.39.1.2018.04>. Retrieved from <https://revistascientificas.cuc.edu.co/economicascuc/article/view/1921/1771>
- Dirven, M. (2019). New definition of rural in Latin America and the Caribbean in the framework of FAO for a collective reflection to define lines of action to reach 2030 with a different rural environment. 2030-Food, agriculture and rural development in Latin America and the Caribbean, No. 2. Santiago, Chile. Retrieved from <https://www.fao.org/3/ca5509es/ca5509es.pdf>
- Duque, I. (2018). National Development Plan 2018-2022. Pact for Colombia, pact for equity. Retrieved from www.dnp.gov.co/DNPN/Paginas/Plan-Nacional-de-Desarrollo.aspx
- Economic Commission for Latin America and the Caribbean, ECLAC (2010). Estrategias de gestión territorial rural en las políticas públicas en Iberoamérica. www.cepal.org/sites/default/files/publication/files/3847/S2011946_es.pdf
- Economic Commission for Latin America and the Caribbean, ECLAC (2020). Social Panorama of Latin America. Retrieved from www.cepal.org/sites/default/files/presentation/files/version_final_panorama_social_para_sala_prebisch-403-2021.pdf
- Food and Agriculture Organization of the United Nations (FAO) (2013). Strategic food security project. https://issuu.com/pesamx/docs/revista_pesa/9
- Google (2022). Palmor Ciénaga, Magdalena. Retrieved from www.google.com/search?q=palmor&oeq=palmor&aqs=chrome.69i57j46i512j69i59j0i512j46i175i199i512j69i6013.4273j0j7&sourceid=chrome&ie=UTF-8
- International Labour Organization, ILO (2016). Thematic labor overview 3. Working in the countryside in the 21st century. Reality and prospects of rural employment in Latin America and the Caribbean. ISSN: 2413-6581 (Web version pdf). Retrieved from www.oit.org/wcmsp5/groups/public/---americas/---ro-lima/documents/publication/wcms_530327.pdf
- Manjarrés Tete, A. (2021). Focus groups with coffee farmers in the village of El Vergel in Palmor, Ciénaga-Magdalena-Colombia.
- Márquez Fernández, D. (2002). Methodological bases of Rural Development. New horizons in rural development. Retrieved from <https://books.google.com.co/books?id=Sv4bswf-BVGc&printsec=copyright#v=onepage&q&f=false>
- Martínez de Anguita, P. (2006). Sustainable Rural Development. E-ISBN:9788448174064. Retrieved from <https://elibro.net/es/ereader/usta/50134>
- National Administrative Department of Statistics, DANE (2020). Poverty and Inequality. Retrieved from www.dane.gov.co/index.php/estadisticas-por-tema/pobreza-y-condiciones-de-vida/pobreza-multidimensional/pobreza-multidimensional-2020
- Ochoa, A. (2006). Learning about endogenous development. Universidad de los Andes, Centro de Investigaciones en Sistemología Interpretativa, FUNDACITE Mérida and Consejo de Desarrollo Científico, Humanístico y Tecnológico ULA. ISBN:980-11-0955-6. Retrieved from www.saber.ula.ve/bitstream/handle/123456789/14722/aprendiendo_torno.pdf?sequence=1&isAllowed=y

- Okuda Benavides, M. & Gómez Restrepo, Carlos (2005). Methods in qualitative research. *Revista Colombiana de psiquiatría*, vol. XXXIV, n. 1, 2005, 118-124. www.redalyc.org/pdf/806/80628403009.pdf
- Organization for Economic Co-operation and Development, OECD (2022). Preliminary executive summary. OECD Rural Policy Review. Colombia. Retrieved from www.oecd.org/regional/rural-development/Rural-Policy-Review-Colombia-PH.pdf
- Ramos, E. & Garrido, D. (2014). Territorial rural development strategies based on rural species. The case of the rural quality brand in Spain. *Revista de estudios regionales*, n. 100, May-August. Public Universities of Andalusia. Málaga (Spain). www.redalyc.org/pdf/755/75533716004.pdf
- Rural Development Agency, ADR (2018). Comprehensive Plan for Agricultural and Rural Development with a Territorial Approach. Departmental vision of agricultural and rural development 2018-2038. Department of Magdalena. Retrieved from www.adr.gov.co/atencion-y-servicios-a-la-ciudadania/pidaret-y-pdea
- Sáenz, A. (1999). Contributions to endogenous development: Community participation, local power, NGOs. *Revista electrónica de geografía y Ciencias Sociales*. University of Barcelona. ISSN 1138-9788. No. 45 (26). www.ub.edu/geocrit/sn-45-26.htm
- Tecnológico de Monterrey (2022). Transferencia Tec Magazine. Agriculture: The engine of our economy. <https://transferencia.tec.mx/2021/05/05/la-agricultura-el-motor-de-nuestra-economia>
- Tette Samper, L. (2020). Municipal Development Plan 2020-2023. Ciénaga advances hand in hand with the people. Retrieved from www.cienaga-magdalena.gov.co/NuestraAlcaldia/SaladePrensa/ayudas%20y%20audios/PDT%20CIENAGA%202020-2023%20Version%20Final.pdf
- United Nations (2018), The 2030 Agenda and the Sustainable Development Goals: an opportunity for Latin America and the Caribbean (LC/G.2681-P/Rev.3), Santiago. https://repositorio.cepal.org/bitstream/handle/11362/40155/24/S1801141_es.pdf
- United Nations General Assembly (2015). Transforming our world: The 2030 agenda for sustainable development. Retrieved from www.fundacioncarolina.es/wp-content/uploads/2019/06/ONU-Agenda-2030.pdf
- Vásquez Barquero, A. (2001). Local economic development policy. Local economic development and decentralization in Latin America: A comparative analysis. Regional Project on Local Economic Development and Decentralization. ECLAC/GTZ. Santiago de Chile (2001). Retrieved from <https://repositorio.cepal.org/handle/11362/2693>
- Villacorta, E. (1998). The paradoxes of local development and tourism, Economic Culture Fund: Mexico.
- World Bank (2023). Mexico: overview. www.bancomundial.org/es/country/mexico/overview
- Zea Navarro, R. (2022). Ministry of Agriculture and Rural Development. Boletín 13/06/2022: Exports of the agricultural sector grew 30% and totaled US\$4,023 million as of April 2022. Retrieved from [www.minagricultura.gov.co/noticias/Paginas/Exportaciones-del-sector-agropecuario-crecieron-30-y-sumaron-US\\$4-023-million-a-a](http://www.minagricultura.gov.co/noticias/Paginas/Exportaciones-del-sector-agropecuario-crecieron-30-y-sumaron-US$4-023-million-a-a)

Arleth Esther Manjarrés Tete

Instituto Nacional de Formación Técnica Profesional “Humberto Velásquez García”, IES-INFOTEP, Ciénaga, Colombia

Tel. +57 3243003070. E-mail: arlethmanjarres@infotepvfg.edu.co

Certified Public Accountant with a Master’s degree in Development Planning. Doctoral candidate in Economics. University Lecturer at Colombian Universities. Researcher joined to the following research groups: a) Business Management and Competitiveness of the Competitiveness of the National Institute of Technical Vocational Training “Humberto Velásquez Velásquez García” (INFOTEP-HVG), b) Thresholds of the Universidad Cooperativa de Colombia, Campus Santa Marta, c) Aquaculture Research and Technological Development Group. Scientific Researcher. Evaluator of scientific research products (articles, book chapters, scientific notes, books, papers). Writer, lecturer, speaker. Independent business advisor and consultant.

Aminta Isabel De La Hoz Suárez

Instituto Nacional de Formación Técnica Profesional “Humberto Velásquez García”, IES-INFOTEP, Ciénaga, Colombia

Tel. +57 312 215 6477. E-mail: amintadelahoz@infotepvfg.edu.co

Public Accountant with Postdoctorate in Management in Organisations, Doctorate in Business Management, Magister Scientiarum in Business Management, with D. in Business Management, Master Scientiarum in Business Management, Mention in Operations, Specialist in International Financial Reporting Standards (IFRS). Specialist in International Financial Reporting Standards (IFRS). Undergraduate and postgraduate university lecturer. Researcher joined to the following research groups: a) Business Management and Competitiveness of the National Institute for Technical Competitiveness of the National Institute of Technical Vocational Training “Humberto Velásquez García” (INFOTEP-HVG), b) Administrative, Economic and Accounting Sciences of the Corporación Universitaria Antonio José de Sucre (UAJS). Researcher recognised by the Ministry of Science, Technology and Innovation of Venezuela and Colombia. Evaluator of scientific research products (articles, book chapters, scientific notes, books, papers). Independent business advisor and consultant.

Héctor Enrique Urzola Berrio

Corporación Universitaria Antonio José de Sucre, CORPOSUCRE, Sincelejo, Colombia

Tel. +57 3122156477. E-mail: dirección_investigacion@uajs.edu.co

Bachelor of Science in Education, Doctorate in Organizational Studies, Master in Education Studies, Master in Education, Specialist in Applied Research in Education. Undergraduate and postgraduate university lecturer at universities in Colombia. Researcher joined to the following research groups: a) Administrative Sciences, Economics and Accounting Sciences of the University Corporation Antonio José de Sucre - UAJS, Sucre - UAJS, b) Social Sciences of the University Corporation Antonio José de Sucre - UAJS. Researcher recognised by the Colombian Ministry of Science, Technology and Innovation. Evaluator of scientific research products (articles, book chapters, books, papers). Research Director of the Corporación Universitaria Antonio José de Sucre - UAJS.