MOVING WITH THE TIMES:
HOW THE URBAN MALAYSIAN WOMAN BENEFITS FROM
TODAY'S TELEVISION PROGRAMMES

By Salmi Ilashim Bernama, Malaysian News Agency
NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.
MOVING WITH THE TIMES: HOW THE URBAN MALAYSIAN WOMAN BENEFITS FROM TODAY'S TELEVISION PROGRAMMES

By Salmy Hashim Bernama, Malaysian News Agency

ROME, ITALY OCTOBER 24-28, 1988
SUMMARY

The paper begins with a discussion of the comparatively poor status of Malaysian women in terms of political, legal and economic equality, equality in marriage and family and the gender gap. Despite that bleak picture, however, progress is being made. Most women have had a primary school education, but higher education is more difficult due to the limited number of spaces in Malaysia and limited scholarships for study abroad. There are about 22,000 Malaysian students in the United States, half of them under Malaysian Government sponsorship.

The paper explains how higher education and exposure to the Western world has created a more sophisticated audience demanding better radio and TV programmes. It then goes on to describe TV programmes catering to urban women. Competition between the Government-owned station and the country’s one private station has resulted in higher-quality programmes that frequently break with tradition in their portrayal of women’s roles. Two popular women’s programmes on each station are also discussed, as well as other communications technologies now coming on line, including teletext, satellite and video newspapers.

Malaysia’s priority is literacy, and the paper suggests how TV/video can be used to increase it, such as by holding weekly one-hour sessions in village community halls and using video for skills training and to provide vital information for rural women.

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Malaysian women have not always been rated kindly by the more developed countries. Seen as submissive and unprogressive, little effort has been made to know or understand them or the culture and religions they are wrapped up in. And no research has been carried out to study the impact, if any, of the electronic media on Malaysian women.

By Western standards, the status of the Malaysian woman is poor. Consider a recent study called "Poor, Powerless and Pregnant" released in July by the Population Crisis Committee, a Washington-based organization promoting voluntary family planning worldwide. The study ranked countries in categories of very good, good, fair, poor, very poor or extremely poor. No country earned enough points to justify excellent ranking. Malaysia was ranked number 52 out of the 99 countries surveyed. Incidentally, women in Sweden were found to enjoy the highest status, followed by Finland and the United States, while women in Bangladesh face the greatest discrimination and have the lowest status among the countries surveyed.

Let's see why Malaysia was ranked number 52 and not number 10. Malaysian women scored 10.5 out of a possible total of 20 for "social equality." The four variables used to measure this are political and legal equality, economic equality, equality in marriage and the family, and the gender gap--female/male, societal equality.

Under "marriage", Malaysian women achieved a fairly good score of 15. The variables taken into account are: the percentage of women aged between 15 and 19 years who have been married, their fertility rate, the use of contraception and the ratio of widowed, divorced or separated women to their male counterparts.

Unfortunately, Malaysian women did "very poorly" for employment, securing only six points out of 20. Here, the variables are self-employment, professionals, paid employees and the gender gap: women's share of paid employment. On the other hand, women in Malaysia fared quite well in "health" and "education", in which they earned 16.5 and 10 points, respectively.

Despite this overall bleak picture, Malaysian women are moving ahead. Public education is free to everyone, including women, and Malaysians of all ethnic groups (Malays, Chinese, Indians and others) realize the importance of education for their children's future. Most Malaysian women have had at least a primary school education, and they have an unlimited opportunity to seek higher education as long as there is motivation and funding.

Enrollment in local colleges and universities is getting tougher, however. There are seven universities and several colleges to cater for the young population; of the total population of 16 million, about 40 per cent consists of youths under 15 years. Due to the limited number of spaces, those who can afford it are forced to pursue their higher education overseas. Because of the great expenses involved, the poor rely on Government scholarships to study in foreign universities.

This year alone, there are about 22,000 Malaysian students in the United States, half of whom are sponsored by the Malaysian Government. The ratio of male-sponsored students to female-sponsored students is about 60:40.

Most of the female Malaysian students in the United States are currently pursuing their first degrees. Business Administration and Engineering are the most popular courses, followed by the humanities and social sciences, such as Political Science, and TESL (Teaching of English as a Second Language).

Higher education and exposure to the Western world have created a more sophisticated audience which demands better radio and television programmes. The electronic media have come of age in Malaysia since the country's first radio broadcast in the 1930s. In 1963, television arrived in Malaysian households; color TV was introduced 15 years later. And in 1983, the government monopoly on television was broken with the inception of TV3, the
only commercial channel in Malaysia. About 45 per cent of TV programmes are imported, mainly from the United States. Some 12 million Malays have television.

TV programmes have gradually emerged to meet the needs of urban women. Usually produced and directed by women, these programmes initially dealt with women's fashion, cooking and handicrafts. But lately, competition between the government-owned station RTM (Radio-TV Malaysia) and TV3 has resulted in higher-quality programmes. In fact, TV stations are beginning to break with Malaysian tradition by becoming interested in issues previously considered too sensitive.

"Nona" (Young Lady), shown on TV3 every Sunday, is a prime example of a TV series for the young urban professional woman in Malaysia. The one-hour show highlights the aspirations and achievements of this segment of the population. Popular among urban Chinese, it is fast-paced and cleverly edited, featuring interesting and Successful female personalities, acrobics classes, hobbies, handicrafts and beautiful urban homes.

The female audience can learn how to improve their own and their family's health from one of Nona's new segments, "Klinik Nona" (Nona's Clinic), in which women doctors openly discuss topics such as contraceptives, Rubella and other health problems faced by women. Single women are given advice on how to cope with single life in the city.

Malaysians are basically conservative in nature. All those Masters degrees and doctoralates are no measure of success for Malaysian women. The successful career girl is considered a "tragic loser" if she is still without a husband after 30.

And the divorcee is almost always pressured into remarrying because gossip will abound if she spends too much time with a male colleague. Life as a single woman is not easy!

"Suri" (Wife/Lady of the House), a conservative and less upbeat version of Nona that appeals to the more mature, middle-to-lower income women, is aired Saturdays on RTM 1. Although the basic format of the one-hour programme includes segments on fashion, flower arrangement and handicrafts, it also provides in-depth coverage of problems faced by the more mature wives through interviews with the relevant authorities.

RTM 1, the favorite channel among Muslim Malay Women, openly discusses "sensitive" topics on "Suri", such as polygamy (Muslim men can marry up to four wives), what to do after divorce (property, child custody and relationship with the ex-husband), rape (relevant laws, where victims can go for help) and contraceptives (what is available in the market, and how to cope with unco-operative husbands). Other subjects brought out into the open are child abuse, prostitution, drug abuse and why marriages fail. Attempts by both RTM and TV3 to dissect everyday problems on the TV screen demonstrate that electronic technology can be used to serve the needs of women who are coping with modernization in the developing world.

The latest viewer surveys, taken last August, indicate that Nona—with 271,000 viewers—is more popular than Suri, which has 180,000. Of viewers whose monthly household income exceeds 500 Malaysian Ringgit (about US$ 200), Nona had 94,000, as compared to Suri's 84,000 viewers.

The two channels also compete for the female audience with their half-hour weekly cooking series. RTM 1's "Sudut Selera" (Appetite Corner) had an audience of 361,000 in August, while TV3's "Kuali" (Wok) had an audience of 451,000. They both feature local and international cooking.

Aside from TV, other communications technologies are available to Malaysians, who are fast becoming an "information society". Launched on 1 January 1985, Malaysia's first teletext system, BERITEKS (Berita Ekspres or Express News), produced by the News Straits Times Group, helped Malaysia break into the new age of satellite communication and computer technology. BERITEKS subscribers can get stock market information, airline
schedules, the weather and shopping guides, as well as business, financial, national and international news updates.

Malaysia's national news agency and wire service, BERNAMA, runs NEWSCAN, a video newspaper available in color TV, with sponsorship from private enterprises. The audience is given news in a brief, snappy format of less than 100 words per item. The service is available to banks, restaurants, hotels, bus and train terminals, and other places which attract large crowds. With this service, the woman executive can have up-to-the-minute domestic and international news by just glancing at the video terminal on her desk.

With the rapid expansion of communications technologies, the Malaysian woman of the future may not have to go out to work. In fact, she can cook, clean, raise her children and still earn her income with the help of a personal computer. She can be a free-lance writer, a service-oriented businesswoman or even a home-bound stockbroker. All she needs is some space, preferably one room, to accommodate her personal computer (PC), personal copier, facsimile machine, a two-line phone, specialty calculators and sturdy, ergonomic furniture.

Perhaps the future high-technology information society is best illustrated by the scenario sketched by Lowenstein et al. (1982): These visions typically feature an upper middle-class family happily going through its daily electronic paces: Mom is in her study, working at her upper management job through electronic connections to office, bank brokerage and customers, and Dad is in his home office, doing the same. The kids, one boy and one girl, are "going to school" in their own studies at home. All are using their videotext terminals, connected as needed to videodiscs and VTRs. Cooking and cleaning seem to be handled by machines controlled by the home computer. In fact, the home computer and videotext are with the family from the time they wake up (to pleasant music accompanying the latest headlines) to bedtime.

These scenes may not be impossible for the Malaysian upper middle class to achieve. It is just a matter of time and money. However, sophisticated communications technologies should not be the sole privilege of the rich. They can and should be shared with the rural poor, as long as Malaysia pool its skills and resources with the international community at large.

The priority area is literacy. Although the adult literacy rate is high in Malaysia, at about 70 per cent, the literacy rate of Malaysian women is not known. A TV set, VCR and video cassettes teaching adults how to read and write may be expensive for a farmer to own, but such facilities could be shared among villagers by housing them in a community hall, commonly found in Malaysian villages. Aside from making it a weekly one-hour session, villagers could use the opportunity to get together and know their neighbors better. The electronic facilities could either be donated by companies or provided by the Government to improve the living standard of the rural areas. Rural women can also use the same TV set to receive important information, such as the latest developments in health care, women's affairs, legislation that affects women, religious programmes and even household tips.

The community hall could even be expanded to accommodate an office exclusively for women interested in small businesses. A group of women could pool their resources to set up a small enterprise, dealing perhaps with the supply of cottage crafts, baby sitters for the urban housewives or plant assembly work.

Obviously, some kind of guidance would be needed to train these women to act as mediators between the rural and the urban people. They could also be trained on PCs to store information on their daily transactions; on fax machines to eliminate the hazards of the slow postal system; and of course on telephones to ensure continuous flow of information with their business counterparts in the cities.
The possibilities are endless. But in a developing country, the basic needs for food, better health and housing come first. Not until these are satisfied can the rural society begin to work on upgrading its standard of living with the help of communications technologies.

Meanwhile, it is the task of the Government, research establishments and international agencies to solve these basic problems with the help of technology. Researchers can use the microcomputer and the PC, two inexpensive tools, to find answers to population control, improving crop yields, eliminating unemployment and improving the nation's educational system.

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INTERNATIONAL CONSULTATIVE MEETING ON

COMMUNICATIONS FOR WOMEN IN DEVELOPMENT

THE RELEVANCE OF COMMUNICATIONS FOR WOMEN IN DEVELOPMENT:
THE NIGERIAN TELEVISION EXPERIENCE

By Cordelia Eke, Nigerian Television Authority

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SUMMARY

This paper describes the Nigerian Television Authority (NTA)'s efforts to shift the emphasis of television from an entertainment vehicle to a tool for social change and specifically for national development, in which a major challenge has been broadening the reach of TV programmes and providing adequate feedback channels for audiences. Strategies included targeting specific groups, one of which was women.

Several examples are then given of NTA's experience in communications for WID, describing some programmes that focus primarily on customs and activities which affect women or stunt their growth, in such areas as career guidance, health/sanitation, co-operatives, home management and functional literacy. Another area of NTA activity has been the establishment of community viewing centres and viewers clubs in the hard to reach rural areas. Some 22 TV production centres nationwide are also being used successfully for programme syndication and development for targeted interest groups.

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Women as a group have attracted the attention of the communications media the world over due to the peculiar nature of their status in society. This status is one which the United States Population Crisis Committee in its publication of June 1988 describes as poor, powerless and pregnant, with more women than not fitting into this description. The consequences of this restrictive status are that women have been subjected to harsh living conditions and long-standing patterns of discrimination. The relevance of communications in fighting the social factors that have kept women as second-class citizens is very manifest in the impact of positive programmes on women. Women's status is enhanced when programmes feature women in a positive light, show them in development-oriented activities and generally give value to what women are and do, as opposed to dwelling on deep-rooted negative stereotypes. The major areas for action in communications for development are women's health, education, childbirth and rearing functions, employment and social and political conditions.

Television in Nigeria has until recently been appreciated primarily for its entertainment value, but a few years ago, the Nigerian Television Authority took the initiative of shifting the emphasis of television from a pure entertainment vehicle to a tool for social change. Many seminars on the theme were held, training sessions organized for TV operators and numerous development programmes commissioned and produced. This initiative made the nation aware of the potential of television for mass mobilization. As a result, the Nigerian Television Authority is now trying to make dynamic use of its medium for national development. A major challenge to the NTA in this effort has been broadening the reach of TV programmes and providing adequate feedback channels for its audiences. This has been no mean task, as about 70 per cent of the country's population of 100 million resides in rural areas, where most people do not own TV sets.

To sustain the social use of television in Nigeria, the NTA had to adopt various programming strategies as well as embark on collaborative development projects with other national organizations and agencies involved in similar schemes. The main strategy consisted of targeting definitive groups, one of which was women. Care was taken, however, to ensure that programmes targeted for this group also embraced male viewers. Titles chosen identified them as family programmes, but the contents were mainly for the female audience. These development programmes sought to: portray women as active participants and contributors to communal as well as national development; highlight women achievers within the country and elsewhere; teach women desirable health habits, trades, arts and crafts; generally enhance women's earning power and ability to take care of themselves and their children; and exercise their legal and political rights.

To ensure the success of development programmes for women, the profile of particular groups of women was studied and used to influence the format, content, duration and scheduling of programmes designed for the particular group. Since the majority of our target audience was in the rural areas, the programmes' producer exhibited a keen respect for their particular culture, ethnic composition, language and values. Other considerations included the generation of programming and development concepts for women from the rural populace.

I will give a few examples of NTA's experience in communications for women in development. At the national level, in collaboration with UNICEF and the Ministry of Health, the NTA undertook extensive child survival projects for the whole country: an Expanded Programme on Immunisation (EPI) and Oral Rehydration Therapy (ORT). The objective was to create sufficient awareness of ORT to make these health practices social imperatives within the Nigerian family. Mothers are the chief target, as they are recognized as important primary health care providers. The methodology includes the use of permanent child survival crews in the TV production centres, the saturation of existing programmes of TV stations nationwide with child survival information as well as the use of popular traditional performing artists and groups for getting the message across. The federal
Government's development campaigns, such as "Better Life for Rural Women", are given extensive publicity by the NTA through various programme formats.

On its own, NTA produced programmes for women in development that focus primarily on customs and activities that affect women or stunt their growth. These programmes deal with human interest themes, promote women's subsistence and income-generating activities, exploit concepts that are familiar to women and seek to effect the women's mental liberation. They treat such programme areas as Career Guidance, Health and Sanitation, Co-operative/Thrift Activities, Functional Literacy and Home Management.

**Career Guidance**: Programmes in this category focus on the local professions, the different types of occupations that the majority of Nigerian women engage in, such as trading, farming, fishing, weaving and carving. They feature local industries such as soap-making, palm oil and other staple food production. To ensure that the quality of life enjoyed by women is enhanced, a programme on career guidance might ensure that women derive maximum benefit from the profession of her choice. Programmes designed for those involved in manufacturing and production show them the various sources of the raw materials, processing and better methods of production; the markets for the products in their vicinity and also how to establish a good market; how to improve the quality of their products; etc. The semi-mechanized, modern methods of production are juxtaposed with the manual, traditional methods, to show: how labour can be made cheaper and less tedious; how co-operative efforts can be used to improve on the production method, purchase of raw materials and sale of the finished product.

**Health/Sanitation**: Problems of women and their families and issues of environmental sanitation; personal hygiene and grooming; food and nutrition; family planning; and causes, treatment and prevention of endemic diseases feature prominently in our programming for the development of women. Programmes utilize the human angle to show through individual or group experiences how people cope with their health problems. Also, there is a wide coverage of activities in the primary health care set-ups: clinics, dispensaries, maternity homes and health centres.

**Co-operative/Thrift Activities**: Programmes in this field focus on the economic power of women, especially those in the rural provinces. They feature women getting together in groups to help each other and in the process advance the community both socially and economically. They also indicate how women can spearhead such projects as rural electrification, building of markets, maintenance, sanitation of village square and community centres, etc.

**Home Management**: This type of development programme emphasizes the positive role of women in shaping the character of the nation through the family unit. The role women play in unifying families is shown, and desirable moral and social ethics promoted.

**Functional Literacy**: This sphere of programming is chiefly work-oriented and shows the application of literacy to such vocational work as sewing, cooking, soap-making, bead-making and pottery. Experts or facilitators show selected women's groups in the programme how they can improve their skills by documenting and recording the appropriate quantities and measurements needed for their work. For the benefit of the viewers, the women themselves discuss the statistical processes and documentation involved in their work. Visits to vocational training centres are also featured in magazine programme formats, during which training in a given craft is interspersed with segments on basic reading, writing and mathematical skills.

The Nigerian Television Authority is a public service organization owned by the federal Government, and it controls 22 TV production centres in the country. There are also about nine TV stations owned by the state Government. But despite this broad coverage, the reach of TV programmes is still very limited. For the NTA, the cost of using television for
advancing national development has been enormous. It had initially tried to mobilize the support of rural audiences in development projects through the establishment of community viewing centres in the provinces. Although this proved too expensive to continue, nonetheless the venture was a success and gave rise during its brief existence to viewers clubs, registered with the Ministries of Social Development in several States. These clubs, in association with the NTA stations in their localities, produced their own drama, discussion, literacy and community effort programmes.

To replace the concept of these community viewing centres, the NTA stepped up the equally effective system of syndicating programmes with its many Production Centres. Interest groups or zones were targeted and relevant development programmes produced for them.

This system has been very successful and popular, with the result that many of these programmes are currently attracting the sponsorship of both national and international organizations operating in the country. Though an otherwise "elitist" medium, television in Nigeria has succeeded in making itself indispensable to communications for development. Women have been the major beneficiaries of our development programmes, and the awareness created by such programmes as "Better Life for Rural Women", the Expanded Programme on Immunisation and Oral Rehydration Therapy is such that even in very remote villages, the phrase "better life for women" has caught on with women trying to improve their lot. The existence of a very effective and widely practised system of interpersonal communication in Nigeria--one that is well anchored in our traditional modes of communication--has expanded the limited reach television would otherwise have in a developing country like ours. It is now quite commonplace for villagers who have never before glimpsed a TV screen to glibly and familiarly cite or discuss TV characters or programmes based on oral accounts handed down by friends and relatives living in the cities.

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RURAL RADIO

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SUMMARY

This paper describes the programmes of Radio Four, a Government radio station in Zimbabwe whose purpose is to reach and educate the rural masses. These include formal programmes (for schools) and non-formal programmes, which provide skills and knowledge in various fields of human enterprise. The station uses two outside broadcast vans to gather material from rural areas; live broadcasts are normally done from the vans as well, and consist largely of question-and-answer sessions with Members of Parliament and development specialists.

The paper goes on to summarize the Development through Radio project, which is described in greater detail elsewhere in these Proceedings. Its objectives are to give the rural people access to national radio; to give them an opportunity to take an active part in development broadcasting; and to help close the gap between the rural people and the decision makers. It also allows them to communicate with service organizations.

The method of operation is as follows. Groups identify and discuss their concerns and priorities, and recording their deliberations on cassette tape. They then record the actual radio programme when it is aired, and afterwards discuss its contents under the direction of a leader. Points on which clarification is needed are recorded, and the leader takes the cassettes to a collection point. At the studio, a co-ordinator takes the cassettes to the appropriate ministry or NGO for a response. The result is two-way communication from which the Radio Four Radio Listening Clubs programme is made.

An example is given of the contents of one programme; who the responses came from and what some of the problems faced by the project were (including illiteracy; transport; lack of staff; lack of cassette recorders; and reticence on both sides to discuss certain problems). This is followed by a brief discussion of television in Zimbabwe, which does not presently aid or complement rural development activities in the country. Because of cost, few TV sets are available, and many rural areas are without electricity.

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INTRODUCTION

It is generally acknowledged that the media, particularly radio, have a great potential to integrate women in the process of developing a nation. This can be done through education, provision of skills training, dissemination of information on health, family planning, nutrition, etc. Various projects on the use of radio for development have proved to be a success in different countries, and from my own experience, Zimbabwe is on the same path.

Zimbabwean women, like women in most developing countries, live mostly in the rural areas, while their menfolk are working in the cities. These women till the land and are engaged in other projects, such as pottery and market gardening.

In short, women are the backbone of agriculture, and agriculture is one of the most important industries in Zimbabwe. Most of these women, however, are illiterate, an unfortunate situation resulting from custom—which regarded women as minors from birth to death—and also from the colonial system of government, which did nothing to encourage the education of both men and women.

Rural Coverage

When the country became independent in 1980, the Zimbabwean Government saw a need to establish an extra station, Radio Four. Its aims are to reach and educate the rural masses who were formerly neglected and wallowed in poverty, disease and general squalor.

Radio Four’s programmes are basically divided into formal and non-formal categories. Formal programmes are for schools, and non-formal are those which cover the various fields of human efforts, locally and internationally, by providing skills and knowledge, especially to rural people. The concept of rural radio becomes apparent when we look at non-formal programmes.

Radio Four attempts to reach the rural people in a number of ways. In addition to the normal methods of information-gathering for programme production, Radio Four has two outside broadcast vans which are used to gather material from rural areas.

These vans are fully equipped with the necessary equipment to package programmes and also broadcast from rural areas. Live broadcasts are normally done using these vans. For the most part they are question-and-answer sessions involving Members of Parliament, who represent the rural people, and other prominent people involved in development work, such as agriculturists and health personnel. This gives the rural people a chance to exchange ideas on issues affecting them and also to get direct responses from the top officials and specialists.

The trips by these outside broadcasting vans into rural areas also give our radio personnel the chance to do research, since they are able to interact and live with the rural people for the week or so each month that they spend in the field.

An example of a programme produced using the van is "Nhabi Tirikwenyu", which means "Today we are in your area". For such a programme to succeed, research must first be done on such issues as the way of life of the people in the area, their problems and local developments. This entails a preliminary visit or scouting before the actual recording visit. Local and prominent people--Members of Parliament, health and family planning and other government officials and grass-roots people participate in the programme, and the ideas featured come from them, as opposed to producers producing ideas for the people.

For example, during Immunisation Week, Radio Four producers interview health officials and residents in the rural areas and attempt to make balanced programmes emanating from these people. The rural people, especially young men and women, also submit radio drama scripts to Radio Four for possible recording. After the scripts have been vetted by Radio
Four, announcer-producers normally go out into the rural areas to record the plays, to be aired later.

All our government ministries are in one way or other involved in rural development work. Their efforts are complemented by Radio Four in that they meet, liaise and produce programmes with Radio Four staff. The ministries act as vehicles to facilitate people-oriented programmes.

In addition to government ministries, non-governmental organizations are always in contact with Radio Four to publicize any rural development projects or programmes they may be engaged in. Radio Four works with the various organizations through an education committee which meets every month to discuss issues which may facilitate effective communication with rural masses. Individual committee members meet with Radio Four production staff whenever necessary in between the monthly meetings.

Development Through Radio Project

In 1985, the Federation of African Media Women - Zimbabwe Chapter (FAMWZ) initiated a rural-based broadcasting idea called "Development Through Radio". This project, which is still in its pilot stage, is gaining momentum. Basically, it is a new approach to broadcasting in the country as a tool for development communication, aimed specifically at the rural masses. It is seen as a democratic way of producing programmes emanating from the masses and back to them.

The project is under the auspices of six partners: Zimbabwe Broadcasting Corporation (the senior partner), FAMWZ, United Nations Educational Scientific and Cultural Organization (UNESCO), Friedrich Ebert Stiftung (FES), Zimbabwe Institute of Mass Communication (ZIMCO) and Association of Women's Clubs (AWC).

In order to run the pilot project, a full-time co-ordinator had to be employed. The project was launched on 21 March 1988. Development Through Radio is now operating in three areas near Harare: Chikwaka, Seke and Mhondoro.

The key word in this project is "Development". To me, that means a change for the better, and that process of change should continue until one attains the best. For example, one of the objectives of our Government is to improve the living conditions of the people of Zimbabwe. That is one aspect of "Development", which would mean a change in the political affairs of the country, including its socio-economic conditions.

Unfortunately, however, "development cannot take place without effective communication". This powerful tool-- "communication"--is not or should not mean one-way traffic in messages.

From my observations, in a good number of our societies, ridden with inequalities and injustices, communication is normally one-way, top-down and very little bottom-up. Messages are controlled and passed from the powerful to the weak--from industrialized countries to developing countries, for example, from leaders to the led, and from men to women. "Communication", on the other hand, should be a dialogue between equals. Effective "Communication" is therefore the main theme behind the "Development Through Radio" project. The project promotes development, and its objectives are indicative of its developmental roles, which are 1) to give the rural people of this country access to national radio; 2) to give them an opportunity to take an active part in development broadcasting, and in so doing help make broadcasting more meaningful and a more effective instrument for development; and 3) to help close the gap between the rural people and the decision makers, because it is these very rural people who elected their representatives to Parliament.

The project also allows the rural people to communicate with service organizations which include government ministries and the nation at large. We hope that in future, the "Develo-
ment Through Radio" project will have an impact, and that through it, other development projects will be established, such as local newsletters (and in fact discussions are under way in this connection). Newsletters can also be used for upgrading literacy among the rural people. It is essential that people should participate and influence policy makers for their country's comprehensive development.

Here is how we have attempted to meet these objectives:

In order to get access to national radio, people must either possess a receiver or have friends with radio sets who will allow them to listen in—in their homes. Unfortunately, the cost of radios in this country is far beyond the means of most Zimbabweans; a decent receiver costs upwards of Z$ 250.

Fortunately, one of our partners, the Friedrich Ebert Stiftung, has supplied each of the 25 Radio Listening Clubs with a radio-cassette recorder. We hope, however, that as the rural people form themselves into Radio Listening Clubs, they will be able to pool their resources and buy radio receivers, instead of waiting for handouts!

Rural People Participating in Development Broadcasting: Method of Operation

When we think of development, normally we look at our problems first and find ways of overcoming them. In this case, it is the rural people who know what their concerns are, and in most cases their perceptions of those problems are different from yours and mine as media practitioners.

And now, briefly, the method of operation: The groups have the opportunity to identify and discuss their concerns and priorities and to record their deliberations. When their programme is on—every Monday at 2 p.m.—they record it as they listen. When the programme is over, they discuss its contents under the direction of their leader. If there are points on which they need clarification, the points and comments are recorded. The leader then takes the cassettes to a collection point where the co-ordinator can collect cassettes from local clubs during his or her visit to the area.

Back at our studio, the co-ordinator listens to the cassettes and decides which ministry or non-governmental organization he or she can take the cassettes to for a response. It is from this two-way communication that the co-ordinator makes the 30-minute ZBC Radio Four Radio Listening Clubs programme.

An Example of the Content of a Radio Listening Club Programme Broadcast on 1 August 1988

The programme contained contributions from three clubs in the Chikwaka area. Their concerns were threefold: 1) acute shortage of transport for both passengers and goods, and the fact that passengers are often left behind; 2) need for a Grain Marketing Board substation in their station; and 3) need for access to loans for buying grain bags and delays by the Grain Marketing Board in paying women for their grain, while commercial farmers are paid early.

Responses to the above concerns came from:

1. Their Member of Parliament, who agreed with the clubs on the need to do something about the shortage of transport.

2. The Minister of Local Government, Rural and Urban Development, who explained the problem of spare parts and touched on the issue of bad roads in need of repair. Women were also advised to report those operators who do not pick up passengers.
3. The Vice-President of Zimbabwe Transport Organisation, who also runs buses in the Chikwaka area, promised to introduce more buses to the area.

4. The General Manager of the Grain Marketing Board told the women that they could not get grain bags on credit because the board had lost Z$ 1 million in 1987 alone due to non-payment of loans. He advised the women to join the Zimbabwe National Farmers' Union, which has credit facilities, or form themselves into co-operatives in order to get credit facilities. The women made further contributions directed to him.

Problems Besetting the Project

For the project to get to this stage, it was not smooth sailing; there were problems here and there. To start with, illiteracy was a hurdle in choosing people who could read instructions on how to operate the radios. (The instructions had to be translated into vernacular for leaders to follow.) Transport was also a problem for the clubs, as when they were required to attend mini-workshops, most of them would turn up late, by which time we had almost given up.

At the moment, there is only one co-ordinator to supervise 25 radio listening clubs. Additional support staff and more vehicles are needed so that efficiency and good relations with the rural people can be maintained.

Some members of these clubs are not able to attend and listen to their programme regularly because of the distances they have to travel to their focal points. This problem can be alleviated only by supplying more radios to the clubs. Moreover, some of the clubs are not easy to manage because of the size; 150 members, for example, may use one radio-cassette recorder.

Most of these problems depend on finances for their solution, but in our case, finances are very limited. The table below shows the co-ordinator's monthly expenses:

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<td><strong>Total</strong></td>
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In addition to these expenses, the co-ordinator has to receive a monthly salary. If we are to expand, more money has to be available.

There are also other problems, such as withholding of information by government officials who may fear exposure. Such people are not willing to respond to queries from club members for reasons best known to themselves.

Many more problems beset the Development Through Radio Project, but most of them can be overcome. An impressive start has been made, and we hope the project will expand further in the near future since the potential is there. Many groups in Filabusi Matebeleland are ready and waiting to turn themselves into Radio Listening Clubs. With more effort, the Development Through Radio project can be a roaring success.

I will briefly touch on television, although my area of specialization is radio. Television was introduced to Zimbabwe in 1960 to cater for the urban areas and commercial farmers. There was heavy reliance on advertising revenue, and therefore a limited number of educational programmes. The picture is still basically the same now, despite the introduction of
a second channel, Television Two. TV2 is primarily educational, but its transmission is limited to the Harare area. Its other limitations are that most of the programmes are in English and there are no funds or adequate manpower to run the channel. TV2 also relies heavily on repeats from TV1 and on foreign programmes which are in most cases irrelevant to the needs of the country. For the time being, therefore, television does not aid or complement rural development activities in Zimbabwe. Television set availability is a big problem because of the astronomical cost of purchasing a set. Even if cheap sets were readily available, there would still be a problem of power because most rural areas have no electricity.

As this paper has tried to show, in Zimbabwe we have our own unique experiences and problems, for we are still a developing country, but no doubt most of the problems will be overcome.
INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in Development

THE DEVELOPMENT THROUGH RADIO PROJECT

By Mrs. Mavis Moyo, The Federation of African Media Women, Zimbabwe
NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.
INTERNATIONAL CONSULTATIVE MEETING ON

Communications for women in development

THE DEVELOPMENT THROUGH RADIO PROJECT

By Mrs. Mavis Moyo, The Federation of African Media Women, Zimbabwe

ROME, ITALY  OCTOBER 24-28, 1988
SUMMARY

After providing some background on broadcasting in Zimbabwe, women's role in the industry and the author's own involvement in it, this paper describes the history of the "Radio Homecraft Clubs", in which a radio programme was used to organize women into local clubs that organized craft competitions. Following the nation's independence, the Federation of African Media Women-Zimbabwe (FAMWZ) came up with a new, community-based approach to broadcasting as a form of development support communication. It is a democratic way of producing programmes emanating from the masses and back to them, and of closing the gap between grass-roots people and policy makers. This involved the formation of radio listening clubs and providing free radio-cassette recorders to the communities.

The "Development through Radio" project was a result of these efforts, in 1986. The project, a rural-based broadcasting idea, meets the need for organized listenership so that rural people can have access to national radio. Eventually, 25 radio listening clubs were established. Training workshops were held throughout 1987 to teach club leaders the concept of development through radio; how to operate the receivers; group dynamics; and local leadership.

The paper then discusses how the programme, which has been broadcast weekly since April 1988, attempting to democratize broadcasting. It mentions some of the concerns women are able to share through the programme by recording them on cassettes, which are listened to at the studio and responded to by Government representatives on the air. Concrete changes have resulted from the programme, such as improved transportation.

Some background is provided on the FAMWZ, including its objectives, activities, projects and a budget.
Background

Broadcasting in Zimbabwe was started on a very small scale in 1933, by three post office engineers. They used transmitters which had been installed to guide aircraft en route from England to South Africa. But it was not until 1941 that the first professional broadcaster was engaged. The channel was meant for English-speaking people only. Although at the time there were a few Africans who could speak and understand English, they could not afford to buy radio receivers.

Broadcasting aimed at black Zimbabweans emanated from the Central African Broadcasting Station (CABS) in Lusaka, Zambia --then Northern Rhodesia--around 1948, and became popular in Zimbabwe with the coming of a cheap "Saucepan Radio" during the early 1950s. Programmes in the main national languages in Zimbabwe, Shona and Ndebele, were broadcast by men appointed to the CABS by the Native Affairs Department of the then-Southern Rhodesia Government. The number of men in broadcasting quickly multiplied, while women slowly came into the field as part-timers.

By chance, I became one of the women part-time broadcasters in 1953. One of the station's regular women part-time broadcasters had fallen ill, and I was invited to stand in for her. Remuneration was very unsatisfactory. Needless to say, as temporary "hands", women had no influence on policies. As a result, a good number of women gave up their participation in broadcasting.

Full-time women broadcasters were only engaged during the late 1950, but even then, their conditions of service were not to be envied. When a post opened up in the Federal Broadcasting Corporation in 1962, I applied and got the job.

Despite the fact that opportunities for advancement for women were slim, I stayed on. I had been attracted by the powerful instrument of radio broadcasting as a means for disseminating information. I compared broadcasting with my own teaching career, where for a whole year I taught 45 children in one class. In broadcasting, I could reach thousands of uneducated women who needed knowledge on health matters, agriculture and so on.

There was a need to change the programming approach during the early days--specifically, a need for change in women's programmes. There were no meetings where staff could discuss new ideas and/or improve on existing ones and formats. We were given material to translate into our own vernacular languages and then make programmes out of it, as for example a cookery lesson on how to bake and ice a Christmas cake.

That had no meaning to the majority of our illiterate and less advantaged women. When I raised the issue with my superiors, I was labeled a rebel. Not long after that unpleasant exchange of words with my superior, we went to cover an important event in the rural area. I asked the women there to tell my superior what they wished to learn about on radio. They boldly told her that they did not want to be taught how to cook European food, because it cost a lot of money to buy the ingredients. They then asked about better ways of cooking the food they grow themselves, health matters and especially children's diseases. My belief in using radio to educate people was strengthened.

A New Approach

Back at the station, we held a staff meeting in order to restructure the women's programme hour, and we used that programme as an example for a women's meeting. The presenter of the programme was designated as chairwoman, and we also had a secretary, because we invited mail from our listening audience.

The programme was called the "Radio Homecraft Club", and its format was similar to that of a magazine. The first two minutes were given to remarks by the Chairwoman on
topical issues such as a rainy season reminder for parents to warn their children against attempting to cross flooded rivers and other such helpful advice for women and mothers. This could be followed by a song by one of the clubs. The secretary would then deal with the daily mail.

In most cases, listeners would write asking for lessons to be broadcast during one of the women's time slots, or send in a request for information on other topics. It was the producer's duty to get the information for the listeners, such as a news item or two on women's activities in their areas, for an exchange of ideas. There were three basic lessons: health; home management or any handicraft topic; and a cookery lesson. The end of the programme was generally devoted to special announcements which could be something to do with a field-day or the like.

The aim behind the programme was to organize women into homecraft clubs. These clubs met at the home either of a chief, where there was a radio, or of some high-placed person who had a radio, so that the club would have access. This worked out well, and hundreds of such clubs were formed in Zimbabwe. We kept a record of them at our studios. The members had badges with RHC written on them, which was a source of great pride to members. We sold the badges to them for 20 cents each.

From there, we organized homecraft competitions for the women. We asked for at least three entries from each competitor, such as a boy's shirt, a girl's dress or a man's pullover. The competition items would be sent to our studios for judging by the Women's Institute. The private sector provided prizes for the winners. This was a yearly event from the early 1960s to about 1970. The Government did not like the mobilization of women as the liberation struggle gained momentum.

Although a stop was put on the formation of Radio Homecraft Clubs, we continued to broadcast, with requested programmes on nutrition or income-generating projects. When the country became independent, the Government saw the need to establish an extra station, Radio Four, whose aims were to attempt to reach and educate the formerly neglected rural masses, disadvantaged in many ways, such as reading.

Although our Government had made great strides by establishing Radio Four, it occurred to the Federation of African Media Women-Zimbabwe (FAMWZ) that a goodly number of women had no access to national radio programmes because of the high cost of radios. In view of this problem, in 1985 FAMWZ came up with a new approach to broadcasting. It is a form of community-based broadcasting, and is viewed as development support communication. The approach is seen as a democratic way of producing programmes emanating from the masses and back to them. The idea also serves as a means of closing the gap between grass-roots people and policy makers and the country at large.

However, the idea could work only if the rural people--especially women, who do most of the development work in the rural areas--formed radio listening clubs, with each radio listening club issued a free radio-cassette recorder. FAMWZ did not have funds to start such a project, so we submitted the idea to the Frederick Ebert Stiftung (FES) to see if they could supply the clubs with recorders and production supplies. FES responded positively to our proposal.

We then approached UNESCO for funds to establish additional clubs and provide training; they accepted. And we approached the Zimbabwe Institute of Mass Communication for research assistance, and they also agreed. The Association of Women's Clubs was approached to provide the organizational structure (i.e., the women's clubs, of which there are 20,000 all over Zimbabwe). The Association welcomed the idea.

Last but not least, we approached Zimbabwe Broadcasting as a senior partner. The Director of Programmes, then Cde. Grey Tchatonga, accepted the idea. The project, "Development Through Radio", got under way.
A partnership of six organizations was formed with the backing of the Ministries of Information; Post and Telecommunications; and Community Co-operative Development. Early in 1986, the six partners drew up their schedule of activities, as follows:

1. General preparations, such as drawing up a questionnaire to determine women’s needs in terms of development.

2. A June-October 1986 meeting with the women’s groups in three chosen, readily accessible areas. These were Chikwaka, about 100 kilometres from Harare; Seke, 75 kilometres away; and Mhondoro, about 100 kilometres distant. At each of the area meetings, we introduced the idea of RLC, using the questionnaire to determine the number of radio receivers in the community, women’s projects in the areas and how they were faring.

The women welcomed the idea of the clubs with great enthusiasm, saying they felt they could now be part of Zimbabwe by getting to know what was happening in different parts of the country. We asked the women to choose two leaders for each club. We advised them to choose people with leadership ability and who had at least a primary school education.

The response to the questionnaire showed a great need for organized listenership so that the rural people could have access to national radio. For example, in Chikwaka we discovered that out of about 130 women, only six families had radios in good working order. With the coming of the clubs, of which nine were formed in Chikwaka (each club with about 35 members), it meant that some 315 people would have access to a radio every week on Monday when their programme was on air. Topics for the radio programmes as suggested by the women were health, agriculture, home economics, talks on how they could make their projects viable, bookkeeping, etc.

By early November 1986, we had gone round the three areas and established 25 Radio Listening Clubs.

Training

We had held the first workshop with club leaders on 28-29 November 1988 at Ranch House College. Topics included the concept of development through radio; how to operate the receivers; group dynamics; and local leadership.

It was obvious that the workshop needed several follow-ups. We then spent the whole of 1987 conducting such training courses with the RLCs. These workshops were conducted in the rural areas as per requests from the women. They said they needed more of their numbers to benefit from the workshops. I found it more beneficial to the women if trainers went out to the women. As a trainer you can appreciate their concerns better, and they feel more at ease with trainers who identify themselves with them. The pilot project, "Development Through Radio," was launched on 21 March 1988 in the Chikwaka area. Nine radio sets were handed over to the leaders of the nine clubs. Clubs in the Seke and Mhondoro areas had radios handed over to them on 22 and 23 March 1988, respectively.

The first programme for the RLC went on the air on 11 April 1988, and since then has been broadcast every Monday at 2 p.m. We will now take a brief look at the programme to see:

(a) How it attempts to democratize broadcasting, and

(b) How it closes the gap between the grass-roots and the policy makers as well as links up the achievements of clubs in different areas.

The women have the opportunity to discuss their concerns and priorities in their areas without interference from outsiders. They record them on cassettes, which are collected by the project co-ordinator. At the studio, the co-ordinator, who is a broadcaster, listens to the
topics and chooses the most pressing issues. He or she takes them to Government officers (a Member of Parliament, or a Permanent Secretary) for responses to the women’s problems. The co-ordinator then makes a programme out of the women’s inquiries and responses from the ministries or service organizations.

Closing the Gap

The women then listen to the programme on Monday. They recorded the programme as they listen to it in order to be able to hear it again if they need certain points clarified. For example, on 1 August 1988, the programme contained contributions from three Chikwaka area clubs. Their concerns were: acute shortage of transport for both passengers and goods; a need for a grain marketing sub-station in their area; a need to have access to loans for buying grain bags; and concern about the fact that the Grain Marketing Board delays in paying women for their grain, while commercial farmers are paid cash as soon as they deliver their grain.

Responses to the programme came from:

1. Their Member of Parliament, who was concerned about the shortage of transport.

2. The Minister of Local Government and Urban Development responded to the request for more buses, and told the women about the shortage of spare parts and the bad roads they were repairing.

3. The Vice-President of the Transport Union, who also runs buses in the Chikwaka area, promised to introduce more buses to the area as soon as his consignment of spare parts arrived from overseas.

4. The Director of the Grain Marketing Board explained why women cannot get credit facilities to buy grain bags: it was due to the fact that in 1987 they did not pay for their bags, and the Board lost over Z$ 1 million. He advised the women to join the Farmer’s Organization. As to the delay in paying for the maize, he said government funds must be spent with great care, but the women were not satisfied with this reply, and they made further contributions on the subject, to which we hope the Board has subsequently responded.

Since the RLC started in April 1988, the Chikwaka and Seke areas have seen a slight improvement in their transportation services, after talking via the radio to their Member of Parliament, an officer in the Ministry of Transportation; a man who runs buses in the Chikwaka area; and a representative of a company which runs buses in the Seke area. In fact, the bus company took the trouble to go to Seke to meet with the people at the district administrator’s office to discuss his plans on how his company could improve bus service in the area.

Conclusions

I feel encouraged by what has taken place since the project started. Through my 26 years of experience as a radio broadcaster using radio as an instrument for development communication support, I am convinced that radio can play a very important part in development in the less developed countries. I believe that communicators can find new ideas for using radio and making it more effective, and I ask that funding organizations seriously look at media projects with the idea of giving them the support they need.

Through this type of development broadcasting, we feel we are attempting a two-way communication. Our organization hopes that you will help to support DEVELOPMENT THROUGH RADIO.
The Federation of African Media Women - Zimbabwe: Background

The Federation of African Media Women Zimbabwe (FAMWZ) is an association open to all professional women in the media and to organizations or institutions working for the improvement of the status of women.

Founding FAMWZ was the result of various media women's consultations. The first was held in Kitwe, Zambia, in 1977, followed by further consultations in Monrovia, Liberia; Dakar, Senegal; Nairobi, Kenya; and Marondera, Zimbabwe.

Aims and Objectives

(a) Recognizing the important role of media women in their contribution to the total liberation and development of the African continent,

(b) FAMWZ aims to promote the development and education of media women by providing appropriate facilities and training to update their skills.

(c) Emphasis is also placed on specializing and developing female expertise in the use, maintenance and management of audio-visual technologies.

(d) The common objective is to create awareness among women through education and the dissemination of information on the significance of their role in development in rural urban areas.

Activities

(a) FAMWZ's activities include access to and exchange of information through publications and audio-visuals and the creation of a library and resource centre.

(b) The exchange of information through regional seminars and workshops.

(c) The upgrading of media skills workshops and seminars.

(d) The promotion of study scholarships on the continent and overseas.

Projects

(a) Development Through Radio

(b) Newsletters: This is still in the pipeline, as it cannot be implemented at present because of lack of premises.

(c) Documentation Centre: There is a need to house literature, data and research papers, all of which are presently being kept by members. Without premises of our own, we cannot have access to this information.

(d) FAMWZ's moveable assets: cameras, radio-cassette recorders and typewriters are being housed with various executive members. They have not been insured, and because of the high risks involved, insurers are reluctant to issue policies until we have premises of our own.
CONCLUSIONS

In view of the above-mentioned projects and activities, there is an urgent need for premises. We cannot effectively co-ordinate our activities; for example, we do not have a telephone number. All our administrative work is done by members who work for different media organizations, both in print and audio-visual services. This means that organizations and people interested in our work cannot readily contact us unless they have a contact name and telephone number for one of our members.

FAMWZ is a service organization. As such, women and organizations working to enhance the status of women should benefit from our services. We have already collected information on women in development, but those who need the information most do not have access to it. Women at the grass-roots level, for example, most of whom are illiterate or semi-literate, need this information on development, but first it has to be processed into different languages; hence the need for trained mobile personnel to facilitate the dissemination of the information.

We are very concerned that the longer we take to have premises, the greater the likelihood that much of this material will be lost or damaged.

To speed up our efforts in Zimbabwe, we believe we can learn a lot from case studies of women in other countries. We therefore would like to set up a network with women on the African continent and throughout the world to strengthen the role of media women in the development process.

As a long-term objective, we would want to work towards establishing the continental headquarters of FAMW at the Harare premises. This is in line with a decision taken in 1981 in Marondera, Zimbabwe. At this workshop, media women representing a number of African countries unanimously agreed that the headquarters of FAMW should be based in Harare because Zimbabwe is newly independent and has a well-developed infrastructure.

Budget: Development through Radio Project (in Z$)

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<th></th>
<th>Month</th>
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INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in Development

THE RELEVANCE OF COMMUNICATION FOR WOMEN IN DEVELOPMENT:
THE FAO EXPERIENCE

By Silvia Balit, Chief, Development Support Communication Branch,
Food and Agriculture Organization of the United Nations

ROME, ITALY    OCTOBER 24-28, 1988
NOTE

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SUMMARY

This paper summarizes the work of FAO's Development Support Communication Branch, later incorporated within the FAO Rural Development Programme, with a broad mandate to service requests for communication support from member Governments and FAO technical divisions. FAO's integrated approach to rural development has made communications an essential component in programmes dealing with women, population, health, nutrition and literacy. The agency's work in building up national capacity and in training women as communications specialists in the planning, use and control of communications is described, as well as FAO's innovative, participatory approach to rural radio, the most effective mass medium to create understanding, promote new ideas and provoke social change among rural audiences.

The paper also discusses uses of low-cost group media, especially audio-visual media, to motivate and train rural women; the use of video to boost self-confidence and encourage self-development; and multimedia campaigns to reach women, for example regarding the need for child-spacing.

Finally, key findings of the June 1987 Expert Consultation on Development Support Communications are summarized. That meeting stressed the useful two-way sharing of knowledge between people and development specialists. It analysed case studies, coming up with five fundamental factors in determining success and three essential elements required at the national level to make development communications successful. Experts at the meeting felt that the common denominator in successful development communications was "clear strategy and rigorous management". Five conclusions and recommendations to be used in formulating guidelines to enhance communications for WID are then given, which will be taken into account by FAO in its future work.

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Communication is increasingly recognized as essential for achieving development goals. The importance of addressing the human factor in rural development and of using communication to involve people in development activities has only recently found wide acceptance. Until a few years ago, many development projects were formulated by planners, in isolation from rural people, basing development strategies on technical and economic data alone. It was thought, for example, that the provision of irrigation water or new seed varieties would be enough to trigger a major increase in agricultural production. But experience has shown that unless people are involved in the development process from the early stages, unless their perceived needs are taken into account, and unless they are informed, motivated and trained, the technical inputs often remain unused or misused. And so there has been an increasing recognition of the role of communication to increase community participation in development programmes, to provide information as a basis for social change and decision-making, as well as to share knowledge and skills with rural populations.

For women—the missing half in many development programmes—illiteracy, scarcity of qualified trainers, lack of access to training facilities, lack of transportation and different local languages are some of the problems which communications technology and methods can help to overcome. Communications technology—photography, sound recording, video, broadcasting, etc.—have been improving and developing rapidly over the years. Equipment is cheaper, lighter, battery-operated and portable, thus making it more suitable for use in rural areas of developing countries to enhance effectively the participation of women in the socio-economic development of their communities.

FAO has been a leader in the field of development communication, and as early as the beginning of the 1960s, the Information Division became committed to the cause of rural broadcasting. In 1969, the Development Support Communication (DSC) Branch was established as a field-oriented programme in the Information Division. DSC later became incorporated as a subprogramme within the FAO Rural Development Programme, with a broad mandate to service requests for communication support from member Governments and FAO technical divisions. DSC is now an essential ingredient in many FAO programmes, including fisheries, forestry and agriculture. FAO’s integrated approach to rural development has resulted in communications also becoming an essential component in programmes dealing with women, population, health, nutrition and literacy.

FAO’s mandate for communication in support of rural development was reinforced by the 1979 World Conference on Agrarian Reform and Rural Development (WCARRD), which placed special emphasis on the participation of the rural poor, not simply in sharing the benefits of development but also in sharing the responsibility for development decision-making. The Conference concluded that "rural development strategies can realize their full potential only through the motivation, active involvement and organization at the grass-roots level of rural people with special emphasis on the least advantaged". In the light of such an approach, if development strategies are to be successful they must aim at engendering "understanding and awareness of the problems and opportunities of rural people at all levels and [at] improving the interaction between development personnel and the masses through an efficient communication system". In effect, this means that no development strategy is complete unless communication policies and activities are incorporated into the diagnosis of needs and into the design and implementation of priorities selected for development action.

When FAO’s DSC activities began, little was known about how to use communication among largely illiterate populations in developing countries for developmental purposes. The general assumption was that the mass media could have a major impact on transferring ideas and technology to rural populations in developing countries. This assumption soon proved mistaken, as it was based on an oversimplification of development problems that often overlooked people’s cultures, traditions and values. Development communication is
now seen more as a social process, designed to seek a common understanding or consensus among all the participants of a development initiative, leading to concerted action. The media are now seen as useful tools to help bring about the process and to assist in learning. Their use is not an end in itself, and interpersonal communication plays a major role.

Over the years, FAO has developed and applied various communication methods and approaches in which women were beneficiaries, adapting those methods to the special needs and conditions of women in rural areas. Emphasis has been placed on building up national capacity and training women as communications specialists so that communications programmes for women can be planned, used and controlled by women themselves. For example, in the rural communications programmes assisted by FAO in Peru and Mexico, half of the audio-visual specialists trained have been women.

Rural broadcasting remains the most effective mass medium to create understanding, promote new ideas and provoke social change among rural audiences. Moving away from the highly centralized, top-down broadcasting approach of the past, FAO has been developing an innovative, participatory approach to rural radio, which promotes the maximum possible participation of the rural people in programme production and takes into account local customs, culture and values. Programmes are produced with the people, in the local languages, on subjects which are of specific interest to them. The rural radio programmes have applied an integrated approach to problems of rural development and have included programmes of specific interest to disadvantaged women on appropriate, improved agricultural technologies, income generating activities, health, nutrition, family planning, etc. Efforts are being made to ensure that women are trained and included in rural broadcasting teams.

Low-cost group media, such as slides, filmstrips, video and audio cassettes, have been used to motivate and train rural women on a variety of subjects from tree planting, fodder production, soil conservation, agricultural production, co-operatives, biogas technology and aquaculture, to the more traditional subjects of health, nutrition and population issues.

Audio-visual media cut across barriers of illiteracy, languages and geography. Audio-visual media can be used with women efficiently at convenient times and places: low-income women do not have the money or time to travel to training centres, and often cannot attend training sessions with men. Audio-visual training packages have been brought to women in their villages and shown to them during the hours when they are free from the tasks of caring for the home and children, producing food and/or earning income. When this has not been possible, special arrangements have been made to enable women to attend training sessions with men. For example, recently, in the Central African Republic, slide-sets on the identification and treatment of cattle diseases were shown in the villages of Islamic Puehl cattle owners. Men and women watched the programmes together by placing a transparent screen in the middle of the village square and having the men view the programme on one side, with the women seated and watching on the other side. In this manner, cultural traditions were observed, but women were given access to the training programmes.

Unlike men, low-income women in the third world have only recently begun to realize they can share problems, concerns and constructive strategies for change and support each other in the process. Audio-visual programmes produced by women can convey personal understanding and useful information to many other groups of women in other communities or countries. They are an effective group-motivating tool when they show examples of how other groups have solved their social and economic problems, thus facilitating problem-solving and goal-setting activities.

Our experience has confirmed that video boosts self-confidence and encourages self-development. Low-income women have seldom been asked for their opinions or knowledge on a particular subject. Yet, when they see themselves on a video monitor demonstrating a technique or giving an opinion, they become more confident about sharing their opinions.
and knowledge with others. And when they realize that influential people, who they are not likely to meet, will see and hear them through the videotape, they become more confident and assertive about sharing their opinions and knowledge with others.

Multimedia campaigns, combined with interpersonal communication techniques, have been another communication strategy applied by FAO to reach women. For example, in the Comores a population communication project has successfully applied a multimedia approach to creating awareness about the need for spacing their families in order to ensure better mother and child health. Regular radio programmes, including a popular song on family planning, and posters were used to catch the public’s attention. Flip charts, comic-strip handouts and video programmes were used by field workers to inform women on the relationship between family size, land and food. Midwives, community health workers and rural development agents participate together in the campaign, which is also supported by religious authorities.

After almost 20 years of action-oriented programmes, including a number of innovative and successful experiences as well as lessons learned from failures, FAO felt there was a wealth of experience which warranted an in-depth analysis. For this reason, an Expert Consultation on DSC was organized in June 1987. For the first time, 15 rural communication specialists gathered at FAO headquarters to analyse past experience and provide guidance for future activities. They came from different backgrounds, experiences and regions, and included university professors, field practitioners and DSC specialists from within and outside the UN system. A state-of-the-art background paper describing the conceptual and historical development of DSC, as well as a series of case studies analysing different methodologies and approaches and the impact achieved in a select number of DSC programmes, were provided to the Expert Consultation as background material. Some of the case studies (for example, one on rural radio in Mauritania, another describing the Peruvian experience with video for training at the grass-roots level, a report on the rural communication system for development in Mexico’s tropical areas and the lessons from the Grameen Bank project in Bangladesh) analysed communication programmes which included programmes for women as an essential part of their activities.

To begin with, the meeting analysed the role and some essential features of communications in rural development today. Participants felt that "the essence of involving rural people in the process of their own development lies in the sharing of knowledge. Sharing is not a one-way transfer of information; it implies, rather, an exchange between communication equals. On the one hand, technical specialists learn about people’s needs and their techniques of production; on the other, the people learn of the techniques and proposals of the specialists."

It followed that the outcome of useful sharing of knowledge is not so much the replacement of traditional techniques by modern ones as a merging of modern and traditional systems to produce something more appropriate that suits the economic and technical capacities of the people as well as their cultural values. The ultimate purpose of knowledge-sharing is to enable rural people to take more control over their environment and over agriculture, health, habitat and other elements which so critically impinge upon the quality of life.

The problem has been that sharing of knowledge has not taken place spontaneously between development agents and rural people because neither have possessed the skills necessary to overcome certain barriers. Foremost among these barriers have been socio-cultural ones; development efforts have often been undermined by incompatible communication approaches, a clash of differing levels of education and literacy and differing use of language. Other important barriers have been the divergent interests of the parties concerned and differing perceptions of the realities of a given situation. Communication for development is a response to the need to overcome such barriers. Communication activities set out
to reinforce the cultural identity, local values and knowledge of people as an avenue to their active participation in development.

After analysing the case studies and experience to date, meeting participants thought the following were fundamental common factors in determining success:

1. As in all development activities, communication—if it is to be successful—must be based on the perspectives of the rural people.

2. Communication for development must be incorporated in the planning and programming stage of projects. It helps to determine the areas of common need and interest among governments, rural people, development workers and donor agencies; this leads to projects that are viable and sustainable because of the converging interests of all sectors involved.

3. The duration of components in development projects, and of communication projects themselves, must be sufficiently long to demonstrate their value and to create an institutional base. Four to five years should be considered a normal minimum for most projects.

4. For a given development activity, there will be a critical mass of communication staff, resources and equipment below which little or no impact can be expected. Hence, the dimension of the communication input must be carefully tailored to the needs of the development action. It must not be a token input, as it so often is, irrespective of the scope and importance of the communication task to be performed.

5. Particularly among the poorest of the poor, a holistic approach is essential, covering the multifaceted aspects of life in rural areas and therefore dealing not only with agricultural production but covering also such matters as health, habitat, nutrition and women's programmes.

It also emerged that there are certain essentials at the national level of the successful use of communications for development. They are as follows:

1. A strategic use of communications for development requires a policy decision in its favour, followed by sustained Government support.

2. A decision by Government in favour of broad-based communication support for rural development, using all of the media infrastructures available to it in an orchestrated fashion, will usually give better results than concentration on one medium, such as radio broadcasting.

3. The issue of national staff is critical, and there are three criteria for determining the personnel requirements for carrying out communication for development—as indeed there are for the other development activities as well. These are: quantity of staff; quality of staff; and the permanency of their assignments to the task.

Even when all the above factors have been taken into account, the experts believed that the common denominator remaining in successful development communication endeavours is "clear strategy and rigorous management".

The Consultation made a number of recommendations to FAO and its member Governments to improve the planning and implementation of DSC activities. These will serve as guidelines for re-orienting the work of the DSC Branch and its assistance to member Governments.

Apart from serving as a basis for rethinking FAO's directions in development support communication, the conclusions of the Expert Consultation have already aroused considerable interest on the part of Governments, national institutions and international organizations
concerned with rural communication. The findings of the Rome meeting are thus contributing to a better definition of the role of communication in rural development as well as providing guidelines to improve communication policies and programmes.

Many of the conclusions and recommendations of the FAO DSC Expert Consultation are also relevant for the formulation of guidelines to enhance communications for women in development. The following special considerations should also be taken into account:

1. Communication programmes for women should be designed to reflect the perceived needs and special conditions of women beneficiaries. Priority should be given to planning and implementing communication programmes for disadvantaged women in rural areas.

2. Women must have greater access to communication and training programmes if they are to increase their participation in the socio-economic development of their communities.

3. More women field workers and extension workers should be trained in improved communications skills and the use of audio-visual training methodologies, to increase the quality and outreach of training activities with women.

4. There is an urgent need to train more women rural communications specialists so that they can plan, implement and control communication programmes for women.

5. More applied research and evaluation studies should be carried out on the visual perception and understanding of illiterate, rural women audiences.

FAO will take these considerations into account, along with the policy and programme recommendations of the DSC Expert Consultation, to promote the application of communications technologies, strategies and techniques to the area of women in rural development.
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INTERNATIONAL CONSULTATIVE MEETING ON

Communications for Women in Development

SOURCES FOR THE EXCHANGE OF EXPERIENCES ON
ACTIVITIES OF WOMEN IN DEVELOPMENT

By Slobodan Obradovic

ROME, ITALY  OCTOBER 24-28, 1988
NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.
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SUMMARY

This paper discusses how the Pool of the News Agencies of the Non-Aligned Countries is becoming a very important source for the exchange of experience on WID activities. The Pool provides all media in every developing country with information and stories from all sectors of daily life of interest to women, using news items from more than 100 developing countries. It is one of the biggest sources of information and the biggest journalistic centre in almost every developing country involved in information-gathering. Items are available primarily in English, French, Spanish and Arabic. Examples are given of women's activities reported by the Pool.

The paper then provides some background and history of the Pool. It began operating through the Yugoslav news agency, TANJUG, in 1975, as an outgrowth of an initiative by the Non-Aligned Movement to correct imbalances in the global flow of information, based on a full and equal exchange arrangement among all member countries. Today it is widely considered to have established itself internationally, especially in the developing world. It has never had a head office or any formal organizational structure as such. The costs of receiving and transmitting information are met by individual news agencies, and the entire operation is based on the principle of collective self-reliance. Participation is voluntary, and each participating agency may send two to three news items of up to 500 words a day. In effect, the Pool is a giant telegraphic chain to which every agency can add its own news items and use as much information from other agencies as it wishes.

One of the Pool's main concerns has been to make itself useful to its end users, and to that end it has issued guidelines defining "news" and evolving codes for the selection, editing and exchange of news, which have been the topics of seminars and workshops. The Pool sets up national news agencies in countries where they did not previously exist. It has already become a topic of conversation in international circles outside the developing countries, and similar forms of co-operation have been initiated among the radio and TV stations of developing countries. It can continue to help in improving the exchange of information on the activities of women in developing countries.

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Apart from rural radio, television and other communications technologies, recent developments prove that the Pool of the News Agencies of the Non-Aligned Countries is becoming a very important source for the exchange of experiences on activities of women in development.

The Pool provides all the media in every developing country with information from all sectors of daily life which might be of interest for women living in those countries. In more than 100 such countries, the Pool supplies radio and TV stations and dailies with news and stories for dissemination to the public, and specifically to women seeking new knowledge.

According to recent information, the Pool is actually one of the biggest sources of information and the biggest journalistic centre in almost every developing country involved in gathering information, including news on women’s activities. Through its information exchange, the Pool brings news items from more than 100 developing countries to every other developing country. Its services are offered in several languages, including English, French, Spanish and Arabic.

Among the activities of women in developing countries which are reported by the Pool’s news agencies are:

- the use of indigenous energy sources instead of kerosene (Tanzania);
- control of flowing water (Senegal);
- overcoming food shortages in drought-ridden regions (Niger);
- an international symposium on child diabetes (Panama);
- tropical medicine and the role of women (Zaire);
- drug abuse by children in the ASEAN countries (Malaysia);
- new working places for women (Nigeria);
- women’s involvement in micro-enterprises (India);
- women and renewable sources of energy (Mali);
- the work of co-operative schools (Burma);
- overcoming the shortage of teachers in rural areas (Indonesia);
- Palestinian children in "Camp Hell" (Palestine);
- the world food problem and food industries (Cuba);
- causes of the death of Arab children (Kuwait); and
- improper consumption of food sent by the EEC (Tanzania).

These are only some examples of the news information summaries which one can find in the Pool. They could be used by rural radio stations and dailies in small communities of the developing countries. All they need is to connect themselves with their national news agency. Subscribing to the service is generally not expensive, so that every small media could provide stories not just from their own countries but from other developing countries too.

Media interested in a specific women’s problem can order a report from the Pool which will be prepared by another news agency and included in the general service of the Pool. This service is usually provided free, except for the material expenses.

Women’s organizations in developing countries in general, and INSTRAW in particular, should encourage the Pool to draw attention to the problems of women. Providing national
news agencies with more information on women's activities would be useful as well, and
the people who deal with those problems should be trained to do that.

The national news agencies in developing countries would gladly include information on
women's activities in their services and transmit them to the Pool. That information could
then be sent to local and rural radio and television stations and daily newspapers.

Background and History of the Pool

The Pool began operating through the Yugoslav news agency, TANJUG, on 20 January
1975, with the world-wide circulation of news reports in English, French and Spanish—one
example of co-operation among developing countries in the field of information.

Since then, thousands and thousands of news reports have been published all over the
world, based on materials filed with the Pool by some 100 news agencies, OPI-UN and
UNESCO Press figuring prominently among them. The Pool is now widely considered to
have established itself internationally and especially in the developing world.

The Pool has never had a head office, centre, or any formal organizational structure as
such. The costs of receiving and transmitting information are met by individual news
agencies, as the entire operation is based on the principle of collective self-reliance. The
Pool is the result of an initiative taken by the Non-Aligned Movement to correct imbalances
in the global flow of information.

The Pool is not a news agency in itself, but simply an exchange arrangement. The logic
of development of news agencies will show that a supranational news agency is a distant
ideal. No news agencies in the world are truly supra-national. There are some agencies
whose operations are international in scope, but their roots and orientation can be traced to
individual countries. This is why the Non-Aligned Movement decided that an exchange
arrangement based on the full and equal participation of all member countries is the only
practical choice for the immediate future. Even countries which are committed to a single
ideology are not able to forge a common news agency. Therefore, it would be all the more
difficult for the non-aligned community, which encompasses a wide spectrum of political
systems and opinions, to have a single agency.

The news agencies in non-aligned countries have to help themselves through resources
within the Movement and through help from outside agencies like UNESCO to create the
infrastructure for news collection and dissemination in countries where no infrastructure
exists, and to strengthen the infrastructure in countries where news agencies are in the early
stages of development.

Professional skills are another problem area where institutions such as the India Institute
of Mass Communication and its counterparts in Belgrade, Tunis, Cairo, Havana and other
places are doing their best to impart training and increase the number and quality of
professionals. The creation of the Pool has sensitized the world community to the need for
giving the developing countries a say in the global communications process.

The Pool does not concentrate only on spot news as such. The emphasis is on providing
news of development and such other services as were previously excluded from the purview
of transnational media. The Pool seeks in this way to bridge the gap in the international
flow of information.

One of the continuing concerns of the Pool's participants has been to make it useful to
its end users. The Pool has issued elaborate guidelines defining "news" and evolving codes
for the selection, editing and exchange of news, which have all been the topics of seminars
and workshops. Pool participants have decided to include newspaper editors and others
interested in Pool news in these seminars and workshops, with a view to understanding the
end users' point of view and to seeing how the Pool can best serve the purpose for which it was set up.

**Improving the Pool’s Performance**

It is very important that TANJUG is no longer the only news agency in the non-aligned world involved in collecting and redistributing the reports of other such non-aligned news agencies at home and abroad. Operating today as regional centres are TAP (Tunisia), MAP (Morocco), INA (Iraq), PTI (India) and Prensa Latina (Cuba), among others.

This does not, however, reduce the volume of work still undertaken by TANJUG and the other news agencies as part of the overall Pool system. For example, TANJUG’s daily Pool newscast is made up of at least 60 reports from other non-aligned news agencies along with several of its own.

A number of non-aligned forums have confirmed their support of this kind of co-operation among the non-aligned nations. As the Pool expanded, that support grew substantially.

Under the Pool’s statutes, the national news agency of every non-aligned country may participate in this system of news flow. Participation in the Pool is voluntary, and no formal membership exists. Each participating agency may, under normal conditions, send two to three news items of a maximum of 500 words a day. In effect, the Pool is a giant telegraphic chain to which every agency can add its own news items and use as much information from other agencies as it wishes.

Each news agency in the Pool selects, edits and marks the material it intends for one of the regional collection and redistribution centres. Participation of some of the news agencies encompassed by the Pool is sometimes below the maximum, however, as these agencies are at the initial stage of their development in terms of staff and technology.

The Pool is conceived as a medium for better mutual knowledge and understanding among the developing countries, as a factor for strengthening bilateral and multilateral co-operation and also as a concrete means to eliminate the traditional news vacuums in the editorial policy of the major international wire services as regards the newly liberated, non-aligned and, in general, developing countries.

The Pool is not in any way conceived to compete with, or eventually replace, the big news agencies. This is confirmed by TANJUG practice. In addition to reports from its nearly 50 foreign correspondents and the reports from Pool news agencies, TANJUG continues to supply the Yugoslav press, radio and television with about the same number of reports from the AFP, AP, Reuters, Tass, Hsinhua and about 50 other foreign national news agencies.

The Pool has not just been involved in setting up regional centres, but also in establishing national news agencies in countries where they did not previously exist. The Pool also has years of professional and technological experience, in which much has been learned from the problems and difficulties encountered. The Co-ordinating Committee has taken up the problems of co-ordinating the activities of the regional centres, tariffs and telecommunications, standardization of equipment and training professional and technical staff.

It has been shown that the idea of a news Pool of non-aligned news agencies was no fly-by-night notion. The Pool is certainly as long-term as the fundamentals of the Non-Aligned Movement itself. The long-term dimension offers special prospects for this kind of co-operation among developing countries and also for co-operation on the dissemination of written and filmed news and information.

In addition, the Pool’s news agencies are interested in having their reports carried not only by the press, radio and television in their own countries, but also by major communications media in other parts of the world, both in the East and the West. They believe their
authentic reporting can help the public to be more fully and perhaps more objectively informed on third world development.

The Pool has already become a topic of conversation in international circles outside the developing countries. It has been a subject of research both by universities and individuals who see it, even at the level of communications sciences, as a completely novel development in the vital realm of shaping public opinion. Actually, as long as grave imbalances in the international flow of news are still felt, the Pool will remain justified and essential on this broader world plane as well.

One can safely say that the Pool has already been accompanied by forms of similar co-operation among the radio and television stations of developing countries in the first specific move towards a better world order in the field of information.

Fortunately, in addition to the news agencies, other communications media of the non-aligned countries have been co-operating in the effort towards change. That need has been increasingly recognized in the world at large, and the United Nations and its various agencies, UNESCO in particular, have made a valuable and constructive contribution in that respect.

In conclusion, the Pool of the news agencies of the non-aligned countries can greatly help in improving the exchange of information on the activities of women in developing countries by adding a quantity of news items.
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INTERNATIONAL CONSULTATIVE MEETING ON
Communications for women in development

STRATEGIES AND DELIVERY SYSTEMS FOR WOMEN IN DEVELOPMENT

By Iwarsih Pringgoadisurjo, Chief, Indonesian Centre for Scientific Documentation and Information

ROME, ITALY OCTOBER 24-28, 1988
NOTE

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INTERNATIONAL CONSULTATIVE MEETING ON
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STRATEGIES AND DELIVERY SYSTEMS FOR
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SUMMARY

This paper focuses on the role of extension workers as agents of change in rural communities, and more specifically on women in the developing world who are desperately in need of special attention and assistance. These are women who are either illiterate or semi-literate; they represent a significantly high proportion of urban and rural populations in developing countries. Strategies are needed to provide them with meaningful roles as subjects of development.

The extent of illiteracy, access to education and efforts needed to improve the situation are discussed. Intensive non-formal education and training programmes will remain important vehicles for raising the knowledge and skills of those deprived of formal schooling, and related to that is the need to improve communication systems so that the information-poor will have access to appropriate information. However, present communications systems must be changed so that target groups can determine their own development agendas, and strategies are needed to upgrade the knowledge of extension workers charged with mobilizing such groups.

Next, the paper discusses the roles extension workers can play as facilitators, consciousness raisers, mobilizers, linkers, modernizers and organizers—short, as agents of environmental change. Because of the scarcity of funds, extension programmes often rely on volunteers, when professionals are needed. Starting from the premise that more face-to-face interaction is needed to support the delivery system for training programmes, the paper argues that more attention should be given to equipping the trainees with strategies for coping with the uncertainties in the environment around them.

Extension services should have an integrated character, which can be attained through interdisciplinary team work among the various agencies involved in service delivery. Strategies are needed to encourage close co-operation between public librarians and extension workers as partners in the transfer and communication of information. To that end, the Indonesian Clearinghouse for Information on Women in Development is seeking funding to conduct research on how to deliver information effectively to rural populations.

Extension programmes should also focus on improving the capabilities of women. Various methods of transferring information to the target groups should be utilized. Since personal interaction between extension workers and target groups is not always possible, communication through electronic media will be much used in implementing training programmes. These media need to be carefully planned, and the results constantly monitored and evaluated.

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Since the declaration of International Women's Year and the World Conferences held in Mexico City in 1975, in Copenhagen in 1980 and later in Nairobi in 1985 to review and appraise the Decade for Women: Equality, Development and Peace, issues on Women in Development have received increasing attention at national levels, as well as at all kinds of international forums.

The achievements made, as well as the problems encountered, in the pursuit of enhancing women's roles in Asia and the Pacific region have been recorded in the UN-ESCAP publication, *Achievements of the United Nations Decade for Women in Asia and the Pacific* (Bangkok, 1987). Although women in development issues have been projected into the foreground of the world mass media, the impact on international, governmental and private agencies has tended to vary, and there is still a long way to go in enhancing the role of women in development. Many effective programmes are, however, under way, and others are being launched and/or promoted among sympathetic groups who are working hard to effect a change in the traditional social attitudes and expectations which both define and prescribe the role of women in society.

It should be recognized that, although many programmes have proven to be successful, there are still many that are struggling to gain due respect for women as worthy agents of change in their own environments. Also, there are still groups who question the need to spend resources on women in development programmes. It is clear that the campaign to promote women's needs and rights forcefully, especially in third world countries, and to pursue strategies actively intended to support and enhance them, must be continued.

This presentation will focus on the role of extension workers as agents of change in rural communities. They have a vital role to play in attempts to accelerate development. They should be knowledgeable in their respective subject areas of specialization and also know the principles of teaching and training poorly educated people. They should also understand the techniques of communication with rural populations. The target groups are usually adult men and women.

For discussion purposes, I would like to narrow the focus to women in the developing world who are desperately in need of special attention and assistance. The group that I am concerned with comprises women who have received no formal education at all (i.e., illiterates) or only minimal formal education (i.e., semi-literate). This group represents a significantly high proportion of urban and rural populations in developing countries. What is particularly important is that this significantly large group of uneducated and/or partially educated women not be treated merely as objects of development. Strategies should be devised and implemented to provide them with meaningful roles as subjects of development.

The Forward-looking Strategies for the Advancement of Women called for increased commitment at national levels in support of women's role in social and economic development. No doubt women's role in the economic growth of their respective communities is large. However, in order for them to share the same obligations, rights and opportunities as men to participate in development, special attention, and above all, care in the design of effective and appropriate programmes is crucial. Appropriate strategies should be developed so that this group of women can become active partners in meeting the developmental challenges lying ahead.

Governments have recognized the need to launch multi-faceted policies and develop women's programmes. However, since most of the low-income families are still preoccupied with the struggle to meet their basic daily needs for food and shelter, it is difficult to expect women to be active partners in development. Programmes that may help to promote women's participation in development and which deserve more attention are those concerned with education and training.
The percentage of illiterate women in the developing world is still high. Taylor 1/ reported that in 1980, 47 per cent of the female population and 30 per cent of the male population in Asia were still illiterate. Many reports have also indicated that a significant number of the literate population regress to illiteracy because of the problem of access to appropriate reading material or because many of them just do not have the time or energy to read after a hard day's work. Also, reading in the evening requires adequate lighting, which is often not available in rural areas.

The educated population who have developed the tradition of reading and who have access to printed material, recognize the importance of self-education through reading. We are eager to see the world population have access to printed information and also to be able to communicate through the written word. Hence, the literacy campaign. Much effort needs to be expended in order to help the millions of people in the world who are deprived of access to information to obtain appropriate educational material. Crucially related to this issue is the need to eliminate poverty and to assure more equitable access to economic resources and education so that human potential can be maximized. 2/

We all agree that communication is vital to development. In reality, however, we encounter many varied problems which interfere with the communication process. Very often the problem lies in one or all of the following: the choice of the medium of communication, the form of the message, or the choice of the recipient of the communication.

With the invention of new information technologies, it is now technologically possible for the world population to communicate and share knowledge and information with each other at increasingly fast speeds. However, financial and/or political constraints often make this an impossibility.

Let us, therefore, recognize that millions of the world's population are still deprived of easy access to information. Knowledge is still far from being shared equitably, despite the many new applications of technology to support global communication. While Governments would like to see all levels of their population obtain a formal education, in many developing countries that aspiration is still difficult to achieve because of constraints on both financial and professional resources. This means that for many years to come, intensive non-formal education and training programmes will remain important vehicles for raising the knowledge and skills of those deprived of formal schooling. Of course, interpretation of the kinds of training these people require varies from one region to another, and certainly from one country to another.

Closely related to non-formal education and training is the need to improve communication systems so that the information-poor will have access to appropriate information, which will in the long run improve their social and economic life. Programmes to be launched must depend on the focus of national policies and ambitions. Strategies in the non-formal education and training sector, which are intended to mobilize and consciously involve women (supported by their families) in development programmes, should be encouraged.

Efforts to improve women's participation in development can perhaps be illustrated by taking a random sample of keywords often mentioned in the literature on women in development:

- Women's roles as planners/managers
- Women's roles as motivators
- Multiple roles of women
- Women's legal rights
- Women as economic providers/income generators
- Women's status within the family
• Women in agriculture
• Economic status of women within the family
• Domestic tasks of women
• Women’s invisible work
• Women as volunteers
• Women and the environment
• Appropriate technology to support women’s work
• Women and health/primary health care
• Women and family planning
• Women and education
• Women in industry
• Wages disparity

We should recognize that in most of the programmes launched to improve the socio-economic conditions of women, the women merely become the object of the programme. In other words, the programme organizers impose their agenda on the target group of women, rather than the target group determining its own developmental agenda based on its collective opinions and wishes. The voices of the recipients of the programme are seldom heard, if at all. This approach must be changed. However, this is not such an easy task to accomplish, since we have to deal with groups that are, firstly, preoccupied with daily problems of survival, and secondly, do not know how to communicate their wishes and ideas unless they receive encouragement to do so.

How then should the system of communication be changed?

How does it relate to the education and training of women?

In the context of the developing world, where the illiteracy rate among women is still high and the educational level low, programmes usually rely heavily on the services of volunteers and extension workers. The organization and management involved in mobilizing these groups as agents of change within their target groups is a major task in its own right, and appropriate strategies need to be developed to upgrade the knowledge of extension workers before going into the field.

People generally now agree that the role of extension services is not only the transfer of technology or skills, but is also concerned with stimulating inner growth and enhancing the potential of the target group. Extension workers may take on a variety of roles: as facilitators, consciousness raisers, mobilizers, linkers, modernizers and organizers. In other words, they could be called agents of environmental change. Literature output on the function of extension workers in integrated development is plentiful, and the new development concept has helped to redefine their role as that of agents of change.

Because of the continuously changing environment in which programmes are being implemented, it is essential that programme designers and managers regularly monitor and evaluate the effectiveness of the training. A constant problem facing those involved in the recruitment of extension workers is the scarcity of funds. This means that programmes often have to depend on volunteers, because of lower costs, when in fact, professionals are needed.

For the purpose of this presentation, we will adopt Felix Librero’s definition of educational strategy. He states that "strategy is the teacher’s approach to using information, selecting resources and defining the role of the clientele". Librero further elaborates on the delivery system for the training programme, namely, conventional, electronic and multimedia distance education delivery. This system is probably suitable to teach the
extension workers; however, when applied in the field for the education of illiterates and semi-literate, adjustments are necessary. More face-to-face interaction is needed to support the delivery system.

When talking about human resources development, training programmes often focus only on improving the technical knowledge and skills of the trainees. However, in our rapidly changing world, more attention should be given to equipping the trainees with strategies for adjusting to and coping with the uncertainties in the environment around them.

Many countries have recognized that extension services should have an integrated character, and this should be attained through interdisciplinary teamwork among the various agencies involved in the delivery of the services. In the author’s opinion, strategies to encourage close co-operation between public librarians and extension workers as partners in the transfer and communication of information should be tried. Extension workers should develop their own capabilities to utilize existing public library services in order to tap available information sources to support their work.

It is with the above strategy in mind that the Indonesian Clearinghouse for Information on Women in Development is presently looking for funding to conduct research on "Making the Links: Librarians - Extension workers - Rural population".

The research is specifically intended to answer the following questions:

1. How do illiterate or semi-illiterate members of the population educate themselves to become informed citizens?

2. How should librarians and extension workers co-operate in order to build up an awareness among the target population of the value of information in improving their own socio-economic conditions?

3. Recognizing that the mass of the population are not readers, should rural public libraries adjust their services and put less stress on printed materials?

4. In communities where oral communication still dominates the transfer of messages and ideas, will we see a jump from an oral tradition to an electronic medium, bypassing the tradition of communicating through the printed word?

5. How can information be better presented through audio-visual media in order to stimulate dialogue between extension workers and the target groups?

Research within these areas could provide guidance to extension workers on how to deliver information effectively to the rural population.
CONCLUSIONS

For many years to come, non-formal education will play an important role in enhancing the knowledge and skills of those deprived of formal schooling. Extension workers play a vital role in the delivery of non-formal education for the majority of the population in the developing world. They act as agents of change by assuming various roles: as organizers, facilitators, mobilizers, linkers and modernizers. Their aim is to improve the basis for sustainable development in their target groups. The necessity of training extension workers in effective delivery strategies is vital. There is no single training model. Much will depend on national policies and ambitions. Because of the constant changes taking place in national development, training programmes for extension workers should be regularly monitored and evaluated.

Considering the role women could play in changing views and attitudes in family, economic, and community life, it is essential that extension programmes also focus on improving the capabilities of women. The strategies to be utilized for achieving the objectives of the extension programme should be discussed among planners, trainers and trainees. Experience and knowledge of the local conditions of the target groups should be considered in the design of the strategies.

Various methods of transferring information to the target groups should be utilized, be it through face-to-face communication, print or electronic media. Since personal interaction between the extension workers and the target groups is not always possible, communication through electronic media will be much used in implementing training programmes. These communication media need to be planned carefully in order to meet the needs of the target groups. Results should be constantly monitored and evaluated.

In areas where reading has not yet become a tradition, extension workers and public librarians should design strategies to motivate people to become library users. Libraries should also adjust their services. Donor agencies and national Governments should sponsor research on the design of appropriate strategies and delivery systems to meet national and/or local developmental information needs.
Notes


UN Women
United Nations International
Research and Training Institute
for the Advancement of Women

INTERNATIONAL CONSULTATIVE MEETING ON

Communications for Women in Development

COMPUTER TECHNOLOGIES: A TOOL TO IMPROVE
COMMUNICATIONS FOR WOMEN IN DEVELOPMENT
-A discussion of practical applications-

By Maria Helena Alves, Communications Officer, INSTRAW

ROME, ITALY  OCTOBER 24-28, 1988
NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.
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SUMMARY

This paper establishes a framework for discussions on the use of computer-related technologies as a tool for transferring relevant and appropriate information for WID. It begins with a look at information systems, which include management systems, bibliographical systems and statistical systems, as well as forecasting and decision-making models. For any of those systems to function properly, it is necessary to store data, process data, retrieve information and transmit information.

Bibliographical searches on women’s issues are difficult because of the lack of descriptors on women. The data exist on most systems, but are buried under other descriptors.

For information transmission, automated information systems are increasingly popular, and many of them have been developed on mainframe computers that are usually extremely expensive to set up and out of reach to developing countries. Mainframe computers are an area where UN agencies and NGOs help by providing databases—such as UNBIS and UNSIS—with information that can be accessed by an individual with the proper credentials. Still other information systems are developed on micro-computers, whose data can often be shared through diskettes; one example is the bibliographical information system on women developed by the UN’s Branch for the Advancement of Women at the Vienna International Centre.

The paper then suggests several topics for debate in a session on databases for WID. Among these is the need for collaborative efforts among women’s groups to produce software tailored to their needs, ensuring more effective use of scarce resources. UNESCO’s development of CD/ISIS is a step in that direction, having permitted several groups to automate their operation of document centres. In addition, focal points should be promoted for each specialized area of data to avoid duplication of efforts and achieve greater co-operation. INSTRAW is currently involved in the systematization and repackaging of available information and is refraining from creating new databases involving the collection of primary information of either a statistical or documentary nature.

Three categories can be considered in regard to the dissemination of information: facilities to produce good quality, affordable printed material with the popularization of word processing and desktop publishing; facilities to communicate information electronically; and other technologies that facilitate the storage of and access to information. The latter include libraries on compact discs; optical disc technology; and computer-aided translation.

Two areas of training need to be addressed within the context of women’s access to new technologies: training or learning assisted by computers, and training in the use of computers.

While linkage with international databases is desirable, there are two main problems: indexing information or querying for data in a foreign language can be difficult; and accessing databases on-line can be quite expensive. On the other hand, linking national women’s services, such as libraries and documentation centres, could be an important step in strengthening national information capability.

INSTRAW is collaborating in the production of a compact disc containing publications relevant to WID. As the technology will soon be available for as little as $US 500, even the production of compact discs will soon be within the reach of many developing countries.

Among the recommendations contained in the paper is that a focal point should be formed to put together a database on all women’s projects around the world. In addition, a database of software programmes developed by UN bodies, independent organizations or individuals should be set up, to be used free of charge or for a small fee. As a promoter of co-operation
among information systems on WID, INSTRAW is considering how to provide advisory services on the organization, classification and incorporation of different types and forms of information to respond to the needs of all agents involved in the development process.

Annex I to the paper provides a list of descriptors on women in the UN system, while Annex II lists some on-line databases of interest to WID.

* * *
I. INTRODUCTION

Communication is the transfer of information through the use of different technologies and/or personal contacts; it plays an essential role in the process of accessing information. The availability of timely and reliable information is a prerequisite for success in the implementation of development policies and programmes in general, and for women in particular. Women themselves need to be well informed to communicate their concerns to development agents and to share experiences with other women's groups. This was reiterated exhaustively throughout the United Nations Decade for Women (1976-1985); what is new is that communications technologies have appeared and established themselves in our daily lives, and they must be put to work for women in development.

In the course of this century, we have witnessed our world becoming a global village--although some pockets of isolation still remain--thanks to technologies that allow the transmission of messages at high speed and at a more and more affordable cost.

Radio, television, cinema, audio-visuals and printing became the medium of social communication; their potential is far from being exhausted. With the introduction of affordable micro-computers, modems, printers and user-friendly software as well as the development of data transmission systems of better quality at decreasing costs, computer technology is starting to play a very important role in communications. Hardware and software are constantly being developed to facilitate the storage and retrieval of information. Documents can be produced for the dissemination of information at a fraction of what they cost a few years ago.

Aware of these developments, INSTRAW’s Board of Trustees recommended at its Eighth Session that the Institute’s communication programme be given priority, that a comprehensive database on women in development (WID) be organized and linked with similar systems world-wide and, last but not least, that the Consultative Meeting be organized as a brainstorming session where ideas and concrete proposals could be discussed.

Since the main goal of INSTRAW is to stimulate and assist through research, training and information/communication efforts to integrate women as equal partners in the development process, it is only appropriate that the Institute should be in the forefront of the debate on the use of new communications technologies for WID.

As the Forward-looking Strategies for the Advancement of Women say, "technical co-operation among developing countries should be strengthened...focusing particularly on promoting the exchange of experience, expertise, technology and know-how, as well as on diffusing innovative organizational models suitable for strengthening the self-reliance of women. The urgent need for information flows to facilitate the process of integrating women in development, and the need for relevant, transferable and appropriate information should be a priority of regional co-operation within the framework of technical co-operation among developing countries."

This paper will concentrate on establishing a framework for discussions on the use of computer-related technologies as a tool for transferring relevant and appropriate information for WID, always keeping in mind North-South technical co-operation. It will address three areas: information systems, dissemination of information, and training, reviewing needs, main trends, hardware and software, systems already in use and those still in the experimental stage.
II. INFORMATION SYSTEMS

Information systems include management systems, bibliographical systems and statistical systems, as well as forecasting and decision-making models (decision support systems, expert systems, etc.). In this discussion we disregard the traditional information systems that have been using computer technology for a long time, such as payroll and accounting systems.

For any of these information systems to function properly, one needs:

1) To store data;
2) to process data;
3) to retrieve information; and
4) to transmit information.

In 1) and 2), we use the word "data", and in 3) and 4) the word "information", because to design a good information system it is very important to distinguish between data that is meaningless by itself and information that is a collection of related data. As an example, "one book on women's economy" is data, but does not provide much information, whereas "one book on women's economy written by Ms. X and published by Company Y" is information.

1) Storing data: To use data efficiently, information systems designers need to analyse a) where the data are collected; b) how they are collected; c) how the data interrelate; d) what information needs to be extracted from the system (otherwise a user might have a system with a lot of data, but organized in such a way that much useful information is lost); e) which media to use for data storage (tape, hard disks, diskettes, CD-ROMs, etc.).

2) Processing data: Depending on what kind of information systems one is dealing with, this step might be more or less important. In a bibliographical system, the data are not processed, but simply manipulated to respond to a search. In a statistical information system, data might need to be heavily processed and reduced to a manageable format for end users; it is particularly important to produce aggregate data for the compilation of statistics and indicators on social and economic trends.

3) Retrieving information: This allows users to actually obtain the information, be it a list of books "published in Italy on women farmers" or the average income of women farmers in Italy.

Since we are interested in research on WID, we can mention the difficulties of bibliographical searches on women's issues, because of the lack of descriptors on women. The data exist on most systems, but are buried under other descriptors. (This problem is also related to the way data are stored.)

4) Transmitting information: Once the information is retrieved from the system, it can be communicated and shared by a group of people, by printing or copying on paper, tape or diskettes and distributing the printed copies. Any of these media can then be distributed by mail. Another possibility is to have electronic access to the information through a telecommunications connection using a telephone line or the services of a packet-switched public network like TElenet or Tymnet.

Establishing these automated information systems requires:

1) Hardware: A computer with its peripheral equipment (cables, printers, modems, disk drives, tape drives, etc.);
2) Software: An operating system that allows the computer to communicate with the "outside world", and other specific-use software such as a database management system, statistical system or decision support system.

A database management system, for instance, provides users with the facility to store, process and retrieve data. (Examples are a list of books published by Ms. X, a list of books on women's economy, with an indication of author and publishing house, a list of projects to promote participation of WID, by country and organization, etc.) For more sophisticated retrievals, there is often other software that facilitates it. Otherwise the user has to develop it.

Depending on the amount and complexity of data to be processed, there are information systems developed on mainframe computers, usually extremely expensive to set up and out of reach to developing countries, or information systems developed on micro-computers, whose data can often be shared through a diskette. (For the sake of simplicity, mini-computers have been left out of the discussion.)

Mainframe computers are an area where UN agencies and non-governmental organizations help by providing databases with information that can be accessed by any individual with the proper credentials. UNBIS and UNSIS can be cited as examples of such systems.

UNBIS provides information on documents, reports and books published within the UN system by subject, title or author. As far back as three years ago, to have access to the information on UNBIS the potential user had to visit or write to the Dag Hammarskjöld Library and request a search. Now, from any micro-computer with a modem, communications software and proper access authorization, the user can access the data and perform the search directly.

UNBIS maintains and stores international statistical data on energy, industrial production, industry in general, population, national accounts, trade, commodity trade, construction, shipping and prices. For retrieval of information it allows access to users outside the UN Statistical Office. Some of the data are kept in aggregate format.

For systems that can be developed on micro-computers, an excellent example that benefits WID is the bibliographical information system on Women (WIS) developed by the Branch for the Advancement of Women (BAW) of the UN Centre for Social Development and Humanitarian Affairs in Vienna. WIS extended the UN thesaurus to include classification pertinent to the advancement of women. BAW is promoting standardization of the format of WIS among national machineries in order to facilitate the exchange of information and the existence of a focal point that could hold all the data available in the national machineries.

A list of descriptors on women used by UNBIS and an extension developed by BAW are presented in Annex I. It appears that appropriate descriptors to serve WID are to be further expanded.

Several databases with socio-economic or development data either have no descriptors on women or have only a general descriptor called "women". ISIS International has also developed a database with information on reports, research projects, guides and conference papers produced by and about women on the international level. The content of their database appears in the publication Women's Database, and they apparently have plans to put it on-line.

This leads to several topics worth debating in a brainstorming session on databases for WID:

1) Identifying precise information needs at the national, interregional and international levels.
2) The need for further expanding existing thesauri for bibliographical searches to include more entries that allow for a cross-reference on women's issues.

3) The need for standards, so that searches in different databases on similar categories lead to compatible information.

4) Discussion on ways to take advantage of this relatively new possibility of having information available at one's fingertips for a relatively moderate price.

5) Being aware that good communication links are essential for computer-to-computer exchange of information. The use of telephone lines is expensive and often the quality for data transmission is poor. Using a packet-switched public network offers a much more reliable data transfer at a better price. Although this price may be out of reach for many developing countries, the trend is towards decreasing prices.

6) The need to use compatible database and communications software to facilitate the exchange of data.

7) The expansion of joint efforts on programming software that serves similar needs, thereby decreasing the investment necessary for software development.

It is pertinent to mention that while more and more software programmes are being produced, information users still need to tailor software to their needs. This is another area where collaborative efforts among women's groups, by producing software they could share, would be very productive. Considered globally, such efforts would ensure that scarce resources are used more effectively.

UNESCO's development of CD/ISIS is a step in that direction. UNESCO distributes ISIS free of charge for use on mini- and micro-computers. The use of CD/ISIS has permitted several centres to automate their operation of document centres, allowing a more efficient use of resources. At the same time, it is possible for several centres to exchange data for the very low price of a couple of diskettes.

The bibliographical reference on medical sciences for Latin America (BIREME) developed by the Pan American Health Organization (PAHO) and World Health Organization (WHO), and WIS, developed by BAW, are also illustrations of the need to use compatible software. Both were designed and implemented using CD/ISIS and MICRO/ISIS, and permit the exchange of data with other document centres using diskettes. INSTRAW is also in the process of automating its document centre using MICRO/ISIS and collaborating very closely with local universities that have research programmes on women's issues.

In this respect it would be interesting to promote the existence of focal points for each specialized area of data, in such a way that duplication of efforts is minimized and greater co-operation and collaboration between interested groups achieved at the national and international levels.

INSTRAW is currently involved in the systematization and repackaging of available information and is refraining from creating new databases involving the collection of primary information of either a statistical or a documentary character.

Within the UN system, the Advisory Committee for the Co-ordination of Information Systems (ACCIS) in Geneva has been trying to publicize and co-ordinate the development of databases and computer networks.

With the advent of micro-computers, information users can be more independent from a central department for data processing; frequently, neighbours end up engaging in similar efforts that could be avoided had they known about each other's information needs.
DISSEMINATION OF INFORMATION

Three categories can be considered in regard to the dissemination of information: 1) facilities to produce good quality printed material at an affordable price with the popularization of word processing and desktop publishing; 2) facilities to communicate information electronically through electronic mail, bulletin boards or a communications network service; and 3) other technologies that facilitate the storage of and access to information.

1) Word processing is worth mentioning because its use was the first step towards the production of affordable printed material of reasonable quality. The fact that one no longer needs to retype a full document or patch a page to correct mistakes has already led to greatly improved productivity. But if one adds to that the existence of automatic line and page formatting, spell checks and the use of a thesaurus, the price-performance ratio is very favourable.

Desktop publishing is the ability to use a micro-computer to produce texts ready to print or in camera-ready format; it represents a step beyond word processing.

The basic equipment needed to desktop "publish" is a micro-computer, a printer and word processing software, which can all be obtained for as little as $US 1,000. Of course, this equipment will not be suitable to produce a book or a magazine, but it can produce a leaflet. As we upgrade to more powerful computers, laser printers, desktop software, scanners and the like, obviously the price increases along with capacity. But the point is that without a substantial investment it is already possible, for instance, to produce training material of decent quality. As the price of laser printers and scanners goes down, it can be expected that more and more developing countries will be able to take full advantage of this technology.

On the other hand, it will become common to have documents and books typed on diskettes at a price already lower than that for printed material. Given also that the price of shipping a diskette is less than that for shipping a book, the investment in equipment would be returned in a short time.

Since this small investment is still out of reach to a lot of communities, the establishment of community centres that could provide the equipment to several groups on a shared basis as well as training on the use of computers should be promoted. Focal centres could also be established to provide information on hardware and software as well as share experiences with other groups. ISIS International is already doing this by publishing in its magazine its experience in automating operations. This can be helpful to other groups undertaking similar projects.

2) The use of telecommunications for networking is what could actually put information at the fingertips of women around the world and efficiently promote communications.

Three areas can be considered:

a) Access to national, interregional or international databases;

b) electronic mail, which is a way to send and receive messages; and

c) electronic bulletin boards, which are used to post information to be shared among users of the bulletin boards.

The bulletin boards which were made popular by computer hacks willing to share their experience with others are now used by a variety of groups. Computer magazines, for instance, share computer programmes developed by their staff or other contributors with subscribers through bulletin boards. Subscribers can also post their problems or experiences.
This entails computer-to-computer communication. For the purpose of WID, the following investments are necessary: a micro-computer, a modem, access to a telephone line, communications software and a subscription to a database service and/or an electronic mail service and bulletin boards. It could also be useful to subscribe to a public packet-switched network that allows telecommunications at a cheaper price and of better quality than telephone lines.

Since the cost of setting up a bulletin board is relatively low, it is worth exploring the possibility of establishing bulletin boards at focal points so that any relevant information for the participation of WID, be it a resource list or important data on health, water, energy practices, etc. could be made immediately available to other centres or individuals.

Software to set up an electronic mail service using a micro-computer is also available. Although this service might not be practical to use for intercontinental communication, it could serve to establish a less expensive form of communication within a country.

INSTRAW subscribes to UNINET, the United Nations Electronic Information Network, which offers a low-cost electronic mail service between users, as well as access to recent UN press releases (three or four weeks after the issue date, they are deleted from the system), the UN calendar, UN resolutions starting with the forty-first session of the General Assembly, Dag Hammarskjold Library’s bibliographical references, etc. UNINET can be accessed through TELNET, which makes it affordable to use, even from Santo Domingo. So far, very few women’s organizations are connected to it, and users need to be educated to take full advantage of this service. But the potential is there.

Usually, electronic mail services and electronic bulletin boards go together. One item for discussion could be whether more advantage should be taken of existing services like UNINET or whether another service specifically dedicated to WID should be developed.

3) Among the technologies that facilitate the storage of and access to information, the following should be mentioned:

a) Portable libraries, that is, libraries on compact discs (CD/ROM). These libraries are particularly well-suited for the dissemination of information, because after the initial investment in a micro-computer, CD/ROM reader, printer and CD/ROM software, about 200,000 pages of printed material per compact disc can be available.

Compact discs are very well-suited for making information available from stable libraries where data do not change over time, or at least not often. Moreover, there is no charge every time data are accessed, and no telecommunications charge; searches can be made by title, author, subject, date, descriptors, etc.

This also means that with a small investment and a reduced need for space, a substantial amount of data can be had at one’s fingertips, with an information retrieval system that is more efficient than traditional libraries. Users can then print only the pages they need instead of a whole book or document.

The critical issue here is developing sound criteria to select the data that will go on the compact discs. One possibility of CD/ROM is that information can be redesigned on the micro-computer before printed to fit a specific audience.

b) Optical disc technology is similar to compact discs and can store text and images. It is more expensive to implement, but once set up, can be accessed at low cost. As with compact discs, the savings on space are quite impressive, since a 12-inch disc can store 60,000 pages in image format or 600,000 pages of text. The price for this source of information is already reasonable: 1 PC AT, a modem and a printer can be acquired for as little as $US 4,000. The price is still high for a good-quality, high-speed data link, but it is already within affordable ranges.
At the United Nations Office in Geneva, an experiment is taking place, subsidized by the French Government, to store UN documents on optical disc. The documents can then be retrieved from local and remote places by author, subject, document number, etc. One year of documents produced at that Office can be stored on 10 optical discs or 17.5 kilometres of shelves.

Compact discs and optical discs both have good storage quality that does not deteriorate easily. There are some plans to put old manuscripts on compact or optical discs to ensure preservation of the information on them.

c) Another technology that will facilitate the flow of information is the use of computer-aided translation. Although it is not yet affordable by the individual user or small organizations, it is already speeding up the lapse of time between the production of a document or book and its translated versions. PAHO has an in-house ENGSPAN/SPANAM machine translation system. The International Monetary Fund, International Telecommunications Union and Department of Public Information at the UN have also conducted tests of machine-aided translation and report that information can be accessed more rapidly and at a lower cost in several languages.

III. TRAINING

The importance of training can never be overemphasized. Without proper training, women's access to new technologies and to participation in the development process is not possible.

Two areas of training need to be addressed: 1) training or learning assisted by computers, and 2) training in the use of computers.

1) Computer-assisted training is based on software that allows a student to follow a presentation on a monitor or video screen and then react to it in a programmed way. The computer evaluates the answer to the stimulus and decides on the follow-up. Such training ranges in sophistication from that for jet pilots and mechanics, which costs thousand of dollars, to training for typing, which can cost a couple of hundred dollars.

Establishing a computer-assisted learning and training centre can be a matter of a small investment in a micro-computer, software programme and a mouse and/or joystick, which is why it could be particularly well-suited for developing countries.

Computer training allows for a more interactive relation than such media as television. Students can stick to their own pace with an interlocutor (the computer) that actually asks questions and verifies answers. The courses can take on multimedia characteristics because text can be interwoven with graphs, pictures and sounds. Training modules could be developed using graphics exclusively to address populations with a high degree of illiteracy or speaking non-written languages.

Although computer training is no substitute for multimedia training or even television training, it can complement them. There are clearly some areas in which one of these media is better than the other.

2) Training in the use of computers is actually training in how to take advantage of computer technology. (Excluded from this discussion is the more sophisticated computer training of computer professionals at universities.) This entails teaching that can start with the use of computer keyboards and typing, basic computer concepts, use of operating systems and software for different purposes, from word processing to spreadsheets and databases. It often involves teaching data structures, file management and database management concepts to allow not only a more
advanced use of the facilities but also the proper organization of manual data in anticipation of automation.

Part of this training can be computer-assisted. There are programmes for learning how to type on the computer as well as how to use a specific spreadsheet programme. Assistance is nevertheless needed to help an individual make progress and take full advantage of the software.

A training centre for computer-assisted learning can also do the bulk of training in computer literacy, especially in developing countries.

IV. CONCLUSIONS

Although presented as three different categories, information systems, dissemination of information and training are actually interrelated. They can be integrated to respond to requests for statistical data, bibliographical references, visual and textual material as well to ensure women’s access to global networks of scientific and technological information.

Since information is one of the basic elements in development planning, information infrastructures must be established that facilitate and expedite the flow of information from the moment it is produced. Another characteristic of information for decision-making is its multidisciplinary nature: it requires scientific, technological, statistical, legal, economic and financial data. However, no computer system or technology can help if it is not designed on the basis of a careful analysis of needs, available resources and the skills necessary for implementation.

While linkage with international databases is desirable, one must be aware of two main problems:

1) Indexing information or querying for data in a foreign language can be difficult.

2) Accessing databases on-line can be extremely expensive.

On the other hand, linking national women’s services, such as libraries and documentation centres, could be an important step in strengthening national information capability.

Whatever automated information services are established, the following should be borne in mind:

- The possibilities of exchanging data with others. The choice of a specific hardware or/and software can make the difference between communicating and not communicating.

- Data must be sensitive to the socio-economic and socio-political situation of each country.

CD-ROM technology is a relatively inexpensive way to obtain information. Subscription services to CD libraries are becoming available for many countries or remote locations. CD-ROMs can help in overcoming isolation while preserving the searching power of on-line systems. To that end, INSTRAW is collaborating in the production of a compact disc of publications relevant to WID that should be ready in the first quarter of 1989.

This technology might actually prove to be of great use for developing countries. The Tandy Corporation has already announced a CD-ROM recorder costing about $US 500, which would put even the production of compact discs within the reach of most institutions.

Computer-assisted training can be developed to assist women in developing new skills, ranging from such basics as water and energy management to more sophisticated managerial functions.
Computer-assisted training can be developed to assist women in developing new skills, ranging from such basics as water and energy management to more sophisticated managerial functions.

A focal point could be formed to put together a database on all women's projects around the world, whether completed, in progress or planned. This would allow development and women's groups as well as international technical co-operation organizations to know who is doing what and where, to share experiences and ensure that funds go where they are most needed.

Another possibility worth exploring is setting up a database of software programmes developed by UN bodies, independent organizations or individuals which could be used free of charge or for a small fee. It would indicate the name of the software, purpose, where it can be obtained, fees (if applicable), the names of some users for reference and the name of the commercial software with which it has been developed.

For instance, the Simulation Model on Population and Development (game for training) developed by the UN's Department of Technical Co-operation for Development with its own manual is very useful for demographic training seminars and is distributed free of charge to eligible institutions. There are also several programmes developed using the database management system, DBASE III, to manage consultants on a project or rosters of experts. These programmes could be made available to women's groups that manage or fund projects. At a later stage, it might be worthwhile to explore the use of decision support systems and expert systems that can simulate the work of an energy model or enterprise, for example.

As a promoter of co-operation among information systems on matters relating to WID, INTRRAW is considering how to provide advisory services on the organization, classification and incorporation of different types and forms of information to respond to the needs of all agents involved in the development process: politicians, researchers, community trainers, project administrators, grass-roots women's organizations, social communicators and so on.
ANNEX 1

Descriptors on Women from UNBIS:

WOMEN
Aging Women
Battered Women
Black Women
Disabled Women
Integration of Women in Development

USE:
WOMEN IN DEVELOPMENT
Jewish Women
Married Women
Muslim Women
Women
Women Artists
Women Authors
Women College Graduates
Women College Teachers
Women in Agriculture
Women in Development
Women in Politics
Women Journalists
Women Managers
Women Migrant Workers
Women Prisoners
Women Refugees
Women Scientists
Women Workers
Women’s Advancement
Women’s Rights
Women’s Status
Additional descriptors developed by the Branch for the Advancement of Women:

Basic Needs of Women
Child Custody
Child Care Services
Convention: EDAW (Elimination of All Forms of Discrimination against Women)
Convention: New York
Declaration: Peace
Equal Representation
FLS: Nairobi (Forward-looking Strategies)
Housework
Incest
IWY (International Women's Year)
Maternal Mortality
Married Women
Medium-term Plan
National Machineries
PA: Cop. (Copenhagen Programme of Action)
Parents
Purdah
Rape
Right to Vote
Rural Women
Sex Exploitation
Sexual Harassment
Shelters for Women
Single Mothers
Single Women
Stereotypes
UNDD (UN Development Decade)
UNDW (UN Decade for Women)
Urban Women
Widows
Wife Abuse
Women Architects
Women Auditors
Women Communication Personnel
Women Dentists
Women Judges
Women Lawyers
Women Librarians
Women Nurses
Women Physicians
Women Scientific Personnel
Women Scientists
Women Social Scientists
Women Social Workers
Women Soldiers
Women Teaching Personnel
Women Urban Planners
Women in History
Women in Industry
Women in Literature
Women in Services
Women's Health Services
Women's Organizations
Women's Role
World Conference: Mexico
World Conference: Copenhagen
World Conference: Nairobi
WPA: Mexico (Mexico World Plan of Action)
ANNEX II

List of Some On-line Databases

<table>
<thead>
<tr>
<th>ACRONYM</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACRONYM</td>
<td>Database on acronyms related to international development (IDRC)</td>
</tr>
<tr>
<td>AGRINTER</td>
<td>Inter-American Agricultural Information System (IICA)</td>
</tr>
<tr>
<td>AGRIS</td>
<td>Agricultural Information System (FAO)</td>
</tr>
<tr>
<td>AID</td>
<td>Database on technical research and development materials developed by AID programmes (AID)</td>
</tr>
<tr>
<td>Bibliografía Especializada sobre materias específicas</td>
<td>bibliographical information system on several subjects published in Spain; literature on women’s studies is covered world-wide (Universidad Complutense de Madrid)</td>
</tr>
<tr>
<td>BIBLIOL</td>
<td>database on literature collected by the International Development Research Centre (IDRC)</td>
</tr>
<tr>
<td>BIREME</td>
<td>bibliographical reference on medical sciences for Latin America and the Caribbean (PAHO/WHO)</td>
</tr>
<tr>
<td>Catalyst Resource on the Work Force and Women</td>
<td>bibliographical reference on women’s issues (the Catalyst Information Centre)</td>
</tr>
<tr>
<td>DEVSIS</td>
<td>bibliographical information system on economic and social aspects of third world development published in Canada</td>
</tr>
<tr>
<td>IDRIS</td>
<td>database on projects funded or co-ordinated by BOSTID - USA, GATE - Germany, IDRC - Canada, IFS - Sweden and SAREC - Sweden (IDRC)</td>
</tr>
<tr>
<td>ILO</td>
<td>ILO bibliographical information system</td>
</tr>
<tr>
<td>INFOTERRA</td>
<td>international information system for environment questions (UNEP)</td>
</tr>
<tr>
<td>NRG</td>
<td>bibliographical database on energy problems (IDRC and UNU)</td>
</tr>
<tr>
<td>POPINS</td>
<td>Population Information System (UNFPA)</td>
</tr>
<tr>
<td>SALUS</td>
<td>bibliographical database on health care (IDRC)</td>
</tr>
<tr>
<td>UNBIS</td>
<td>United Nations Bibliographical Information System</td>
</tr>
<tr>
<td>UNESCO</td>
<td>UNESCO’s bibliographical information system</td>
</tr>
</tbody>
</table>

15
INTERNATIONAL CONSULTATIVE MEETING ON

Communications for Women in Development

USING NEW TECHNOLOGY FOR WOMEN IN DEVELOPMENT: THE EXPERIENCE OF ISIS INTERNATIONAL

By Marilee Karl

ROME, ITALY OCTOBER 24-28, 1988
NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.
INTERNATIONAL CONSULTATIVE MEETING ON

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THE EXPERIENCE OF ISIS INTERNATIONAL

By Marilee Karl

ROME, ITALY OCTOBER 24-26, 1988
SUMMARY

This paper summarizes how Isis International—an NGO created in 1974 to promote the flow of information and communication among groups and organizations concerned with the empowerment and development of women—has used new computer-related technologies for its databases and as a means of communicating and transferring information for women in development. Isis aims to help solve such problems as the lack of channels of communication to share ideas and experiences and the lack of access to relevant sources of information and means of dialogue with more established organizations and institutions concerned with WID.

Through its networking activities, Isis International is in contact with some 10,000 groups and individuals in 150 countries.

As a basis for its work, Isis has built up an extensive collection of information and materials on women’s issues, with special emphasis on development, equality and peace. The collection is housed in Isis’ two resource centres, in Rome and Santiago. Since the purpose is to make the information as widely available as possible, Isis disseminates it through print media and publications, but has increasingly turned towards computerization.

Isis has built up a database on audio-visual resources and produced a Resources Guide that shares the experiences of groups in producing and using audio-visuals; it is currently producing a multi-media package and planning a training course on Audio-visual Communication Techniques. The organization is also computerizing its information retrieval system. In Rome, it is building up the human resources and audio-visual databases, while Santiago is entering information about printed documentation. Outputs include a woman-oriented list of descriptors, a bilingual English-Spanish publication of 600 summaries from its bibliographical database and a new database on violence against women, which focuses on Latin America and the Caribbean.

In the area of computer networking, Isis has been relying on a modem and electronic mail and bulletin boards. It is part of an international network of NGOs, called INTERDOC, in which Isis acts as a referral service on women’s issues and groups. INTERDOC shares information on development issues as well as expertise and information on new technologies for development.

In addition, Isis has conducted a training workshop for women’s documentation centres in Latin America and the Caribbean to share its experiences in using new technologies to organize and process information.

What has emerged from the requests of women’s groups in developing countries is that while it is relatively easy to buy a micro-computer and software, little or no training is provided on their use and applications, which means a computer “expert” must often be called in. Accordingly, Isis plans to develop training materials and conduct a training course on computer literacy for women’s groups in developing countries.

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This paper will relate the experience of Isis International in using new computer-related technologies for its databases and as a means of communicating and transferring information for women in development.

Isis International is a non-governmental women’s organization, created in 1974 for the purpose of promoting the flow of information and communication among groups and organizations concerned with the empowerment and development of women, and in particular, among the many new groups and networks that emerged just before and during the UN Decade for Women. One common problem of these groups was the lack of channels of communication to share their ideas and experiences. Another was the lack of access to relevant sources of information and means of dialogue with more established organizations and institutions concerned with WID. Isis aims to help fill these needs. Through its networking activities, Isis International is in contact with some 10,000 groups and individuals in 150 countries.

As a basis for its work, Isis International has built up an extensive collection of information and materials on women’s issues, with special emphasis on development, equality and peace. Most of this has been produced by and for women in developing countries, and much of it is "gray literature"—those pamphlets, periodicals, books and papers that are not usually found in libraries or other documentation centres. The collection is housed in Isis International’s two resource centres in Rome, Italy and Santiago, Chile. Originally, the material was organized and indexed using manual systems.

Our purpose, however, is not to collect and centralize information, but to mobilize it and make it available as widely as possible, and particularly to get it out and back to developing country groups. The information was and continues to be disseminated through traditional means, including a magazine called Women in Action that describes what women are doing and the materials they are producing in the Third World; an international women’s health journal, produced by the Latin American and Caribbean Women’s Health Network and co-ordinated by our Santiago office; resource guides on women and development; and audio-visual resources. There is also a series of books co-published with groups and networks in developing countries, the most recent of which, on Women and the Economic Crisis in Latin America, was a collaborative effort with DAWN (Development Alternatives with Women for a New Era). Specific information requests were formally answered through the laborious process of manual searches and typing out bibliographies and then sending them through the not always very efficient postal system. Now this is done by computer.

Although print media and publications remain an important means of communicating and disseminating information, over the years we have been turning to other means of communication.

**Audio-visuals for promoting women’s participation in development**

Many groups and organizations have found that audio-visuals have a special potential for increasing women’s participation in their communities and in the development process at the grass-roots level. However, they have encountered some obstacles: the lack of opportunity to exchange experiences with similar groups using audio-visuals at the local level and the lack of training opportunities for women in the production and effective use of these media.

In an attempt to respond to these needs, Isis International has built up a database on audio-visual resources and produced a Resources Guide that shares the experiences of groups in producing and using audio-visuals and lists hundreds of films, videos and slide productions. We are also in the process of producing a multi-media package that will share these experiences in a more dynamic way and are planning a training course on Audio-visual Communication Techniques.
Computerizing the Resources Centres

Like so many women's NGOs, Isis International has been carrying out this work with an extremely small budget, staff and infrastructure, but with a great deal of enthusiasm and participation by women's groups, especially in developing countries.

These very limitations were one of the reasons Isis decided to turn to computer-based technologies to speed up and make our work in information and communication more efficient, easier and more enjoyable. Another reason is that computers and computer-based technologies have become steadily less expensive and more accessible to small groups and networks like our own, in both the North and the South. We also saw that these technologies were most often being used by male-dominated NGOs and by the men within organizations, and that once again, women were being left behind. We decided it was important not just to learn how to use these technologies for ourselves but to share this knowledge with other women and groups, particularly in the South.

Fortunately, we were able to avoid one of the potentially costly mistakes that many women's groups and other NGOs have run into. Frequently they have bought or been given computers by donor agencies and then tried to figure out how to use them and what to use them for. IDOC, an NGO based in Rome, and several individuals who are aware of the specific needs of small resources centres shared with us priceless information and experience. They helped us assess, first of all, what we needed and wanted to do; secondly, to find the most appropriate software to enable us to do this; and lastly, to locate the hardware to run the specific programmes.

We began computerizing our information retrieval system in Rome in 1984 and Santiago in 1986, dividing the data entry responsibilities between the two offices in order to avoid duplication of material in our databases. In Rome, we are building up the human resources and audio-visual databases, while Santiago is entering information about printed documentation. The priorities are set according to the needs of the groups in our network.

Our first task was to build a woman-oriented list of descriptors, as we found that existing thesauri do not contain sufficient or adequate descriptors. This work began in 1984, while the databases were being set up. As a starting point, we used existing thesauri (Popin, OECD, UNESCO and the U.S.-based National Council for Research on Women) to complement the more specialized terminology on women's issues that we have developed. In 1987, we circulated a bilingual English-Spanish edition to women's centres around the world for comments and suggestions.

For the documentation database, we use the CD/ISIS software that UNESCO makes available free of charge and that is now being used widely by NGOs in developing countries. This programme is both powerful and easy to use. Each entry includes bibliographical data, abstracts and thematic and geographic keywords. The systems permits the retrieval of documents in several ways--by author, both individual and institutional; country and region; date; type of documents, conferences, titles, etc.

This year we published the first edition of the "Women's Database", a bilingual English-Spanish publication of 600 summaries from our bibliographical database. This will be produced twice a year in order to disseminate information about material produced by and for women around the world and to support research and action. The main part of the publication contains bibliographical data and abstracts. To facilitate retrieval, there are five indices: thematic, individual or institutional author; geographic area; conferences; and periodical publications.

We have also begun two new databases. The first, which we are working on with the support of UNIFEM, concerns violence against women and includes information on organizations and documentation relating to legislation, research, policies and action on the
issue in Latin America and the Caribbean. This information will be made available through
the publication of directories.

Computer Networking

In the beginning it struck us as quite an accomplishment to perform rapid computer
searches requested by women’s groups around the world and to send them the corresponding
print-outs. Searches that used to take days could now be done in minutes. But as more and
more women’s groups and other NGOs in developing countries acquired computers or access
to them, we began to explore the use of computer-based technologies to transfer information
and to communicate. We felt that this could greatly increase the decentralization of and
access to information.

The exchange of diskettes is one simple way to share data. At first, we encountered some
difficulty due to incompatibilities of hardware and operating systems. This problem is being
overcome, however, as new developments make it possible for computers to read the disks
from other types of computers and operating systems.

More rapid data transfer can be accomplished by means of a modem and electronic mail
and bulletin boards. Isis International is part of a network of NGOs in Africa, Asia, Europe,
Latin America and North America who are using telecommunications and computer networking
to share data and communicate with each other. This network, called INTERDOC, was
created in 1984. It uses the GEONET telecommunications network. Within INTERDOC,
Isis International has the specific responsibility to act as a referral service on women’s issues
and groups. As yet, we are the only women’s NGO in the network and we would like to
encourage others to take advantage of the possibility to participate in it. INTERDOC shares
not only information on development issues, but also expertise and information on new
technologies for development. It can also be used to mobilize groups and organizations to
take action on specific issues.

In Santiago, Isis International also participates in the Red de Recursos Informáticos
(RRI), a group of NGOs who collaborate on the development and improvement of information
systems. RRI has compatible hardware and channels for software exchange and also
conducts training courses.

Our experience in computer networking has shown the great potential of these tech-
nologies to promote communications for women in development. Women’s groups around
the world are also very interested in learning how to use them for that purpose.

As an initial response to this, Isis International conducted a training workshop in Novem-
ber 1988 in Santiago for women’s documentation centres in Latin America and the Carib-
bean. The purpose was to share our experience in using new technologies to organize and
process information and to work towards developing co-operation among organizations in
this field.

What has emerged from the requests of women’s groups in developing countries is that
while it is relatively easy to buy a micro-computer, together with word processing and
database software, little or no training is provided on their use and applications. Women are
shown the minimum commands necessary to operate the computer for specific, limited
purposes but without explanations, and are thus unable to apply basic knowledge of the
hardware and software in order to expand or share their knowledge with other women. This
is “technology transfer” at its worst: the provision of technical equipment without the
accompanying transfer of technical knowledge about the conceptual basis of the equipment.
This means that a computer “expert” must be called in whenever an unusual event occurs or
when one wishes to use another application.

For this reason Isis International is planning to develop training materials and conduct a
training course on computer literacy for women’s groups in developing countries.
Women's groups in developing countries are increasingly requesting training in desktop publishing. Isis International has begun to use this technology, which has given us tremendous savings in time and money and increased flexibility. We are trying to share some of these experiences in the pages of Women in Action.

Two aspects of our experience merit greater consideration. One is the need to develop closer co-operation and collaboration among NGOs and inter-governmental organizations that are building databases on women in development issues and using computer-based communications technologies; efforts should be made to access each other's databases. The other is the need to extend and support training efforts in this field.

For this reason we welcome very much INSTRAW's initiatives in promoting the use of new communications technologies for women in development, as well as the recommendation of INSTRAW's Board of Trustees to give priority to the organization of a comprehensive database on women in development, linked with similar systems worldwide.

When INSTRAW organizes that database, we recommend that it give special attention to the wealth of information resources contained in women's centres and groups around the world and that it promote measures and activities to strengthen and utilize these resources as well as facilitate their access and linkage with other databases. INSTRAW should also give priority to training in the use of new computer-based technologies and continue its very valuable work in promoting co-operation and collaborative efforts among groups concerned with women in development.

For its part, Isis International is willing and eager to establish stronger links and to collaborate on these efforts in any way possible, so that together we can strengthen the flow of information and mobilization of data on women in development.
INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in Development

WOMEN IN DEVELOPMENT PROGRAMME
OF THE SOCIETY FOR INTERNATIONAL DEVELOPMENT, ROME

By Wendy Harcourt, Co-ordinator of the Women's programme,
Society for International Development

ROMA, ITALY  OCTOBER 24-28, 1988
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ROME, ITALY  OCTOBER 24-28, 1988
SUMMARY

This paper describes the Society for International Development (SID)’s proposed three-year Women in Development Programme, a series of regional forums for the "exchange of experiences, expertise, technology and know-how". The Programme’s main goals are 1) to integrate gender issues and women’s concerns into the Society’s regional programme on sustainable development and meetings on the International Division of Labour in preparation for SID’s 1991 world conference; and 2) to ensure that women are central to SID’s exploration of poverty-focused and environmentally sustainable development by providing a forum for the exchange of ideas and by building on women’s participatory development and grass-roots organizations.

The Programme will have two focuses: to build on the practical successes and strengths of women’s NGOs, and to look at how these micro-activities relate to development strategies on a macrolevel. Issues to be raised include interrelationships among population, environment and women; young women’s education; women’s role as producers of goods; women’s access to credit and land; and strengthening women’s professional networking.

A proposed programme using seminars, radio, television, videocassettes, print media and SID’s own publications will address development practitioners and organizations dealing with the broader public issues of concern to WID. In this way SID/WID proposes formulating a framework for communicating women’s innovative experiences.

* * *

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The proposed Women in Development Programme of the Society for International Development is our contribution to the international agenda on women and communication based on the Nairobi Forward-looking Strategies. The programme will stage a series of regional forums for the "exchange of experiences, expertise, technology and know how...suitable for strengthening the self-reliance of women", with communication and networking as two major strategies.

I would like here to outline briefly the main goals of the programme and, in the spirit of Monday's opening addresses on the importance of women's networks and communications, I hope that this statement will help build future links within the SID/WID network and points of communication.

Building on its past achievements, the SID Women in Development Programme will strive to integrate gender issues and women's concerns into SID's Regional Programme on Sustainable Development and the meetings on the International Division of Labour in preparation for the 20th SID World Conference in Amsterdam, 1991. The main vehicle for these discussions will be six regional conferences in Africa, Latin America, Middle East/North Africa, South Asia, East Asia and the Pacific and Europe/North America.

The three-year SID/WID programme aims to ensure that women are central to the Society's exploration of poverty-focused and environmentally sustainable development by providing a forum for the exchange of ideas, practical experiences and strategies for change and by consolidating and building on women's participatory development and grass-roots organizations.

The proposed programme offers an opportunity to build on SID's previous work on alternative and grass-roots development strategies. The Pre-Conference on Gender and Equity held in New Delhi last March illustrated how SID can effectively bring together women working at all levels of development to discuss the successes and problems of women's contribution to development. The case studies presented in the workshops and the discussion raised in the panel on women and communication suggested ways that women can move forward and organize more effectively on local, national, regional and international levels. Building on this success and utilizing SID's extensive chapter and membership network, the SID/WID programme will be looking to women of the developing world as important participants in designing new development strategies.

The programme's approach will take two focuses - one to build on the practical successes and strengths of women's NGOs, and the other to look at how these micro-activities relate to development strategies on a macrolevel, posing theoretical and methodological challenges for each region. The issues we will be raising in the programme activities include: the interrelationship of issues of population, environment and women; women's role in the social sector servicing the urban centres; young women's education in the knowledge of their own bodies and fertility; women's role as producers of goods--especially agricultural products--and services; the need to balance women's roles as reproducers and producers; the development of women's access to credit, land, natural resources and marketing schemes; how to strengthen women's networking for professional and occupational development; women's role as managers of, participants in and beneficiaries of project plans; women's role in determining the education of future generations; and the recognition of women's traditional skills and indigenous knowledge as important resources in development.

Communication will play a key role in these meetings. SID/WID envisages three levels for this role: First, to offer a space for research and strategizing to increase women's access to communications media. Secondly, to communicate the findings of the meetings in order to gain support of the global community for women's concerns in the developing world. And thirdly, to communicate to development practitioners the successful lessons learned which can be used in implementing their own development strategies.
A proposed programme using seminars, radio, television, videocassettes, print media and SID's own publications, Development and Compass, will address development practitioners and organizations dealing with the broader public issues of vital concern to women in development. In this way SID/WID proposes formulating a framework for communicating women's innovative experiences, providing both a network among women's NGOs and a point of communication for the wider development community.

In this endeavour, SID/WID welcomes co-operative efforts and exchanges with other women's networks and hopes that its plan of activities will complement and contribute to the ongoing work and agendas for action towards the goal of a more equitable and sustainable world for both women and men.
INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in Development

VIDEO AS A TOOL IN TRAINING AND ORGANIZING:
EXPERIENCES OF VIDEO SEWA*

By Sara Stuart, Co-ordinator, Village Video Network Secretariat, India

ROME, ITALY  OCTOBER 24-28, 1988
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ROME, ITALY OCTOBER 24-28, 1988
SUMMARY

This paper describes the experiences of Video SEWA, the video co-operative of the Self Employed Women's Association of India—a trade union of some 24,000 poor, self-employed women in Ahmedabad—to illustrate the power and importance of video as a training tool. It focuses on the example of one woman of Ahmedabad, a respected leader among vegetable market women, who has fought police harassment to gain licences and recognition from the municipal authority and who testified in court on behalf of the vendors. In 1984, she and 19 other SEWA members took part in a three-week video training workshop for women of all ages, many of whom were illiterate.

During the workshop, each participant produced her own programme. Afterwards, they formed a co-operative, called Video SEWA, which held weekly meetings and refresher courses. Several months after the initial workshop, negotiations began between authorities and vendors in the community; the meeting was taped and the video watched by the municipal commissioner, whose views were evidently changed by what he saw. The tape therefore proved invaluable to further negotiations and also shaped the women's understanding of the potential of video.

The Ahmedabad woman went on to use her new skills as an organizer and a producer, making other tapes about disadvantaged and victimized women that influenced their lives. Slowly, video has become an integral part of SEWA activities; the organization uses tapes to motivate, mobilize and strengthen existing membership and to organize new trade groups. Their programmes also create visibility for the issues of self-employed women and influence policy makers.

Video screenings have become an important part of workers' education classes and are used to fulfil more formal training needs. They provide specific educational information to groups of women and their children on such topics as oral rehydration. Their work now reaches beyond the borders of India, as the tapes are used to train groups in other countries that work at the grass-roots level and are interested in video as a tool for local development. In general, SEWA's experiences demonstrate the adaptability of video technology and its particular advantages in the hands of local organizers and extensionists. Video puts illiterate viewers as well as illiterate producers on a par with their literate counterparts, and this equalizing element can transform relationships, support a high level of participation and have great impact.

***
Training is at the heart of development work, particularly in villages and slums. Its goal is to strengthen local human resources by providing information, developing skills and building a base of confidence and experience. Training empowers trainees to improve their lives and those of their families and to become the agents of solutions to their own problems and concerns, rather than the objects of "development inputs".

In this context, the experiences of Video SEWA, the video co-operative of the Self Employed Women's Association, and more specifically the experiences of Leelaben Datania, a member of Video SEWA, illustrate the power and importance of video as a tool in training.

Leelaben Datania and her family have sold vegetables in the Manekchowk Market of Ahmedabad, India, for several generations. In the 1970s she joined SEWA and became an organizer in order to fight police harassment of small-scale vendors and to gain licenses and recognition from the municipal authority. As a part of this struggle, Leelaben testified in India's Supreme Court on behalf of the vendors. She is a respected leader among the market women.

In 1984, Leelaben and 19 other SEWA members took part in a three-week video training workshop. One-third of the participants, like Leelaben, were illiterate, and another third had less than a high school education. They included women of all ages, Hindus and Moslems, craftswomen, vendors and carpenters as well as several senior SEWA leaders.

"I did not know what video was," Leelaben recently explained. "Still, I learned to make programmes, to operate equipment and to do replays. I am illiterate and do not have electricity in my house, but I learned to make video programmes and became a producer."

During the workshop each participant produced her own programme. "Water, Water", Leelaben's first programme, focuses on the inequities of water distribution in her neighborhood. The programme shows, with a brief narration, the struggle of 500 families to fetch all their daily water from one faucet during the one hour when water flows. It is a simply made, in-camera edited programme that educates and raises awareness concerning this serious problem.

After the workshop, the participants formed a co-operative called Video SEWA. They had weekly meetings and refresher courses. A three-week workshop was not enough to master production techniques. As the participants returned to their regular jobs and used the equipment less frequently, they became unsure of their video skills. Regular video training, hands-on practising and practice recordings were all part of the process. Gradually a feeling of team spirit, discipline and confidence grew among the members of Video SEWA.

Several months after the initial video workshop, the municipality of Ahmedabad began, under court orders, to negotiate with the vendors of Manekchowk Market. The negotiations centred on the rights of small-scale street vendors to claim space in the marketplace where they had been earning their livelihoods for generations. In the eyes of the municipal authorities, the street vendors were obstructions of traffic and should be cleared off the streets.

* This paper draws substantively on an unpublished article, "Getting an Opportunity," by Ms. Jyoti Jumani, Co-ordinator of Video SEWA. I gratefully acknowledge her contribution and thank her for all she has taught me during the past four years.
After years of organizing and struggle, the negotiations were the municipality’s first constructive response, causing a great deal of excitement at SEWA. A meeting to inform the representatives of the vendors was called, and three members of Video SEWA decided to tape it. Leelaben did the sound. The vendors were comfortable with her, and the rest of the video crew were known to the vendors. The taping did not inhibit or interfere with the meeting.

The municipality had offered to make a marketplace on a terrace available to the vendors. The women’s reactions were manifold: some were skeptical; some expressed concern about the political pressures brought to bear on SEWA; some felt no price was too heavy to pay to escape police harassment; some were very emotional and enthused. Eventually they formulated a list of conditions and concerns. The camera captured the essence of this highly charged discussion, the words and faces of women making decisions about their lives.

After the taping, Ela Bhatt, General Secretary of SEWA, asked herself, “Would the municipal authorities be so indifferent to the problem of these women if they had been present at the meeting?” She invited the Municipal Commissioner to view the tape informally. As he watched the agitated faces of the women, he was moved by their fear of the police, their sense of solidarity and their distrust of the municipality. Listening to them on video meant that he could be open without betraying his emotions; he could be himself and not the Municipal Commissioner. The women would never have spoken to him directly as they did on the tape, and he would not have been able to hear them in the same way.

This tape proved invaluable to negotiations between the vendors and the municipality; it also shaped the way Leelaben and the members of Video SEWA understood the potential of video.

In 1985 Leelaben joined Jyoti Jumani to work full-time on video. She is responsible for screenings and care of the equipment; she is sound recordist, producer, representative and leader in Video SEWA.

"SEWA held an exhibition in Madras of products by all the SEWA co-operatives," Leelaben explained. (SEWA has organized co-operatives of blockprinters, weavers, quilters, potters, as well as their video co-operative.) "I went to present Video SEWA’s tapes. Many people came to watch our programmes and learn about our work. Even some television people came and didn’t believe that I had made tapes. 'How can a vegetable vendor produce video tapes,' they asked? Even after I told them about our training workshop and the tapes we have made, they were doubtful. So, I explained to them how I connect the 14 to 14 pin cable and the BNC cable and when you need to set the white balance and audio levels until they were convinced!"

Illiteracy has been a hindrance for Leelaben and other members of SEWA. For example, Video SEWA bought a new deck that was made by a different manufacturer than the rest of their equipment. The functions of this new playback unit are identical to SEWA’s other equipment, but the layout, shapes and colours are different. This created considerable difficulties for the illiterate members of Video SEWA. Fortunately, a solution emerged. All the Video SEWA members who could not read the English words and numbers on the video equipment received literacy training in video vocabulary. They learned words like: "eject," "rewind," "on," etc. To be functionally literate they had to master less than 20 words and Arabic numerals. This has contributed substantially to the confidence of Video SEWA’s members. When Leelaben represented Video SEWA in Madras, she hired and operated strange equipment without fear or uncertainty.

Leelaben has combined her skills as an organizer and as a producer. She decided to produce a tape about women from Odh who have been forced to migrate because of the drought. They earn their living by digging sand from the river bed and supplying it on donkey-back to construction sites. These women have fallen prey to police harassment.
Their donkeys are frequently empounded, and bribes must be paid to secure release of their animals. To make the tape Leelaben had to gain the women's trust and learn about their problems. Her production acted as a contact point between SEWA and the Odh women. Once the taping was over, they came to SEWA to screen their tape; they met with SEWA leaders and became members of SEWA. The process of participating in the taping and viewing their concerns framed by a television gave them a new perspective and was instrumental in their decision to organize. Leelaben is justly proud of this achievement.

Slowly, over four years, video has become an integral part of SEWA activities and of all ongoing work. Video was new to everyone at SEWA. Effective use of the medium evolved and developed through experience. They use tapes to motivate, mobilize and strengthen the existing membership and to organize new trade groups and new members of existing trade groups. Their programmes are used for teaching, informing and orienting SEWA staff members. In addition, the tapes create visibility for the issues of self-employed women and influence policy makers. Video SEWA members are group leaders and facilitators when their programmes are used.

Video SEWA is not a sophisticated unit. Unlike "professional media" producers, there is no separation between producer and viewer. SEWA has discovered the potential of the medium by showing its tapes to many, many different groups of women and listening to their responses.

SEWA's organizing efforts in other parts of India and with new trade groups in Gujarat often begin with workers' education classes. They generally involve one week of training and discussions in which the goal is to make a particular trade group of self-employed women workers more aware of their common difficulties and to encourage the women to organize.

Understanding the strength and power of collective action comes slowly to the grass-roots women who participate in workers' education classes. For many it is a completely new idea. Video SEWA has taped several of their demonstrations, one by vegetable vendors and another by garment workers. The recordings show hundreds of poor women marching through the streets of Ahmedabad and chanting their demands. These tapes are perhaps the most powerful and most often used tapes. They raise spirits, inspire confidence and solidarity and lead to collective action.

"For example," said Renana Jhabvala, Secretary of SEWA, "we took this tape of the garment workers' procession to Lucknow, where we are organizing the women who do chikan embroidery. They are the worst paid that I have seen anywhere and they are Moslem, so very conservative. We did some training with them and talked about organizing and coming out of their homes and not wearing purdah. On the last day we showed this tape and they were so excited and jumped up to plan out the route for their own procession. In reality, they were nowhere near the stage where they could take out a procession, but this enthusiasm is helping them to get organized. When women actually see that someone like them has succeeded through organizing, it makes a really big difference."

Video screenings have become an important part of workers' education classes. They give an opportunity to new members to see and understand issues pertaining to their own and other trade groups. The issues of piece rate workers are similar everywhere, and SEWA tapes convey this effectively. It helps new members to feel a connection with a larger movement. New members identify with the women on the SEWA tapes. Some village women viewed an interview with Chandaben, a used clothes dealer and senior SEWA organizer. They were delighted to see that even Chandaben takes snuff and speaks very quickly, like they do. When organizing in slums and villages, playing videotapes acts as a magnet for people to come together for meeting and to start discussions.

Some Video SEWA tapes are made to fulfill more formal training needs. They provide specific educational information to groups of women and their children. In SEWA's health
programmes they regularly use a tape that explains the causes of diarrhea and shows how to prepare the oral rehydration solution. The tape is shown in training sessions for SEWA members as one of several teaching tools. SEWA members have learned from their own videotapes how to build a smokeless stove, how to use SEWA’s savings and credit services for illiterate women, the reasons for and timing of immunizations, etc. Their tapes are a source of information as well as inspiration.

The self-employed have no formal employer-employee relationship; therefore, they must often turn to the courts to settle their disputes with contractors or to establish their rights to a minimum wage. SEWA members attend the hearings and give evidence. "The atmosphere is very intimidating for me," explained Renana Jhavvala. "So you can imagine what it is like for the SEWA members. The lawyers try to cut their evidence into pieces and call them liars. This is very difficult for the women to deal with, and they usually change their statements." It can take years to mount a court battle, and a great deal depends on the women’s testimony. When a group of bidi workers (women who roll native cigarettes) were preparing to testify, SEWA set up a mock court with a judge, witnesses, plaintiff and defendant lawyers, a bailiff and a court audience. Video SEWA recorded the proceedings. These tapes were repeatedly shown to the women who had to testify. The SEWA lawyer had a discussion with the women after the replays. This helped the women greatly; the tape was very effective at building their confidence and preparing them to stand up for themselves in court.

Video SEWA’s experiences reach beyond the borders of India. Their tapes are used to train other groups that work at the grass-roots level and are interested in video as a tool for local development. Jyoti Jumani, Co-ordinator of Video SEWA, has helped train women in Thailand and Guyana to use video. She is especially appreciated as a teacher because of her experience at SEWA and because she learned from scratch. Jyoti’s confidence and skill has also grown through this experience.

Video SEWA has received a study visit from women members of a West African video team. The exchanges among these teams were remarkable, although the cultural differences great. Both groups are working with rural women on issues raised by drought. Some of their exchange was very practical, like learning new soap-making and fabric-dying techniques, and some were broader and more attitudinal. For the African women it was a new experience to see an all-women’s video team; men handle the majority of the responsibilities for operating equipment in their team.

Through the activities of the Village Video Network, some initial steps have been taken to explore the possibilities unlocked by video for horizontal exchange and cross-fertilization. Farmers in Guyana received their first information about applications of biogas technology via videotapes of Chinese farmers who use biogas. Video is an appropriate and powerful tool for transporting local experience from place to place quickly to inspire constructive local action. There remains a great deal to be learned about video exchange.

Leelaben and Video SEWA’s particular experiences with video as a tool for training are not universal. What is universal is the adaptability of the technology and its particular advantages in the hands of local organizers and extensionists. Video SEWA has creatively adapted this medium to their philosophy and approach to grass-roots struggle and development. In Brazil, where video is used very effectively in the favelas, it has been adapted in quite different ways. Organizing there often begins with an emphasis on culture and identity, not on economic issues. Community video has developed in a very intense, competitive and overloaded media environment. Local teams in Brazil and in many parts of the world have adapted the technology as a tool for training, informing, motivating and organizing men, women and children at the local level.

The flexibility and adaptability of video may be its most significant characteristic, both in general and with regard to training at the local level. Video puts illiterate viewers as well
as illiterate producers on a par with their literate counterparts. This leveling or equalizing
element can transform relationships, support a high level of participation and have great
impact.

As an organizer, leader and teacher, Leelaben’s work has become more effective through
using video; she is more powerful. "At first we were afraid of these machines," she said.
"Now, we almost love them."

Notes

1/ The Self Employed Women’s Association (SEWA) is a trade union of some 24,000
poor, self-employed women in Ahmedabad, India. The organization provides its
members with skills training, co-operative mechanisms to aid in production and
marketing, child care and health benefits. SEWA also advocates women’s rights
before the authorities and operates a co-operative bank. By combining struggle
and development, SEWA enables its members to protect their interests and to
gain their rightful place in the economy.

2/ The Village Video Network was founded in 1982 to promote and encourage video as
a tool development. Its members include literacy teachers in Mali, scientists
and farmers in China, family planning workers in the Caribbean and others.
The Network provides technical assistance, facilitates exchange and works in
partnership with local governmental and non-governmental organizations to
plan, fund, equip and train local development video teams.
INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in Development

COMMUNICATIONS FOR WOMEN IN DEVELOPMENT
WITH PARTICULAR REFERENCE TO KENYA

By Esther K. Adagala, Assistant Director (Film), Ministry of Information
and Broadcasting, Nairobi

ROME, ITALY  OCTOBER 24-28, 1988
NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.
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SUMMARY

The introduction to this paper provides a brief overview of Kenyan education, literacy and communications infrastructure. A discussion of the current status of social communications resources—traditional media, radio TV, cinema, press, the national news agency, publishing, advertising and public relations—stresses the impact of increasing urbanization on the largely rural population of Kenya. Interest in using folk media for development has risen.

Three-fourths of the population have access to the Government-run Voice of Kenya radio broadcasts; less than 10 per cent have access to TV receivers. The printed media—privately owned, for the most part—is read mostly by urban Kenyans and circulate among 1 per cent of the population.

While significant action has been taken to improve the status and role of women in the public sector, particularly the media, women are still disadvantaged. To illustrate, the paper describes three categories of Kenyan women—urban and well-educated; transitional between urban and rural; and traditional rural—in terms of their backgrounds and lives.

The agricultural revolution has not been geared to small-scale farming, where most women are based. This limits women's access to information and the means to help them improve their situations.

Then follows a general discussion of the media's treatment of women, particularly the stereotypes fostered by advertising. Suggestions are made on how women's programmes can highlight issues affecting women in society to reach and sensitize key decision makers. Proposed strategies to improve the situation include bringing media specialists together with WID experts to sensitize the former and provide them with information, especially as it applies to WID in Kenya. Television should be used to advance the cause of rural women by allowing them to state their case. Women themselves should be provided with functional information on what to do or where to go to solve their problems. In addition, a national communications policy must be delineated, and a certain percentage of air time devoted to development support communication.

Links are needed between researchers and the media to shed light on women's issues, including women's contribution to national development. Technology needs to be regularly assessed as to its applicability to the needs of WID. Media materials should be developed that deal with such basic development issues as food production, environment, shelter, energy and health and that highlight women's contributions in order to sensitize the community at large to WID issues. Finally, better channels are needed between women's advocates and policy makers, and an advertising code of ethics is required.

To overcome the general lack of access to alternative communications resources for WID in Kenya, communications resource centres should be established that are accessible to grass-roots women's groups. A multi-faceted approach to the issue of communications for WID in Kenya is suggested by the paper, which concludes with 15 concrete recommendations of areas of action in which international co-operation could be helpful.

* * *
I. INTRODUCTION

A. Overview

Kenya regained her independence 25 years ago, on 12 December 1963. The country covers an area of 582,646 square kilometres, of which two-thirds is semi-arid. It has an estimated population of 22 million, growing at 4 per cent annually. Some 85 per cent of the population is rural, 15 per cent urban and 50 per cent below 15 years of age. Women comprise just over 50 per cent of the population.

Agriculture is the mainstay of the economy. Tourism is also a major foreign exchange earner, and the country has a small manufacturing/industrial sector. There are no significant mineral resources. Kenya has a mixed economy with free enterprise and state ownership of means of production.

B. Education, Literacy and Language

By 1982, estimated primary school enrollment was 92 per cent, with a boys-to-girls ratio of 1.5:1.

Central Bureau of Statistics data from 1981 indicate literacy rate by ability to read mother tongue, Swahili or English, as follows: men, 61 per cent; women, 40 per cent; total, 52 per cent.

The official language is English, but the national language is Swahili, and there are 45 indigenous languages.

C. Infrastructure for Communication

1. Road Network
   - 55,000 kilometres (total road surface)
   - 7,000 paved kilometres
   - 12% international and trunk roads
   - 14% primary roads
   - 67% secondary and minor roads
   - 7% special use

There is generally high mobility by road transport. It is one of the fastest-growing sectors, and is supplemented by rail, air and sea transport.

2. Telecommunications

Telecommunications development is expanding rapidly with a major programme for automation and extension of the rural telephone network; all district centres are now automated. Telephone exchange connections have increased steadily, from 96,000 in 1983 to 145,000 in 1987. There is also considerable external telecommunications traffic, facilitated by the satellite station based at Longonot in Rift Valley since 1970.

3. Electricity

Main urban centres and all district headquarters are on mains electricity. There is also a programme of rural electrification to main areas of population.
II. CURRENT STATUS OF SOCIAL COMMUNICATIONS RESOURCES

As can be seen from the foregoing, there has been an attempt to develop infrastructures that can facilitate a free flow of development ideas and hence widen the perspective of people in search of new opportunities and solutions to their problems. It has generally been recognized that in order to achieve national mobilization of development resources in desirable directions, people must continue to be exposed to new ideas, new technologies and new resources so that they can become more self-reliant in the process of social development. The alleviation of basic needs and realization of better standards of living can be facilitated through the invaluable national resource of an informed and hence more responsive and motivated citizenry.

One of the ways in which social mobilization, motivation and guidance has been made possible is through the establishment of a system of generation and dissemination of development support communications.

A. Traditional Media

The rural population does not have access to a wide selection of modern media and hence depends on traditional media. These are personal in appeal, meaningful, relevant and the bottom line in grass-roots communication.

Increasing urbanization, however, has limited the optimum impact of the application of folk media. Traditionally, communication within and between families, clans, groups and communities was aimed at strengthening bonds between them and perpetuating their value systems, beliefs and perceptions.

Wisdom, news and information was passed on mainly by oral means, suited to circumstance. Important occasions like marriages, festivals, ceremonies and dances were all part of the community's communication strategy. Elders discussed community matters, artists created community symbols and artifacts, poets chronicled history and myth, and information was exchanged by women at the wells and markets. Games and stories informed and guided the children. Village drummers, announcers and runners kept communities informed of events.

There is now general increased interest among various sectors of development in reviving the maximum application of folk media for development because it has been found to be more appealing and effective in many cases.

Traditional folk media are complemented by other methods and forums of interpersonal communication, such as:
- *barazas* (public, open-air meetings)
- the ruling party machinery (KANU)
- religious institutions
- women's groups
- co-operatives
- trade unions
- professional associations and other NGOs.
B. Radio

Radio is the largest of the electronic media in Kenya. The Voice of Kenya (VOK) is owned and operated by the Ministry of Information and Broadcasting.

There are three nationwide services: the General Service, which broadcasts in English for about 15 hours; the National Service, in Swahili for 17 hours; and the "Vernacular" Service, in 17 major indigenous languages, all totalling about 20,000 hours annually.

The Ministry of Education provides educational broadcasts to schools for an average of five hours daily, 24 weeks a year. Other public bodies, such as the Ministry of Co-operative Development, Ministry of Culture and Social Services and the University of Nairobi, provide periodic educational programmes aimed at adults.

About 17.6 million Kenyans, or three-quarters of the population, have access to Voice of Kenya broadcasts through 4 million radio sets. According to a 1985 Voice of Kenya media survey, 70 per cent of radios were owned by men, and 60 per cent of listeners were male.

Present medium-wave radio service in Kenya is designed to serve 80 per cent of the country’s population and 40 per cent of the country’s surface area. This is supplemented by the short-wave radio service, which covers many parts of Kenya and other countries.

C. Television

Television services have operated in Kenya for a period of 26 years, since 1962. There are just over 150,000 TV sets, including approximately 50,000 colour sets, in Kenya. These include TV sets owned by individual families as well as those installed in social halls for community viewing, providing television coverage to about 1.5 million Kenyans.

The Voice of Kenya operates one TV channel, which broadcasts in both English and Kiswahili.

The programmes are transmitted for about 50 hours a week, or some 2,600 hours annually. The average ratio of locally produced to imported programmes stands currently at 60:40.

The existing five transmitting stations presently cover 8 per cent of the country and 40 per cent of the total population on One Channel Television.

D. Cinema and Films

Film production and dissemination pre-dates the independence era in Kenya. The first commercial cinema theatre was established as early as 1902.

There are currently about 40 private companies engaged in film production activities in Kenya. In the public sector, the Ministries of Education, Agriculture and Information Broadcasting are the main agencies engaged in regular film production and dissemination activities. The Ministry of Information and Broadcasting began regular production of documentary films in 1972. To date, it has produced about 250 documentaries and 600 weekly newsreels on various aspects of development.

Each province of Kenya has one mobile cinema van operated by the Ministry. Other public agencies, such as the Ministry of Agriculture, also operate mobile cinema services. Four cinema companies operate commercial mobile cinema services on a regular basis, and a number of manufacturing companies operate mobile cinema services mainly to entertain the public while advertising their products.

There are 46 commercial cinema theatres based in the main urban centres, while nearly 50 small entrepreneurs operate commercial cinema services from public halls and institutions in small towns and rural centres.
There are over 200 video libraries and more than 30,000 home video recorders in Kenya.

E. Press

Kenya has a relatively well-established and active press, comprising a wide variety of newspapers, magazines and journals to suit a variety of interests. However, these publications are distributed to and read almost exclusively by urban Kenyans. The national dailies are read by 1 per cent of the national population, of which 83 per cent are male (Kenya Media Survey, 1986). Magazine circulation is very much smaller, but readership is more evenly divided between male (54 per cent) and female (46 per cent).

Since cost can be a deciding factor, readership will continue to be selectively skewed in favour of urban dwellers as long as magazines cost more than a third of the minimum daily wage in Kenya.

F. Rural Press

A relatively new development has been the Government’s introduction of rural newspapers, in 1974. The purpose of these publications is to provide relevant reading material to rural Kenyans. The rural press project was established in three phases. There are currently eight rural newspapers in operation, and the planned number will total 12 by the end of the current project implementation.

The rural newspapers are printed fortnightly, and their circulation ranges from 3,000 to 12,000, depending on areas covered.

Media/Press Professional Associations


Press Ownership

The press in Kenya is largely owned by the private sector. Ownership of the major weekly and daily newspapers as follows:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Language</th>
<th>Year of Est.</th>
<th>Majority Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td>English</td>
<td>1960</td>
<td>Nation group (Aga Khan and shares by Kenyans)</td>
</tr>
<tr>
<td>Taifa Leo</td>
<td>Swahili</td>
<td>1960</td>
<td>&quot;</td>
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<tr>
<td>Taifa Weekly</td>
<td>Swahili</td>
<td>1960</td>
<td>&quot;</td>
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<tr>
<td>Taifa Sunday</td>
<td>Swahili</td>
<td>1960</td>
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<tr>
<td>Sunday Nation</td>
<td>English</td>
<td>1959</td>
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<td>Standard</td>
<td>English</td>
<td>1902</td>
<td>Standard Newspapers</td>
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<tr>
<td>Sunday Standard</td>
<td>English</td>
<td>1902</td>
<td>(Lorho)</td>
</tr>
<tr>
<td>Kenya Times</td>
<td>English</td>
<td>1983</td>
<td>Kenya Media Trust</td>
</tr>
<tr>
<td>Sunday Times</td>
<td>English</td>
<td>1983</td>
<td>(KANU and Maxwell)</td>
</tr>
<tr>
<td>Kenya Leo</td>
<td>Swahili</td>
<td>1983</td>
<td>Communications)</td>
</tr>
</tbody>
</table>
Almost all of the magazines and specialized publications are under private ownership.

G. Kenya News Agency

The Kenya News Agency, established in 1963, is government-owned and operates as part of the Department of Information of the Ministry of Information and Broadcasting. It operates through a network of 60 stations located throughout the country. Over 230 reporters file stories to Nairobi. The field stations are linked with headquarters through telecommunications.

H. Printing and Publishing

There are many printing presses and related services, such as secretarial bureaux, typesetting and processing facilities, both government-owned and private; Nairobi alone has more than 20 printing companies. The Government Printers is the main press for production of government documentation. The fact that low and medium quality papers for printing are manufactured in Kenya has encouraged the development of the printing industry.

I. Communications Training

A number of institutions impart mass communications training to certificate or diploma level students in a variety of related subjects. All of them are located in Nairobi. There is no school for the performing arts. The training institutions include the Kenya Institute of Mass Communication (KIMC), Kenya Polytechnic, The University of Nairobi School of Journalism, Daystar University, AMACEA, FOCCAM NACT and the Marketing Society of Kenya.

J. Advertising and Public Relations

There are about 15 advertising agencies promoting goods manufactured by local and multinational companies. They employ the whole range of available media. While many marketing campaigns have been quite successful, the advertising approach has yet to be adapted for social marketing of development messages.

Generally speaking, advertising in the Kenyan media has been modelled on multinational advertising, so that advertising practice and ethics vary little from their international counterparts. The impact of advertising on urban consumers in Kenya is very marked, especially in the living habits of the elite.

There is a Public Relations Society of Kenya, which has instituted a code of ethics for professional conduct. Most large, local and multinational organizations in Kenya have public relations offices, and there are a number of public relations agencies in Kenya.

III. CONSTRAINTS AND PROBLEMS

Since the UN Decade for Women, the significant role that women play in various sectors of national development has begun to receive increased formal recognition. Action has been taken in the public sector to appoint women to all levels of decision-making, including such responsibilities as chief executives of State corporations, ministries, ambassadors and other high-ranking public offices. The development of women's education has also received greater attention, especially during the past 10 years, when President Moi has been personally involved in mobilizing resources to improve facilities for girls' education. Women comprise the majority of participants in adult literacy programmes, and the Women's Bureau
has been created as a division of the Department of Social Services to co-ordinate programs and issues relevant to women in development in Kenya.

Despite these initiatives and positive developments, women remain a disadvantaged majority due to various historical, socio-cultural and economic factors which impact upon and impede their full integration into the mainstream formal development process. Certain constraints inhibit the complete realization of the optimum application of the capabilities of communication for alleviating basic needs and improvement of living standards, especially in so far as they relate to women in development.

A. The Kenyan Woman

It is perhaps necessary to try and clarify the conception of the Kenyan woman whose needs we are interested in serving through communications. The Kenyan woman is in fact not one homogeneous entity. Generally speaking, there are three large categories.

The first and probably smallest group is the urban, well-educated, business, professional or salaried, sophisticated, westernized and cosmopolitan type of woman who has access to modern services, including a variety of local and international media resources.

The second group is what one might call the transitional or middle group: not quite as sophisticated as the first type, she is open to ideas, leads a fairly comfortable rural or urban life, but can fit into the traditional milieu quite easily. This type of woman has adopted some conveniences of the Western life-style but has not completely given up traces of her traditional links. Most likely she will be a woman's leader or opinion leader of some kind, especially if rurally based; she is by and large educated and literate, and generally has access to a good selection of media.

The third group to which the majority (70-80 per cent) of women in Kenya belong is what can be termed the traditional, rural women. Naturally this category can be found mostly in rural areas, but also increasingly in urban and especially peri-urban areas. Generally, this woman is illiterate or semi-literate. She is probably struggling to bring up a large family. She has no access to formal decision-making machinery, which in her milieu is still male-dominated. She is a producer trying to struggle for the survival of her offspring and often has little access to technical extension services, unless she is helping to maintain the largely male-controlled cash crop for her husband. Not only does she lack technical support, but as the traditional social structure succumbs to modern changes, she is burdened by more and more work. Upon close analysis, it appears that she is doing more of what she was traditionally required to do, but with greater demands put upon her.

She is now taking care of more children due to increased child survival. Since traditional family planning, in which men stayed away after birth, has broken down, she is having more frequent births. This puts more pressure on her to produce more food and care for more children; she is increasingly alone, as those who might help her migrate elsewhere to seek employment or attend school.

She has to go further for water and wood due to environmental deterioration. She is trying to earn more to supplement the family income, especially as aspirations rise and more cash income is demanded. This woman, who must be responsible for caring for her family, spends 15 to 18 hours a day on constant work. The labour, physical energy and frequent worry for her family welfare will sooner or later take a toll on her health. When expectant, she may be anaemic and may be working to the last minute, which can affect her unborn baby. On the whole, she has no access to the information available from the mass media.
B. Women’s Image and Role in Development

One of the things the UN Women’s Decade highlighted was that in almost every society, very little value is given to traditional women’s work. Normally, statistics do not mention women’s activities, but concentrate on the modern sector of the economy sector in which men, but rarely women, look for jobs. Women’s contribution to national survival through food production activities, for example, is not featured. Planners largely ignore women in the development support services which they need to improve their situation. They have no access to credit, since development schemes do not take their specific requirements and situation into account. The thriving co-operatives normally relate to cash crops, which are controlled by the men. The revolution in agricultural technology has been largely for large-scale or cash-oriented farming, and not geared to small-scale farming where the majority of women are based. All this serves to limit women’s access to information and the means to help them improve their situations.

C. Role of the Communications Media

The media can bestow status. One of the functions of the media is to focus attention on those things that are considered to be of importance or worthwhile for national attention. As became apparent during the Women’s Decade, however, in the past the media tended to perpetuate the view that women do nothing, are social liabilities or engage in trivial matters. This has been partly due to the fact that the serious or prestige media programmes tend to focus on activities in the modern sector of development and have been heavily personality-oriented. As a result, women are automatically ruled out because few have made their way up in the modern sector or are qualified for VIP status in the modern sector.

Given the situation of the majority of women, the media can play a major role in helping to better their situation. By and large, the rural woman has not fully realized the potential of what the communications media can offer her, since as we have seen she is quite busy. The father and sons can probably be found to have more time to sit down and keep up with what is going on in the world though the media. The problem for the rural woman, even if there are programmes from which she can benefit, is timing. How can those programmes from which she stands to benefit be disseminated when she has time to sit and listen?

The second issue is that of the languages in which broadcasts are made. Quite frequently, even if one can follow something of the language for day-to-day use, the level at which it is geared may be of most benefit to those who have been quite well exposed to the language, either through education or travel. This is unlikely to be the case for the rural woman. Such a woman finds herself left out either due to mistiming of communications, language, or the fact that the subject matter is not geared to serve her immediate needs.

D. Media Coverage and Treatment of Women

In terms of quantity of coverage, one finds generally that women have access to a very small proportion of airtime. Some stations have specific women’s programmes, but they create certain disadvantages, since any woman-oriented event, even one that deserves to be in the news or current affairs, will normally be directed just to a women’s programme.

In terms of quality, the UN Commission on the Status of Women has noted that deep-rooted attitudes held by men and women are not only a serious obstacle to the advancement of women, but also that these attitudes, caused by cultural patterns, are disseminated on a vast scale as a result of the communications media.

In the case of news, for example, even when a women’s organization or group does something newsworthy, more often than not the media will focus on the male VIP who may
be a guest of honour and who is usually advising, admonishing or generally commenting on related matters.

Women will often be featured as a passive listening group. Or, if they do make the news, the stories concern women involved in crime and accidents or victims of natural or fabricated disasters. This kind of coverage tends to misrepresent and distort the image of women and perpetuate stereotypes by implying that they are not active participants in development. Positive stories on women, by contrast, would significantly accelerate the acceptance of women’s new and expanding roles in society as well as promote their integration into the development process as equal partners.

Another area of interest is the women heroines in our communications media; here, advertising provides a case in point. There is a view that advertisements are the new and modern fairy tales and myths. You see and hear them every day the way you used to listen to folk tales. In fact, children now see and hear them more often than they do stories from their mothers or grandmothers. Like the traditional folk tales, advertisements tend to create myths of the characters they portray. Just as we were led to believe that so ordinary an animal as a rabbit was a very cunning creature, so today’s children are learning in the advertisements about heroes and heroines who solve problems in all manner of circumstances, which often serve as role models.

As already indicated, advertising in the Kenyan communications media has been modelled on multinational advertising; advertising practice and ethics vary little from their international counterparts.

Advertisements use methods other than a calm presentation of facts about the product. They invest the product with subjective qualities or emotional appeal, offering romance through toothpaste, chocolates and deodorant, or social prestige through motor cars. We are all familiar with the type of jingle that goes, "mothers who care trust ABC product", or something similar. A significant amount of advertising for consumer products is aimed at women. It has been said that women tend to be more easily influenced because of their high degree of persuasibility and low self-esteem, and adverts play on these emotional factors. They are not aimed at benefitting the consumer; advertising for consumer goods carries very little information. It uses all manner of glamorous women as bait to catch other women simply by appealing to their emotions and giving very little information about the products advertised.

In contrast, advertisements for capital goods, such as heavy machinery, are quite loaded with information. They appear in more serious media, including trade and farming reviews, which are more often accessible to men.

It is clearly evident, then, that adverts perpetuate the stereotype of women as people who are concerned with matters that are not considered very serious.

E. Women’s Programmes

In trying to deal with the issue of reaching women, many stations or newspapers have created special women’s programmes or women’s pages. On the surface, the idea appears to be good. However, unless care is taken, women’s programmes and pages can tend to reinforce the same sort of stereotype of women by confining the content to light subjects, such as fashion, cooking, music and biographical material, that do not delve into serious issues.

If these programmes and pages go a step further and start highlighting issues affecting women in society, then chances are that only other women, who are often not decision makers, are listening to or reading them. The moment men see that they are labelled as a women’s programme or page, they are unlikely to listen to or read them. And yet these are
the very decision makers who need to hear and become sensitized to issues that face women in development and to take these into consideration in reaching decisions. This is a danger of which we need to be aware, to ensure that the issues raised in women’s programmes and pages are brought to the fore in other forums, so as to avoid creating a sort of "ghetto" of women talking to each other without achieving much.

F. **Lack of Stated Communications Policy**

There is no communication policy that helps to spell out the general aims and objectives as well as priority areas and target audiences for development support communication. Hence there is no formal allocation of communications resources that will ensure that certain development messages relevant to women in development are taken into account, and that deliberate planned action is taken to ensure that all categories of women are considered in planning the annual national output of communications media. There is also no clear indication of the weighting to be given to meeting the main functions of information, education and entertainment. By and large, individual programme producers or writers make this kind of decision at their own discretion, with the result that radio, for example, which reaches the largest audiences nationally, a disproportionately large amount of time is devoted to light musical entertainment as opposed to information and education. The light musical entertainment tends to be largely foreign.

G. **Relevance**

In all the communications media, there tends to be a large dose of imported escapist entertainment, on radio, television and in the films shown in theatres and distributed through video library services. As indicated, this tends to consume a proportionately large share of communications resources, as opposed to relevant indigenous entertainment, information and education programmes concerning the fulfilment of basic needs and improved standards of living.

H. **Access/Participation**

Many women do not as yet have optimum access to the communications media. This is a great drawback, especially considering the capability of the audio-visual and electronic media to reach people of all literacy levels with development messages. Until recently, most of the production resources for electronic media were centred in Nairobi. The situation has somewhat improved for radio and television since the institution of the district focus strategy for development. This has facilitated better access to facilities for generating messages by making production resources available at the provincial and district centres. However, a quarter of the population still do not have access to Voice of Kenya radio; television reaches less than 10 per cent; and cinema theatres are available only to urban audiences. The small-scale cinema exhibitions have improved the situation, but are hindered by the foreign content of the films. The mobile cinema vans are too few to reach the general population effectively, and development films are not readily available because of limited financial resources for making copies of the films. The screening of films in theatres and mobile cinemas may also not be appropriate for audiences such as women, due to timing. The same applies to scheduling of radio and TV programmes.

I. **Quality**

Professionals in the communications media are often trained in techniques of media production with very little exposure to social development communication theory, especially as it relates to dissemination of information on basic needs affecting women in development. This ultimately affects the general quality of the messages disseminated. Language is
another factor relating to quality. The efficacy of messages delivered to women through the communications media is inhibited either by the language used or by the level of the language applied in delivery of messages. Therefore, unless target audiences are very clearly understood and defined, language becomes a major constraint in achieving effective communication through the media.

J. Technology Assessment

Communications technology has never been assessed in terms of its appropriateness for and impact on production and delivery systems for developmental messages concerned with women in Kenya. Much of what is undertaken is not based on empirical data and hence may inhibit optimum efficiency of developmental messages aimed at women. There is also no full understanding of how the communications media fit into the rest of the social milieu of women audiences.

K. Linkages

The communications media have certain inherent limitations, which in many cases require that they be used in a complementary manner with other channels of communication. Often, however, there are no formal linkages between messages disseminated through communications media and the activities of various development agencies. The agencies may often plan development programmes without taking into account the role that the media may be able to play to help them achieve certain communication objectives relating to their development programmes. The use of the communications media may therefore be appended as an afterthought.

Alternatively, a media specialist may have an interest in producing programmes on a certain aspect of development which may not tally with other ongoing development activities and therefore may not have the fullest possible impact. Without formal linkages, the media specialist may not have access to certain research findings and data that could further the effectiveness of messages through communications media. Often, too, linkage is lacking between the modern communications media and the traditional media, which could serve to enhance the efficacy of each.

IV. PROPOSED STRATEGIES/INTERVENTIONS TO IMPROVE THE SITUATION

The Nairobi Forward-looking Strategies present guidelines for measuring implementation of basic strategies for improving women’s situation as regards equality, development, peace, areas of special concern and international and regional co-operation. The Strategies show how important it is that women be empowered in order to realize their full potential and right to participate in the benefits of social development.

The Strategies identified communication, or the right of access to information, as one of the critical factors in the process of the empowerment and advancement of women in development. Access to information very often determines access to other economic and social resources; hence, the right to development implies the right of access to knowledge or information on resources and procedures that facilitate the right to self-determination. It is therefore necessary to identify alternative strategies and interventions that can facilitate women’s enlightenment as to their rights, what resources are available to them, related technical information and formal procedures, as well as provide information through alternative channels. Such information, in turn, will facilitate changes in attitudes and sensitization of those who make opinions, policies and decisions; planners; and the community at large as to the role, contribution and needs of women, in order to promote their self-reliance.
and dignity and the integration of women’s activities in the overall formal process of social development. Women stand to benefit from such a process of narrowing the communication gap surrounding their situation.

A. What Communications Can Do

Having looked at some of the problems and issues involved, it is clear that much can be achieved through development and application of communications for women in development. As already indicated, the period of the Women’s Decade helped to increase the recognition of women’s contribution to national development in Kenya. Women have since made strides in appointment to high offices, and women’s education has received more positive attention. The devolution of decision-making from the centres to the periphery in the Government’s declared policy of district focus for national development has also enhanced exposure of women’s contribution to development, since they are the prime movers of development at the grass-roots level in rural areas. This is particularly true given that women in Kenya are often organized in groups which facilitate projects—whether in water development, environment, agriculture, energy, health, education or even previously male-dominated areas like shelter. This development has potential and can be exploited to promote greater access to and participation of women in the media.

It is frequently evident, however, that media specialists have not yet fully grasped the basic issues involved when with women in development. In fact, no forums exist in which to facilitate their grasp of such issues. Considering the broad national impact the media can have, strategies are clearly required to bring media specialists together with specialists on women in development on a regular basis in order to sensitize the media specialists to issues involved and to provide them regularly with up-to-date information available through research or from other sources, especially as applicable to women in development in Kenya. Unfortunately, since 1985 there has been no organized effort of this sort. Consideration of such an approach will definitely enhance more positive and constructive portrayal of women as active agents and participants in the development process, and will ensure that their message reaches as wide an audience as possible.

Many people tend to write off television as a medium for development support communication. This is perhaps because they fail to identify what it is that television can do best, and what role it can best play in the development communications process. We have now begun to realize that rather than trying to castigate television for not being available to rural people, we ought to take advantage of its availability to many decision makers and shapers of opinion; some of the programmes on women in development ought to be directed at those among them who watch television. We should address them at that level and engage in advocacy for issues that touch women at the grass-roots level.

Just because the rural woman cannot see television is no reason why the medium cannot be used to advance her cause by allowing her to state her case before those who make decisions that affect her. We therefore need to determine how this kind of advocacy of issues touching on women’s causes can best be put across.

Electronic media, however, will have to be used in a complementary fashion with other media and communication channels. Women should not simply be made to state their case without feedback or knowing whether anybody ever heard it all. We need to search out those media, whether modern or traditional, that are available to women so that certain messages of functional information can reach them and help them deal with day-to-day problems. Women require functional information on what to do or where to go to solve problems. Such information may be available from experts and shapers of opinion, as well as from other women or women’s groups. This in turn means that more dynamic communication patterns must be facilitated, both across groups and vertically, to and from the leaders and women at the grass-roots level.
B. Communications Policy

Delineation of a national communications policy will ensure that national aims and objectives are well-covered in communications media output. In particular, advocating the allocation of adequate communications resources for messages to reach various categories of women is essential.

The need to address the issue of communications policy in Kenya is particularly important now, especially as there is a move to commercialize the major TV and radio channels. Formal assurance is needed that a certain percentage of air time will be used for development support communication, as this will have a definite impact on the access of women in development to this very important national communications resource. Several concerned individuals are making efforts to facilitate deliberations to sensitize policy makers and the public as to the need for such considerations. It does appear necessary to consider forums that will address themselves regularly to issues relating to communications policy and output, and whether these remain consonant with other development goals and priorities. The issue of policies that impact on communications for women in development will have to be advanced through such forums.

C. Relevance

A clear statement of policy will also ensure less reliance on irrelevant, escapist entertainment material to fill airtime, since planned, defined targets relevant to national development goals will need to be set. Agencies involved in development programmes relating to women will then identify suitable material and bid for available time for dissemination of desirable messages.

Baseline research must also be undertaken in relation to women’s communication needs and identifiable areas of national development. In this manner, women can have input into defining the areas relevant for their communication needs.

D. The Need to Link Research and Communications Media

The need to communicate appropriate messages and identify appropriate channels suggests that there must be some clear and well-established linkage between research and the communications media if they are to be used to the optimum advantage and benefit of the rural woman. The media specialist cannot just go and shoot or record a programme on the spur of the moment and do it justice. Rather, there is need to research or have access to research findings, to understand the issues and, above all, to produce programmes with clear social development objectives. It is quite clear that as media personnel may not have the time to delve deeply into research on all subjects, regular systematic links must be established with researchers and resource persons who can shed light on issues relating to women’s situation. Unless that is done, we fail to give context and meaning to what women do, in which case we would probably be doing their cause more harm than good.

A sound research basis is required to illuminate what we need to highlight about women’s contribution, where it fits into national development, the problems and constraints faced and what can be done, and also to provide functional information to help alleviate women’s problems. This approach can enhance the credibility of the communications media and make them a more effective tool of communication in support of women’s causes. It can also help eliminate the stereotyped, superficial portrayal of women in the media. In fact, stereotypes may begin to look out of place once more varied and positive images are portrayed in a variety of programmes and articles about women.
A further requirement for research is the need to generate empirical statistical data that can be used as a basis for advocacy and decision-making in the development of communications resources, especially as they relate to the needs of women in development.

E. Technology Assessment and Fabrication

In view of the rapidly changing communications technologies, measures appear necessary to put into effect systems for the regular and systematic assessment of technology, so as to avoid falling prey to overzealous salesmen and being without information on the latest developments and options available for application to the needs of women in development.

At the same time, our technicians must be encouraged to be more adventurous in experimenting with technological fabrication in order to devise systems appropriate to our situation, so that we can establish systems that can be serviced by available local resources and expertise.

In addition to technology assessment of the modern media, action is required for regular assessment of available traditional media resources and where they can be most appropriately applied, as well as interfaced with modern media.

F. Development of Skills

Assistance is required to facilitate skills development in communications for social development. Media professionals require skills development that will sensitize them to specific areas that touch on women’s welfare.

At the same time, women and other development agents require skills development that can give them the confidence both to generate and disseminate media messages relevant to their situation, as well as to be in a position to utilize available communications media resources to advance their cause. Support is also required for the necessary skills development and back-up facilities for maintenance services for media resources.

G. Programming for Women

Aside from programmes and articles aimed specifically at women, issue-oriented media materials must be developed for wider audiences. Media materials that deal with such basic development issues as food production, environment, shelter, energy and health, but that also highlight women’s contribution, will have wider impact in sensitizing the community at large to women in development issues. At the same time, there is a communication gap between women and national leaders, such as parliamentarians.

In Kenya specifically, those concerned with women in development lack the regular channels to communicate systematically with policy makers and decision makers on key issues. Strategies to facilitate this through media and interpersonal communication channels need to be developed. We often blame our policy makers or decision makers, yet in many cases they may not have any relevant alternative information that would lead them to make more positive decisions relevant to women in development. In many instances this is a communications problem, and one that needs to be addressed.

H. Portrayal and Coverage of Women in the Media

Advertising has been singled out in the Nairobi Forward-looking Strategies as an area that perpetuates negative and stereotyped portrayal of women. There is a need for women in communication and others concerned with women in development to join forces in sensitizing the general public to the portrayal of women in media in general and advertising in particular. An advertising code of ethics must be pressed for, especially as the major
media systems become more and more commercialized. A formal body is also needed to deal with advertising ethics in all media, and through which the use of women as marketing tools can be addressed. At the same time there is the need to make women aware of the implications of the roles they play so that they can demand more balanced and more positive roles.

Beyond this, action to effect regular content analysis of media output vis-à-vis women in development is required. More systematic data on this issue will help us decide how to put across the case for better portrayal and coverage of women.

Accordingly, links must be forged with media professional associations so that they can be used as channels to sensitize media professionals on women in development issues.

I. Access and Participation

Strategies are needed that will promote greater access to and participation in communication for women in development. Some suggestions follow:

1. Literacy and Language

Literacy and language are major factors that impede women’s access to communications resources. Appropriate communications can alleviate this problem by developing materials such as simple newsletters that enable neo-literates to continue constructive skills development and at the same time obtain functional information. Given the literacy rates among women in Kenya, audio-visual material on such subjects as health, agriculture and energy, available in several indigenous languages, also need to be developed. They can be used by women’s groups or development agencies concerned with women-in-development.

2. Communications Resource Centres

The establishment of communications resource centres easily accessible to grass-roots women's groups or other agencies dealing with women at this level will greatly enhance access to and participation in communications resources development and utilization. This in turn will greatly facilitate awareness and empowerment of women in development on such issues as legal rights, formal procedures, education and training and functional information relating to the basic needs for women in development, as well as at the household level. Establishment of such centres at the local level will provide easier access to, and hence greater impact on, the communications needs of women in development.

3. Support to Women’s Groups

Women’s groups require support in order for them to acquire appropriate media hardware and software, such as cassettes and radio-cassette players, that can serve as listening and receiving forums for social development information. This will enable a more flexible use of communications resources at times convenient to the women themselves.
V. CONCLUSIONS

This paper has highlighted the need to consider a multi-faceted approach to the issue of communications for women in development in Kenya. Such communication is not aimed exclusively at women, but also at those whose role and function influence the situation of women in development. The following areas of action and intervention to which international co-operation would be applicable become evident:

1. Forums to sensitize media and communications specialists individually and through professional associations on issues relating to women in development.

2. Sensitization of opinion shapers, planners, decision makers and the community at large, through:
   a) development of issue-oriented media materials that highlight the role, contribution and needs of women in development;
   b) development of regularly disseminated media material in digest form directed at policy makers, decision makers and planners on women in development issues;
   c) organization of forums for policy makers, decision makers and planners to sensitize them to women in development issues.

3. Organization of a national forum to address the issue of communications policy as it relates to women in development in view of the impending commercialization of major national communications resources.

4. Organization of regular forums to appraise communications policies and output vis-a-vis development goals and priorities relevant to women in development.

5. Research programmes on content analysis, images and coverage of women in all media, which can provide a database for advocating action geared to a more balanced and positive portrayal of women in the media.

6. Organization of regular forums to bring together communicators and researchers or other specialists in women in development issues, in order to facilitate the development of media material with clear social development objectives for the enhancement of women in development.

7. Establishment of a documentation facility on women in development, as a reference source on women in development and to prepare and provide material on women in development in digest form for easy use by such media as the rural press.

8. Organization of regular forums for assessment of modern communications technology and traditional media vis-a-vis women in development.

9. Establishment of communications resources centres that can facilitate easier access to and participation by grass-roots women in communications resources development and utilization for women in development.

10. Communication skills development for generation, dissemination and utilization of communications resource for women in development.

11. Development of curricula modules on communications for social development highlighting women in development issues, to be used for training communications specialists.

12. Research and forums on the need to establish a code of ethics for advertising and a machinery to regulate advertising ethics in all media.
13. Action to sensitize women on advertising and related issues.

14. Development of communications material to support activities of women in development, through:
   a) newsletters geared to neo-literate rural women;
   b) audio-visual material geared to all categories of women, including the illiterate and semi-literate.

15. Support for women's groups to acquire basic communications hardware and software that in turn will facilitate more flexible access to, and use of, available communications resources.
INTERNATIONAL CONSULTATIVE MEETING ON
Communication for Women in Development

INFORMATION AND COMMUNICATIONS AT THE SERVICE OF WOMEN IN LATIN AMERICA AND THE CARIBBEAN*

By María Rebeca Yuñez, Consultant, Social Development Division
United Nations Economic Commission for Latin America and the Caribbean

ROME, ITALY  OCTOBER 24-28, 1988
NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.
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SUMMARY

Within the framework of the Regional Plan of Action for the Integration of Women into Latin American Economic and Social Development 1 and of the Nairobi Forward-looking Strategies for the Advancement of Women, 2 and covering the period since the last Regional Conference, 3 this paper seeks to:

1. Identify, select and classify the principal activities undertaken by the different agents in the region, with a view to enhancing the status of women and eliminating all forms of discrimination against them.

2. Report on the principal measures adopted and the changes that have taken place in the conduct of information, documentation and communications activities concerning women, at the national, regional and global levels; and draw attention to the principal successes and failures of the various agents that have participated in these activities.

3. Select, analyse and classify a sampling of the publications about women in the region, in some of the areas considered priority within the framework of the United Nations Decade for Women and of the Nairobi Strategies and whose results would permit certain projections to be made and more information to become available on the changes that have taken place in publications about women. They would also identify lacunae which would serve to orient future studies and research.

4. Propose general guidelines for future action as regards the strengthening of the relevant mechanisms for the compilation, processing, systematization, and the exchange and dissemination of information on the subject.

In order to carry out this study, the main institutions working in this area in the region were requested to provide information on programmes concerning women and on activities which have been undertaken in the field of information and communications.

The regional and international information was obtained from ECLAC, the Latin American Demographic Centre (CELADE), the Regional Centre for Information on Women (CRIM), the Food and Agriculture Organization of the United Nations (FAO), the International Research and Training Institute for the Advancement of Women (INSTRAW), the Latin American Institute for Transnational Studies (ILET), the Joint Integrated Unit of Academic Information Systems, the International Labour Organisation (ILO), the United Nations Development Programme (UNDP), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations Children’s Fund (UNICEF). National centres were requested to provide relevant information, and replies were obtained from the following institutions: Pontificia Universidad Católica de Chile, Centro de Estudios de la Mujer de Chile, Programa Nacional de la Mujer de Costa Rica, Centro de la Mujer Flora Tristan of Peru and Centro de Informaciones y Estudios del Uruguay (CIESU).

This paper consists of three chapters, the first of which proposes a number of guidelines to orient activities designed to improve the flow, transmission and dissemination of information and communications required by the process of change in the status of women aimed at achieving a status equal to that enjoyed by men. These activities are conducted within the policy framework adopted by two international forums: the Regional Plan of Action, and the Nairobi Strategies. Based on the information obtained, the second chapter contains a panoramic overview of the principal programmes and activities undertaken by the different organizations and by women themselves with a view to progressively eliminating the various forms of discrimination to which women are subject, and to progressively improving their status. This review covers both those activities which have been undertaken by formal
institutions involved in the process, and by those which constitute alternative solutions to the specific problems affecting women.

The review includes an assessment of the situation and of the progress achieved in the field of information and communications at different levels. It also discusses those information systems which treat the problem of women as just another development issue, and others in which the development of women constitutes the principal subject of concern. The third chapter contains a description of the methodology used and of the results of research contained in publications on this subject.

This study was based principally on a review of secondary sources of information, compiled from various types of agencies in the region and from existing documents in four information systems: the bibliographical information system of ECLAC, which comprises the Latin American Centre for Economic and Social Documentation (CLADES), the Latin American Population Documentation System (DOCPAL) and its library; the bibliographical information system of the Women's International Information Communication Service (ISIS); the Information Referral System (INRES) of UNDP; and regional institutions devoted to teaching and research.

Since this systematization covers only a sampling of documents, the results obtained represent only a partial, though useful, database in the sense that they will permit projections to be made which provide guidelines on the principal trends observed in these publications and which contribute to the task of defining the thrust of future work for the various agencies involved in dealing with these problems.

With regard to this background, inter-institutional co-ordination must be strengthened in order to increase the installed capacity for the compilation, processing, systematization and dissemination of information on the topic. Towards this end, a network or system of information and communications could be established in which a key role could be played by the most important institutions in the field which have conceived and directed the programmes, and which would comprise relevant institutions that would contribute information on their respective areas of specialization.

* * *

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I. INFORMATION AND COMMUNICATIONS AS DEVELOPMENT RESOURCES FOR THE ADVANCEMENT OF WOMEN

A. Policy Framework

Information has been a key element in the conduct of activities aimed at integrating women in development and at eliminating all forms of discrimination. Its economic, social and political value has been recognized by the different agents participating in this process - Governments, through their established institutional mechanisms; rational and international non-governmental organizations (NGOs) that support groups at the grass-roots level; academic and research institutions; specialized agencies and other organizations of the United Nations system, financing agencies, etc.--who have expressed and reaffirmed this view in the different forums that have been organized to discuss the situation of women during and after the UN Decade.

A review of the policy framework proposed by some of these mechanisms makes it possible to define the most significant aspects and the measures that have been recommended to enhance information and communications activities in this area. It also provides an analytic framework within which to review the main task accomplished in this field, which permits an evaluation of the progress made as well as identification of those areas in which deficiencies still remain and in which there is need for increased effort.

The Regional Plan of Action makes special reference to information and documentation activities on the subject. It points out that the minimal functional structure of the national mechanisms 4/ must cover, inter alia, the areas of documentation and information, public relations and dissemination. It also calls upon the Governments to promote the regional and international exchange of information and experiences through the organization of international meetings and seminars.

With regard to ECLAC, the Regional Plan of Action provides for the holding of regional UN conferences on the integration of women into Latin American development, whose functions will include a periodic review of the activities of ECLAC and other UN agencies. At the same time, they should provide a forum for the exchange of information which will facilitate mutual co-ordination and support of programmes for the integration of women into economic and social development at various levels and permit the countries in the region to share their experiences.

The Nairobi Strategies stress that, in view of the vital role played by communications in changing the image of women and their access to information, high priority should be attached to the participation of women at all levels of policy formulation and decision-making in the field of communications, as well as in the design, implementation and monitoring of programmes.

Women should be fully incorporated into the process of taking decisions on the selection and development of new forms of communication and on the content of all public information activities. Cultural media, such as rituals, theatre, dialogue, oral literature and music, should be incorporated into all development efforts aimed at improving communications. Support should be provided to those organizations dedicated to promoting the role of women as agents and beneficiaries of development, in their efforts to establish efficient communications and information networks.

As regards research and policy analysis, the Nairobi Strategies highlight the need to promote regional co-operation in carrying out activities which facilitate the incorporation of new issues that are of concern to women. The absence of reliable data makes it difficult to assess the relative improvements in the status of women in various sectors. It is therefore vital for the United Nations Statistical Office, the Commission on the Status of Women and
INSTRAW to co-operate, at the institutional level, in the compilation, analysis, utilization and dissemination of statistical data on women.

The UN system must expand its database on the role of women in national, regional and international economic activities in co-operation with Governments, specialized agencies and regional commissions. It must also adopt measures to strengthen the capacity of the UN Secretariat to provide assistance to Governments and other international organizations and agencies that are working towards the integration of women in policy formulation and in assessing the impact of development policies on women.

The Branch for the Advancement of Women of the United Nations should act as a centre for co-ordinating the exchange of information, for providing advice on questions related to the advancement of women and for monitoring and reviewing the progress achieved in this area by other agencies. The United Nations should formulate guidelines in this regard based on comparative analyses of experiences world-wide.

The regional commissions should carry out new research on the status of women in their regions for the year 2000 by preparing databases and obtaining the necessary indicators, making use of both national and local contributions and including prospective studies on women undertaken by grass-roots women's organizations.

Special importance is attached to INSTRAW, which plays an important role in the fields of research, training, information and communications. Furthermore, it is recommended that the states and organizations of the UN system should be requested to continue their collaboration with the Institute in its efforts to improve the status of women.

Finally, the UN system and other intergovernmental, governmental and non-governmental organizations are urged to encourage women, women's organizations and all the relevant governmental agencies of the different countries to discuss and study the various aspects of the promotion of peace and related questions, with a view to increasing knowledge, promoting understanding and developing relations of friendship among countries and peoples. In this regard, exchange visits among women from different countries are being promoted, as are meetings and seminars with the full participation of women.

The policy framework described above stresses the information and communications needs required by the process of integrating women. It also identifies the agencies that are called upon to work towards this end and the responsibilities that each of them may be required to assume.

The aim of this paper is, inter alia, to present a brief overview of the current situation as regards these activities, within the framework of the Regional Plan of Action, two years after the formulation of the Nairobi Strategies.

B. Information and Communications: Concepts and Definitions

1. Information: definition, impact and modalities in relation to the status of women

In order to eliminate discrimination towards women, and to implement measures that promote their full integration in the social, economic and cultural processes of their countries, an information base is needed that provides support for the planning and implementation of such activities. This information base must comprehensively encompass the following aspects: information on institutions; statistical or numerical information; and bibliographical or documentary information.
a) **Information on Institutions**

i) Characteristics, functions and modalities. Information on action programmes, institutional and administrative mechanisms and human resources are the instruments being employed to improve the status of women in Latin America and the Caribbean and to incorporate them fully into the process of development.

The large number of institutions, organizations and groups involved in activities related to this subject, as well as their changing nature—new groups emerge, new experiments are conducted, the human resources participating in such experiments are integrated into other projects, etc.—make this information difficult to manage.

The information is useful for all phases of the process of changing the status of women, and particularly for planning, co-ordinating and evaluating the activities of the programmes. It facilitates planning because it permits the incorporation of data on the results of past experiments and the avoidance of unnecessary errors or duplications as well as the channelling of resources towards those sectors in which they are most needed. It helps to improve the co-ordination of activities among the different institutions and groups working in the field, and consequently permits a more rational use of resources. It is of vital importance for evaluations, since it provides a clear picture of successes and failures, possibilities of repeating successful experiences as well as of obstacles that have arisen and adjustments that need to be introduced in order to advance towards the projected goals.

Such information is of particular value for horizontal co-operation activities, which require the participation of countries that cope with similar needs and obstacles in solving their problems. Indeed, the dissemination of this information has made it possible to learn from the invaluable experiences of both governmental and non-governmental organizations in the region on the subject of women.

International organizations have established specialized systems at the regional and international levels, and both national and international institutions have compiled directories, inventories and registers of projects and of human and institutional resources, as described in Chapter II. Annex I lists projects on which documentation is available in the bibliographical systems.

ii) Institutional mechanisms, information-generating sources. Of the wide range of institutional mechanisms that deal with the problem of women, the following were selected for an analysis of their activities. This selection was based on various criteria, including those related to changes that have occurred both in the policies and functioning of many of the institutions.

The following information-generating systems exist: national mechanisms; NGOs which were viewed from the twin perspective of centres for studies on the subject of women and of subsistence organizations; academic and research organizations; and international organizations, including financing agencies.

The definition of national mechanisms encompasses centralized national and state organizational structures whose purpose is to promote the advancement of women and the elimination of discrimination against them, in any form and by any name. Such a mechanism may be governmental or non-governmental or may consist of an umbrella body comprising various institutions. An essential requirement is that it should be recognized by the Government as the national mechanism for the advancement of women.

Special importance has been attached to this topic by the various international forums that have been convoked by the United Nations and its Commission on the Status of Women. In October 1987, under the auspices of the Branch for the Advancement of Women of the Centre for Social Development and Humanitarian Affairs, it conducted a seminar on National Machinery for Monitoring and Improving the Status of Women.
Among the conclusions reached by the seminar were that national mechanisms should ensure the full and equal participation of women in all spheres of society, and should act as catalysts or executors of programmes, or both. It also concluded that the principal and general function of such mechanisms is to promote, plan, co-ordinate, supervise and review policies and programmes related to the status of women and, where necessary, to implement such programmes. Other conclusions reaffirm the need for these mechanisms to maintain links, at different levels, with other institutions—such as NGOs and the mass media—in order to achieve their objectives.

The development of an appropriate information and documentation system that covers women's affairs, including relations with specialized research institutes, was also recommended by the seminar. The establishment of information systems for data compiled and analysed by sex, and the systematic organizations of training programmes, were also urged. The experiences of the national mechanisms in some countries of the region are reviewed in Chapter II. 6/

In general terms, the concept of NGOs refers to organizations that are separate from the state apparatus, operate on a voluntary basis and seek to achieve various objectives. The concept is very broad and includes research centres, political parties, professional and trade union associations, religious institutions and organizations that work with certain social sectors, particularly grass-roots sectors, helping to find solutions to their problems or promote the development of their organic structure in order to increase their participation in the process of development. 7/

The last decade in Latin America and the Caribbean has witnessed the emergence and development of a large variety of forms of organizations which, while pursuing different goals, have established close relations with NGOs. In some cases these new organizations address socio-political conditions—such as the lack of freedom—and the economic crisis, while others tackle such problems as ethnic revival, feminism, environment, appropriate technologies and local self-management.

The concerns of these new forms of social organizations are heterogeneous and dynamic. For example, grass-roots economic organizations exist which, in view of their basically working-class composition, either include questions close to the women's movement among their areas of interest or are established to address such questions, while organizations that were set up for that purpose have in practice been forced to deal with problems related to daily survival.

In the latter type of organization, NGOs have played an important role, both in their establishment and in the conduct of their activities, and have channelled material resources into them by providing training and consultancy services, promoting cultural activities and discussion sessions and supporting productive projects.

With respect to the women's movement, NGOs are engaged in a broad programme of activities. These are characterized by their marked dynamism, unlike Government-sponsored programmes. The role, function and co-operation of the public and private sectors on questions related to women have been debated in various international forums.

The need to seek some form of relationship between the state and society—represented by NGOs—is a task which is currently being undertaken by different forums of the international community. 8/ Of the wide range of non-governmental entities, women's centres reflect, from different perspectives, the contribution made by women's organizations to the goal of improving their status.

Women's centres are entities that are designed to respond to the problems and needs of women, using different approaches from those usually adopted, and in which the fundamental principles of the women's movement are put into practice. Women's encounters that have been held so far have provided suitable opportunities for the women from different
centres to analyse their strategies and programmes and co-ordinate their projected activities.

In Latin America, these centres are different in terms of ideology, modalities employed, women’s political awareness, the scope of their activities as they affect different sectors of women, size, internal structure and available resources. However, it is possible to find in them similar services and programmes: political activity, legal support and assistance, health and information services for family planning and rights related to child-bearing, organization of working-class women, psychological counselling, training programmes in various areas, training of women’s leaders, information services, and the like. Among their achievements is the creation of opportunities for women to develop strategies and promote activities for change. At the same time, through networks established for the purpose, they have helped experience to be shared.

Academic and research bodies seek to identify the specific characteristics of women by analysing the historical context in which they exist and the reality around them. For political, economic and cultural reasons, studies on women in Latin America and the Caribbean were produced at a comparatively slow rate up to 1980, when a sustained increase in research activities, training programmes and action programmes was noted in the region. These activities have been conducted in both governmental and non-governmental centres and universities, and a sample of their output is contained in Annex 2. In addition, regional seminars have been held on this subject, which have enabled experiences to be evaluated and guidelines to be established for future activities.

At the Regional Seminar on Curriculum Development and the Preparation of Teaching Materials in Studies of Women in Higher Education in Latin America and the Caribbean, held in Buenos Aires in 1986 under the auspices of UNESCO, a question that provoked widespread debate was how to define the form of institutional insertion of the problem of women in teaching programmes. Consideration was given to the advantages and disadvantages of including studies on women in courses for both undergraduates and postgraduates and to designing single-discipline or multidisciplinary courses. Attention was drawn to the difficulty of securing trained teaching personnel and specialized bibliographical material, the resistance of the academic institutions and of the scientific milieu to incorporating these topics, the institutional instability existing in some of the centres and the potential demand for the courses.

Consideration was also given to which methodologies would be most appropriate. Participants recommended adopting a vigorous theoretical and methodological approach and taking advantage of the non-academic experiments conducted with women in order to obtain more information about problems and to incorporate them into the analysis.

With respect to international organizations, an increasingly large number of specialized bodies and other organizations of the UN system are undertaking programmes and activities related to the status of women. With a view to institutionalizing the exchange of information and co-operation among organizations in this field, several UN agencies, NGOs and regional bodies heeded the recommendations made during the Decade for Women and established centres and co-ordinating units for activities related to women.

The organization of seminars and meetings of a political and technical nature, which helped to define the conceptual and policy framework for women’s programmes, as well as technical co-operation, training and advisory services provided at the international, inter-regional and regional levels, are the principal activities carried out by these organizations with a view to improving the status of women. Chapter II contains more detailed information on these programmes.
b) **Statistical and Numerical Information**

The UN Decade for Women highlighted the need for information on the contribution of women to development. Statistical information makes it possible to quantify the scale and scope of this contribution. It has, however, been recognized that existing statistical systems do not permit an accurate assessment of the productive role of women in society.

The international demand for better statistics and indicators on women to facilitate the task of countries in planning for the full integration of women in social and economic development arose prior to the Decade. During the Decade, efforts were begun in this direction by INSTRAW and the UN Statistical Office, through the holding of seminars and the preparation of two specialized publications. The first of these, entitled *Compiling Social Indicators on the Situation of Women*, deals mainly with the effective utilization of the statistics currently available in many countries (in censuses, household surveys and registration systems) to prepare reliable indicators on the situation of women. It suggests means of obtaining basic indicators on women from such data, by applying various concepts and data-gathering methods.

The second publication, *Improving Concepts and Methods for Statistics and Indicators on the Situation of Women*, critically reviews the concepts and methods most generally used in gathering data in current national programmes. It suggests possible strategies for modifying the current international recommendations for these programmes with a view to collecting more appropriate and less distorted statistics on the role of women in development.

The principal sources of national data are censuses, sample surveys and administrative registers.

i) National population censuses are important sources of information on women, provided that the data for both sexes are separately tabulated. Since the censuses cover the population as a whole, census statistics may also be reliably compiled for relatively small geographic areas and for specific population sub-groups. See Chapter II for the procedure used by CELADE in this respect. Population censuses are usually conducted every 10 years; in the intervening period, the information becomes gradually outdated.

ii) Sample surveys are an alternative both for obtaining data between censuses and for securing more detailed and updated information on specific topics. However, their geographical coverage is limited.

iii) Ministries and other governmental organizations, private companies, universities and research institutes maintain administrative registers. These are usually important sources of data, provided that separate registers are kept for each sex.

Studies are also carried out which employ anthropological and non-traditional methods for compiling data to supplement the information obtained from the three principal sources.

The principal sources present certain disadvantages for obtaining information on women. Data gathering, processing, compilation and tabulation give rise to distortions, particularly as regards the participation of women in the labour force. Efforts are therefore being made at the international level to define certain concepts more accurately, such as head of household and economic activity.

Another aspect with which the international organizations have been greatly concerned is the need to maintain interaction between the producers and users of statistics and indicators on women. The producers should take the initiative of disseminating survey results extensively and rapidly, and users should be more aware of the factors that affect the availability of statistics in the relevant national offices, such as the latter's limited resources and the need for users to take the initiative of requesting data.
c) Bibliographical and Documentary Information

This comprises the information generated from the different activities undertaken in the field of women: research and studies, activity projects, texts, manuals or guides, papers presented at conferences and meetings, bibliographies, directories, etc. Its main value lies in the accumulation of knowledge, which should be analysed and systematized to facilitate access to it. Its universal nature and usefulness in time give it other characteristics. Thus, the different forms which it takes are also related to the interests involved and the ways in which the various users and specialists approach the topic.

As a result of these characteristics, different institutions at the national, regional and international levels have maintained information systems and networks, incorporating modern techniques for processing and disseminating information. The adoption of common methodologies and instruments for processing this information is another of the aspects which give rise to concern, and a trend towards improvement has been observed in this area.

Chapter II outlines the principal systems operating in the region in this field, as well as some national experiences. A more detailed examination of these questions is contained in Chapter III.

2. Communications: Definition, Impact and Modalities in Relation to the Status of Women

It is generally agreed that the main value of communications is to encourage reflection, dialogue and analysis of the current situation, as well as to promote the exchange of experience and the development and organization of certain social groups.

Although laws or bureaucratic and administrative structures still persist that discriminate against women, the main problem lies rather in the persistence of prejudices related to their status and of deep-rooted beliefs surrounding the role traditionally assigned to women. One way of changing this situation is by providing examples and by persuasion, in which information and communications should play a key role.

a) Modalities of Communication

i) The mass communications media. These are powerful instruments in the creation and transmission of culture, attitudes, values and social aspirations. 16/ However, in Latin America and the Caribbean, they are under the influence of internationally prevalent models in the communications systems, which decisively impose their life styles, social aspirations and worldview on other societies. In the case of women, specific trends have been observed towards promoting a model that attempts to include all women without distinctions of any kind.

Numerous studies have concluded that such communications systems may constitute a negative influence and a powerful brake on changing the situation of women, while promoting values and behaviour patterns that help to strengthen discriminatory practices and influence women themselves to accept these practices as something natural. 17/

The United Nations has adopted numerous decisions on the mass media and on the status of women. The policy framework described in the preceding section may be cited as a concrete example of this concern. It is a subject on which research has been conducted, reports prepared and a large number of seminars and meetings held. Nevertheless, the situation persists, and the media continue to present a distorted picture of women. 18/

In response, women from different parts of the world have established their own media and communications network to tackle the distortion of, and misinformation about, their own reality.
Since 1980, several forms of response have emerged, three of which deserve special mention: the alternative communications media; the creation of women's news and information networks; and the increase in publishing houses and bookshops that cater to women.

ii) The alternative communications media. Alternative communications centred on women have been developed by and for women as they have become more aware of the importance of communications as a vehicle for change.

Alternative communications as such are the sum of the expressive and symbolic experiences which provide information on the actors, projects and creations of broad social sectors that are excluded from the prevailing information systems. 19/ This exclusion has been increasingly criticized at the national and international levels in recent years, and is one of the ways in which the less developed countries have sought to deal with the problem of the concentration of international power. The non-aligned countries first drew attention to it in 1973 with their position on the imbalance of information, the existing colonial legacy in the sphere of culture and the concentration of transnational power in the hands of the international communications structures and national media.

The countries of the third world and various institutions of the industrialized countries agreed on the need for a change in information systems. This search gave rise to the thesis of alternative systems, interpreted as a framework for information and communications established on bases of solidarity and mutual support in order to develop cultural autonomy in the field of global communications. 20/

For the women's movement, the 1980s has been a very special period; and significant progress was made in Latin America. The restoration of democracy in some countries had repercussions on the grass-roots movements, which also recovered their freedoms. Feminism was recognized as an important agent of social change. In some countries women organized themselves on a collective basis and began to develop their identity through services that were controlled mainly by women. 21/

This type of communications found expression not just in writing. Other modalities were also employed which have widened the dissemination of information and the exchange of experience on the status of women. Among these, audio-visual methods seem to have great potential for communications. Their ability to recreate reality makes them particularly attractive; they facilitate group work and permit access to broad sectors of society, particularly to those with a low educational level. They are instruments that help to promote participation by encouraging the expression of other points of view and of new proposals, thus enriching the content presented. 22/

iii) Development of news and information networks. The emergence of these networks gives new impetus to the women's movement and other types of organizations, particularly non-governmental. Their establishment has been a logical consequence of the various needs existing within women's organizations which operate both at the local and national levels, and has been partly due to the need of groups to break out of their isolation and to share ideas, information and various work experiences through organization and action. Another factor was the need for women to meet and to define concerted actions aimed at changing the current situation, at different levels. Through the establishment of networks, the groups that comprised them retain their autonomy and specificity while at the same time uniting their efforts.

The establishment of networks also reduces duplication of efforts, thus permitting a more efficient use of resources. 23/ Numerous networks have been created around a given theme or set of themes: health, communications media, transnational corporations involved in consumer goods, violence against women, employment, etc. Other networks aim to fulfil a specific objective, such as promoting information and communications. Networks also exist for geographic regions, and some of them pursue several objectives at the same time.
Women's networks have acted as catalysts in the formation of new networks and operate in conjunction with others that are sponsored by NGOs pursuing different aims: pacifists, educational development, consumer protection, etc.

iv) Increase in the number of women's publishing houses and bookshops. In the midst of the traditionally male-dominated publishing industry, women's publishing houses have sprung up in many industrialized countries and, more recently, in developing countries. This has resulted in a significant increase in women's literature, as studies on this subject have shown. 24/

v) Conferences, meetings and seminars. Meetings make it possible to establish new contacts and to strengthen existing ones, as well as to exchange experiences and disseminate the results of studies. They also serve to systematize discussions and debates, which constitute a key element for orienting policies and programmes. They help strengthen relationships among institutions and persons, and contribute to knowledge on the subject. (See Annex 3, which contains a list of meetings held on the subject.)

b) Impact of the New Information Technologies

The new information technologies have had a great impact on the development of information and communications. While the networks of computer communications, videocassettes, electronic mail, line and satellite service do not replace books, magazines, periodicals and films, they do facilitate access to their contents. 25/

The design of networks has shown that some countries of Latin America and the Caribbean already have a high-quality and relatively low-cost international communications infrastructure, but that it will be some time before such advantages are reflected in the design of networks and in the supply of services in each country. 26/ Nonetheless, these communications networks will gradually expand, and this trend will also be reflected in the information and communications activities related to the status of women. Thanks to the proliferating use of micro-computers, a base is being created to promote this development, and women's organizations are preparing themselves to exploit the advantages offered by the situation.

II. OVERVIEW OF INFORMATION AND COMMUNICATIONS ACTIVITIES: INSTITUTIONAL MECHANISMS AND PRINCIPAL ACTIVITIES CARRIED OUT AT THE NATIONAL, REGIONAL AND INTERNATIONAL LEVELS

This chapter provides a description of the principal activities of a number of institutions involved in programmes for women, particularly those whose activities are connected with information and communications on women at the national, regional and global levels.

A number of significant programmes and actions have been selected in the field of women, defined on the basis of various criteria: their significance as pilot experiments; the fact that they illustrate alternative means of tackling a problem; the fact that they represent an ongoing and systematic measure; or on account of the achievements made and their expected impact.

A. Information Activities

Three areas have been identified within information activities: those which constitute institutional information and which concern the measures undertaken by the various bodies involved in women's affairs; aspects connected with statistical information and the agencies working in this field; and aspects bearing on bibliographic information and the description of the main programmes and actions in this area.
1. Information on Institutions

a) at the national level:

As mentioned in the previous chapter, the following institutions have been selected for the purposes of this analysis from among the broad range of those involved in programmes concerning women: national mechanisms, non-governmental agencies and academic and research bodies.

i) National mechanisms. According to data provided by the Directory of National Machinery for the Advancement of Women, 27/13 Latin American and Caribbean countries possess this type of organization. The structural framework and statutes governing these bodies vary from one country to another, depending on political, economic and social circumstances. However, their fundamental characteristic is their ability to exercise authority and to obtain access to the decision-making levels of the Government. 28/ Other official governmental bodies may be found, although only those listed in the directory have been mentioned by way of example.

In 10 countries in the region, these bodies are represented by governmental agencies; one corresponds to an NGO and two possess a mixed organizational structure. In the case of governmental agencies, the bodies concerned are various ministries: labour, social welfare, education and culture, justice, etc. Generally speaking, these are of a pluralist structure with a variety of organizational forms, and are entrusted by Government with the responsibility for co-ordinating and implementing measures designed to ensure the advancement of women. Table 1 shows some data relating to these bodies: country, name of the institution representing it, its nature and position within the administration.

ii) Non-governmental organizations. From a review of the work carried out by NGOs, one can conclude that in Latin America and the Caribbean, that work has gained both strength and prominence among measures aimed to bring about change. Women play a key role in this area either as protagonists or participants in the experiments carried out by the organizations.

The action of the vaso de leche (glass of milk) committees in Lima, the tireless work of the communal kitchens in Santiago, the therapeutic potential of herbs and plants--together with the social and symbolic relations which accompany and give meaning to their use--or action aimed at the adoption of appropriate technology by communities are just some of the responses provided by women or by the community in general to specific situations, and represent one approach to political action. By way of example, three experiments of work in support of these organizations, either with groups of women or another type of organization, have been chosen:

1) Experiment based on the constitution of medicine chests made up of medicinal plants. In its quest to disseminate the culture within which rural women live, the Study and Training Programme for Peasant and Indigenous Women (PEMCI) in Chile developed a health project based on a programme of research and action. This experiment involved assisting in the development of medicine chests made up of medicinal plants, as a complementary health aid for the group and the community and in gathering information on the methods of use and significance associated with the herbs, involving two groups of rural women: one group made up of mapuches (Araucan Indians) from the communities of Picuta and Coigue gathered, dried and packaged the most frequently used medicinal plants in their localities and at the same time began to exchange them. The information gathered as to the methods of use of these plants reveals an approach to illness and furthermore provides an essential tool for using the medicine chest. This experiment involved the women organizing themselves to share out their tasks and carry out an ongoing group assessment of the progress of the experiment and of its results. 29/
2) Experiment based on the prevention and detection of cancer of the uterus in a district of Lima. This idea arose from a course on women and health, sponsored by the Flora Tristán Centre for Peruvian Women. The group carried out a uterine cancer prevention and detection campaign in its district and in other neighbouring areas. 30/

3) Experiment carried out on communal sayañas (small arable plots). The Multi-services Appropriate Technologies Centre (SEMTA) in La Paz, Bolivia, is working to increase the agricultural potential of the province of Pajales, considered to be a transition zone between the Northern and the Central Altiplanos, through its programmes of intensive cultivation and livestock raising. The purpose of the programme is to expand the region’s agricultural potential by tackling two fundamental problems: the lack of water and the considerable vulnerability of the crops to frost.

For this purpose, in addition to producing monetary income and supplementing the local diet by the production of new foods, SEMTA is introducing certain technological progress to the communal sayañas which are particularly suitable plots for crops. The system is made up of a well, a windmill to pump water and a storage tank. For the purposes of this project, SEMTA, through the revolving funds system, channels material which is not to be found in the locality and which is an essential input for the project. As a result, these areas have succeeded in expanding their agricultural potential.

iii) Study and research centres. A large number of experiments involving study and research centres or programmes are under way. They include the following: the Centre for Women’s Studies, in Chile; the Paraguayan Women’s Study Group of the Paraguayan Centre for Sociological Studies; the Flora Tristán Women’s Centre, in Peru; the Centre for Studies on the State and Society (CEDES), in Argentina; the Study Group on the Status of Women (GRECMU), in Uruguay; the Centre for Population Studies (CENEP) and the Centre for Women’s Studies, in Argentina; and the Centre for Women’s Studies, in Brazil. Some of these centres have established links with academic centres that offer specific chairs in women’s studies. Table 2 shows the experience acquired by these programmes and summarizes some of their results.

Table 1

LATIN AMERICA AND THE CARIBBEAN: NATIONAL MECHANISMS INVOLVED IN PROGRAMMES CONCERNING WOMEN

Country: Name of Institution (Nature); Governmental Affiliation

- **Argentina**: Dirección General de la Mujer (governmental); Ministry of Foreign and Religious Affairs
- **Barbados**: Bureau of Women’s Affairs (governmental); Ministry of Employment, Labour Relations and Community Development
- **Belize**: Department of Women’s Affairs (governmental); Ministry of Labour and Social Services
- **Brazil**: Conselho Nacional dos Direitos de Mulher (National Council for the Rights of Women) (governmental); Ministry of Justice
- **Chile**: Secretaría Nacional de la Mujer (governmental); Federal Government
- **Cuba**: Federación de Mujeres Cubanas (non-governmental)
- **Ecuador**: Dirección Nacional (governmental); Ministry of Social Welfare
- **Jamaica**: Bureau of Women's Affairs (governmental); Ministry of Social Security and Consumer Affairs
- **Mexico**: Comisión Nacional de la Mujer (governmental); National Population Council
- **Saint Lucia**: Women's Affairs Division (governmental); Ministry of Community Development
- **Trinidad and Tobago**: Women's Bureau (governmental); Ministry of Community Development, Welfare and the Status of Women
- **Uruguay**: Instituto de la Mujer Interinstitucional (governmental/non-governmental); Ministry of Education and Culture
- **Venezuela**: Dirección General Sectorial de Promoción de la Mujer, Dirección de Mujer y Menores Coordinadora de Organizaciones No Gubernamentales de Mujeres (governmental/non-governmental); Ministry of the Family/Ministry of Labour


**Table 2**

**ACADEMIC AND RESEARCH CENTRES WITH PROGRAMMES CONCERNING WOMEN**

Country: institution (year founded); programme impact/results

- **Argentina**: Centre for Women's Study; seminar on "Women's and Mental Health" (1979). Objectives: to investigate current theoretical concepts given in psychology courses; to provide a grasp of health-mental illness among women; to train non-sexist mental health professionals, capable of taking into account sexually marked values and cultural patterns.

The assessment of this seminar highlights a clear change in both the theoretical and technical attitudes and outlook of the students. As most of them work in hospitals, the training given has been disseminated to other spheres.

- **Brazil**: Pontificia Universidad Católica de Rio de Janeiro Centre for Women's Studies (NEM) (1981). Activities: a) Offers courses for which credits may be earned towards a university diploma in the academic programme of several departments. Courses include women and society; women and psychology; women and law. b) Edits teaching-aid texts used by other study centres in Brazil. c) Organizes conferences, seminars, film festivals, photography exhibitions, and edits a widely distributed broadsheet.

NEM's greatest impact within the university has been in legitimizing women's studies as an academic subject.
- **Mexico**: Colegio de Mexico. Research and Study Programme on Women (PIEM) (1983); funding programme for research and scholarships (1986). Objectives: a) To stimulate research on women as agents in the process of social transformation, both in the past and in the present, and to stimulate historical studies highlighting women’s participation in political, economic and social life. b) Training workshops: These have covered a whole range of topics and have been attended by researchers from the Colegio and other academic institutions as well as by women from other areas interested in the subjects covered. c) Documentation Centre: The PIEM is as yet only temporary. In order for it to become permanent it has proposed raising the theoretical level of its work and incorporating research of both sexes from the Colegio itself and from other institutions into debate and research.

- **Dominican Republic**: Research Centre for Action in Respect of Women (CIPAF)/Autonomous University of Santo Domingo (UASD)/Women’s Studies Programmes (PEM) (1983). Activities: a summer course held in conjunction with the Postgraduate Division of UASD and which represents the first National Seminar on Methods and Research Techniques in respect of Rural Women. Since 1986, through an agreement between CIPAF and UASD, an extracurricular chair on women has existed in the Political Science Department. The course represented a step forward in the study of rural women, as it allowed CIPAF to carry out national research on this topic with student participation. The course was complemented by a series of public lectures, while press articles ensured national coverage.

- **Argentina**: National University of Buenos Aires, Department of Psychology (1985). Course entitled "Introduction to the Psycho-social Problematics of Women" represents this Department’s first teaching experiment in women’s studies. Objectives: to provide historical and conceptual information for preparing instruments to analyse the classic treatment of femininity as well as other options which gradually emerge within women’s studies. The topics were maternity, sexuality and women’s work.

  The course had an impact both within and outside the Department. It provided a basis from which teachers attitudes began to change, showing an interest in the topic of women and acknowledging their value as an area of academic study.

- **Argentina**: FLACSO (Latin American Faculty for the Social Sciences). Master’s in Social Sciences, with a specialization in Women’s Studies (1985). Objectives: to provide systematic information to students involved in a research project on women in various research centres in the country and to offer courses to master’s students in other subjects within FLACSO. Courses have included "development of the social conscience of women and of their identity as a sex" and "daily life, women and the family".

  As a result of the courses, the existing theoretical output was revised. The pedagogical approach encouraged students to draw on their personal experience; simultaneously, cross-references with other social actors and scientific output made it possible to shift from the individual to the social sphere.

- **Barbados, Jamaica, Trinidad and Tobago**: University of the West Indies (preliminary action as from 1977); women’s studies project. a) Preparation of material and training for personnel; b) teaching. Preliminary stages achieved their objectives, and the project is now under way. The project makes use of participatory techniques in teaching a multidisciplinary approach and a grasp of the relations between subjective and objective experience in the analysis of human behaviour.
- **Argentina: Latin America Social Sciences Council (CLACSO).**
  The working group on the status of women has not drawn up a specific programme, but has established study groups, in accordance with the needs of students of both sexes. This group has adopted the strategy of incorporating both women and men and holding brief intensive training sessions for scholars on the state of the discipline in which they propose to carry out research.


b) At the regional and international levels:

i) **ECLAC Unit for the Integration of Women into Development.** Action in respect of the integration of women into the development of Latin America and the Caribbean falls within the regular programmes of work of the ECLAC system. Activities encompass the following lines of work: research and study; training; technical assistance; organization of meetings and seminars of the ECLAC Secretariat and co-ordination activities with other organizations within the UN system and other bodies.

   More than 70 studies and assessments of specific situations of women in the region have been carried out as part of the research and study activities, and most of them have been published or presented at ECLAC meetings.

   Training fellowships in connection with the project on women and development planning were awarded to enable women planners from the region to attend courses run by the Latin American and Caribbean Institute for Economic and Social Planning (ILPES); two other course/workshops were run, one at ECLAC headquarters in Santiago, and the other in Quito, Ecuador, for the Andean area.

   Furthermore, technical assistance was provided to several countries in the region, in particular to national institutions responsible for the integration of women into development.

   Governmental and technical meetings and seminars organized by ECLAC focused special attention on three topics: the diversity in the status and living conditions of women and families in the low-income urban sectors, and specifically, their insertion within the labour market; the usefulness of household surveys for obtaining adequate statistical data on women; and the regional heterogeneity and diversity of circumstances of young women within their countries.

   The work of ECLAC's Women's Unit was permanently co-ordinated with the Branch for the Advancement of Women of the UN Centre for Social Development and Humanitarian Affairs (CSDHA). In addition, close contact was maintained with the UN Development Fund for Women (UNIFEM) and with INSTRAW, as part of the Unit's co-ordination and co-operation with other bodies in the UN system. The overall thrust of the Unit will be to strive to incorporate them into the theoretical work of ECLAC and to establish links with other social issues.

ii) **The UN International Research and Training Institute for the Advancement of Women (INSTRAW).** This Institute, headquartered in the Dominican Republic, is an autonomous body within the UN system whose mandate is to promote and support, by means of research, training and the collection and exchange of information, all efforts undertaken by intergovernmental, governmental and non-governmental agencies designed to achieve the advancement of women in the economic, social and political spheres throughout the world.

   INSTRAW is implementing a variety of programmes within its research and training activities. These include a programme for the improvement of statistics, indicators and data on women, which constitutes a significant contribution to the study of the status of women.
In connection with the programme, progress has been made with the improvement of alternative methodological approaches for compiling statistics and indicators on the status of women, particularly through training activities.

This activity has been carried out in close co-operation with the UN Statistical Office, the UN’s regional economic commissions, national focal points and academic and non-governmental agencies concerned with the topic. So far, four national training workshops have been held, as well as a subregional workshop for producers and users of statistics on women, based on the methodology and training manual jointly prepared by INSTRAW and the UN Statistical Office.

The Institute’s activities in the sphere of information, documentation and communication pursue the following objectives: to establish a mechanism in order to organize systematically any information produced on women and to make it available to the various users; to provide support for the development of awareness and education by means of information dissemination and to promote the development of co-operation in the sphere of information on women between systems throughout the world. For 1988-1989, special priority was to have been given to activities connected with this programme.

In the sphere of communication, INSTRAW collaborates directly with a network of institutions, researchers and consultants. Its international status enhances its role as a network, enabling it to establish links with institutions and individuals within and outside the UN system who are capable of directly contributing to the Institute’s programme.

In addition, INSTRAW possesses considerable experience in producing material for disseminating and promoting knowledge of women’s issues, foremost of which is its half-yearly magazine entitled INSTRAW News, which seeks to inform Governments, NGOs, groups of women and individuals of the most recent events and results of the Institute’s activities in the sphere of women and development. Of particular significance among the Institute’s activities in this sphere are the organization of seminars and workshops, the production of posters and other outreach material.

iii) The participatory action programme for Latin America and the Caribbean of the UN Development Fund for Women (UNIFEM), The Voluntary Fund for the UN Decade for Women was set up in 1976 by a mandate of the General Assembly. In 1985, in autonomous association with UNDP, it acquired its present name. Its purpose is to act as a catalyst to facilitate adequate participation by women in the principal activities of development. To this end it provides support for innovative and experimental activities which are for the benefit of women.

The Participatory Action Programme for Latin America and the Caribbean (PAPLAC) run by UNIFEM with assistance from ECLAC has adopted an innovative and dynamic criterion for its activities, by means of which the region’s women take part in defining their needs and priorities as well as in the strategies that will allow them to bring about changes in their circumstances. PAPLAC’s activities focus on four priority areas: women in rural areas in agricultural production, fishing and agricultural industries; women in the informal urban sector, in particular domestic service, domestic industries and independent or family trade; violence against women; and communications systems.

The major projects carried out by UNIFEM in support of poor women in urban and rural zones include four subprojects in Peru in support of economic management and knowledge of nutrition among the country’s poorest communities, together with a project co-sponsored by the Flora Tristán Centre for Peruvian Women, which provides legal, economic and occupational health and safety advice to industrial workers in the electronics, food, textile and chemical industries in Lima.
In Colombia, more than 1,000 peasant women from the Andean and coastal regions benefit from a project to provide administrative and technical training to small-scale farmers, as well as training to agricultural outreach and health personnel.

In Saint Lucia, an ECLAC-sponsored project is designed to establish the percentage of the national social services budget allocated to women. The long-term objective is to involve women in all phases of social planning, from the very beginning.

In the Caribbean, in connection with a project sponsored by ECLAC, a study is being made of the economic activities of haggler and huckster in order to improve data collection and identify priority areas for programming. In the Dominican Republic, a survey was carried out in more than 2,000 rural households in connection with a project of the Research Centre for Action in Respect of Women (CIPAF), in order to obtain detailed data on paid and unpaid activities of women; the link between productive and reproductive activities; and women’s organizations. The results of the survey were published in two books, and several videos have also been produced on the circumstances of these women.

In Brazil, a project was implemented to set up an information and documentation centre within the National Council for Women’s Rights in order to gather information on the situation of women in the country. Its main objective is to develop public awareness of the status of women and to provide support for the development of policies designed to eliminate all forms of discrimination against them.

Finally, a project sponsored by the International Labour Organization (ILO) helps to change female stereotypes and to enhance the role of women through short television documentaries.

iv) UNESCO Programme on “The Status of Women”. This major programme is horizontal in nature. It has been realized that women’s affairs involve all aspects of society, and it is consequently desirable to examine them in terms of their relations with the whole. The UN’s second Medium-Term Plan (1984-1989) adopted a twin strategy to improve the status of women. On the one hand, activities are carried out in connection with the various major programmes in order to improve the status of women, while on the other, measures are adopted and efforts made to integrate the female dimension into all of the Organization’s programmes and activities.

Specific activities designed to improve the status of women fall within the context of the various major programmes, although generally speaking, they focus on the following main topics:

First of all, the promotion of research and information activities on the status of women. These activities include strengthening research and teaching infrastructures, preparing and disseminating fresh theoretical methods and approaches, providing information and documentation services and creating national, regional and international networks of specialists in matters relating to the status of women. In this connection, regional meetings of researchers and university teachers have been organized with the support of UNESCO. These have included: the Latin American seminar on study programmes on women, held in 1981 and sponsored by Pontificia Universidad Católica of Rio de Janeiro; the homonymous seminar sponsored by the Colegio de Mexico in 1985 and the Latin American and regional seminar, “Curricula Development and Preparation of Teaching Material in Women’s Studies for Higher Education in Latin America and the Caribbean”, held in Buenos Aires in 1986 and sponsored by the University of Buenos Aires and the Centre for Women’s Studies.

These activities also include studies and research into foreseeable changes in the status of women to the year 2000; the basic rights of women and the elimination of gender-based discrimination; violence against women; the role of women in the transmission of historical memory and cultural values; the new roles of women and men within the family and in public life, together with the image of women projected by the mass media and its impact.
Other topics of interest have been improved access by young people and women to education and training and the strengthening of the educational role of women in society. In order to examine these issues, the Regional Technical Meeting on Educational Inequality among Young people and Women in Latin America and the Caribbean, sponsored by the UNESCO Regional Office for Education in Latin America and the Caribbean, was held in 1983, and its conclusions made a valuable contribution to research and future measures in this field. Other activities along the same lines are designed to reveal stereotyped portrayals of women in teaching manuals and material in order to eliminate them and to incorporate themes representing the contribution of women to development.

A third topic of interest is the enhancement of women’s role in development and their participation in political, economic, social and cultural life. The activities include research and projects designed to increase such participation. 33 & 34/

v) The UNICEF Regional Programme for the Participation of Women in Development. As a child’s development is intimately linked to its mother’s state of health, UNICEF altered the orientation of its programmes for women in order to consider them both as mothers and as individuals. Thus, the emphasis on assistance which originally underlay the programmes was replaced by a focus on development, and the Regional Programme sprang from this new orientation. "The programme co-operates with Governments and a number of non-governmental bodies in order to provide support for projects and activities dealing with the specific needs of women at each stage in their life cycle (young girls, adolescents, adults and the elderly). The areas in which support are provided are advocacy, basic services, economic activities, organization and institutionalization."**

The aim of the activities carried out under advocacy is to attempt to develop an awareness among governmental and non-governmental agencies, women, their families and communities regarding the needs of women and the role which they play in society. Basic services seek to provide for the specific needs of poor women in terms of health, nutrition, sanitation and hygiene, education and literacy. The objectives pursued under economic activities are to provide training, technical and administrative assistance as well as credit to provide employment and income, while the area of organization provides support for the establishment of women’s organizations and for their ongoing development.

By means of institutionalization, UNICEF endeavours to ensure that Governments adopt and expand methodologies and strategies which have proved successful and devote budgetary funds and resources in support thereof.

At the present time, this programme provides support for 57 projects in 20 countries in Latin America and the Caribbean. Certain successful small projects have made it possible to develop models which, with support from UNICEF, Governments and non-governmental agencies, have been institutionalized, providing support and services for women at the national level. Furthermore, these experiences have been shared and transferred to other countries.

One of UNICEF’s other projects in the area of basic services was carried out in Bolivia in connection with the National Settlement policy. The project provides support for an integral programme of basic services, including projects and activities in the spheres of health, nutrition, education and literacy.

* See UNICEF, "El Programa Regional, Participación de la Mujer en el Desarrollo: Un paso con la mujer, un salto en el desarrollo", Bogota, Colombia, Edita Guadalupe Limitada, 1987, p. 7. Footnote 1 states: "As there is no word in Spanish which corresponds exactly to the meaning of 'Advocacy' this is to be understood as meaning advocating, insisting on, promoting, defending the cause of women".
Under economic activities, credit is provided for itinerant vendors in the southwestern area of Cartagena, Colombia, through a project to generate income. In 1984 the project entered a phase of consolidation, in respect of which UNICEF and the National Training Service (CENA) signed an agreement to systematize methodology and train human resources to repeat and extend the experiment at the national level. At present the project has been institutionalized and is under way in other cities in Colombia. 35/

vi) **FAO programme for the participation and integration of women into rural development.** At the FAO, women's problems are dealt with in the context of the Rural Development Programme. Specifically, the issue is given full coverage by the action of an Interdivisional Working Party. Action designed to bring about the integration of women into rural development aims at achieving recognition of the vital roles women play in economic and social life and in agricultural and non-agricultural activities. Both of these constitute essential requirements for successful rural development planning and programme implementation.

Activities of the 1986-1987 programme for the participation and integration of women into agricultural and rural development 36/ at the national and subregional levels included the following: conducting a survey of the situation of women in agricultural production, marketing and agroindustries in the countries of Latin America and Caribbean, including fishing and forestry; training sessions and activities for the exchange of technical co-operation in the field; technical co-operation among developing countries (TCDC) in the form of national training courses for groups; the exchange of technicians to assist Governments in planning programmes and activities in this sector; studies in specific countries of the methodologies adopted for projects to provide income for women; and preparing and disseminating publications and audio-visual material on the topic.

An example of such regional activities is the preparation of publications and studies on the theme of women, such as the one carried out in connection with a project on incorporating peasant women into the process of production and consolidation of groups in the reformed sector (Project HON/82/007 of UNDP, the National Agrarian Institute and FAO), which involved systematization of experience and methodologies and assessment of the project's impact on selected groups of peasants. Also noteworthy are the case studies connected with income-generation projects to evaluate the applicability of a Project Assessment Manual, drawn up by the FAO's Regional Office for Latin America and the Caribbean.

In the sphere of horizontal co-operation, support was provided for the exchange of technicians among countries in the region and to allow a number of officials to attend workshops and training courses, such as those in Chile and Costa Rica. FAO was also actively involved in meetings organized by the Regional Office or in conjunction with other bodies. Examples are two recent meetings: the Subregional Round Table on "The Participation and Integration of Women into Agriculture and Rural Development in the Caribbean", held in Saint Lucia in July 1987, and sponsored by that country's Ministry of Agriculture, and the Training Workshop on "Assessment of Income-Generation Projects for Peasant Women", held in Santiago, Chile, in April 1988.

In the area of training, the Regional Office provided technical and financial assistance for organizing training courses, including those held in Belize, Honduras and Santiago, Chile.

vii) **Information Referral System (INRES).** This system has been developed by UNDP since 1975 and seeks to contribute towards horizontal co-operation by providing the necessary information for the voluntary sharing or exchange of technical resources, knowledge and capability between two or more developing countries to achieve their individual or joint growth.
At the present time, a computerized data bank, initiated in 1982, is available. It contains multisectoral information on the capacity of institutions in developing countries to provide education and training courses, research and technological development services, consultancy and expert services as well as scientific and technical information. It also contains information on these institutions’ involvement with TCDC projects. 37/

2. Statistical or Numerical Data

a) at the national level:

In order to improve knowledge of the economic activities carried out by women, who are classified as inactive by censuses, demographic surveys or employment surveys in accordance with conventional criteria, experimental studies have been carried out in Honduras, Costa Rica, Bolivia and Uruguay. These studies, on which CELADE has collaborated, have involved the introduction of modules, applicable to women above a certain age, containing specific questions on their economic activities. Some of the studies, however, are extremely recent, and no data are yet available on their results.

Experiments in Honduras and Costa Rica, together with the results of the National Retrospective Demographic Survey of Honduras (EDENH-II), which ended in 1984, made use of previously collected and collated data. Use of the above-mentioned module resulted in tabulations revealing considerable differences in female activities. 38/ Table 3 shows the applications made in specific countries.

b) at the regional and international levels:

Various regional and international organizations possess statistical databases in which a special effort has been made to analyse and improve data on the status of women. Among those organizations are INSTRAW, CELADE and the Statistics and Projections Division of ECLAC.

i) INSTRAW. This institute’s activities are described on pages 16 and 17 of this report.

ii) Statistics and Projections Division of ECLAC. This division’s database contains information, broken down on the basis of sex, from census samples, population censuses and ongoing statistical and household surveys. The information has facilitated the preparation of statistical analysis studies 39/ of women in the labour market and of the repercussions of the economic crisis (see Table 4).

iii) CELADE. Since 1969, this centre’s Data Processing Unit has been retrieving data from the censuses and surveys carried out in the different countries in the region and processing them for its own use as well as to provide assistance and services to national institutions.

Specifically, CELADE has initiated activities designed to intensify the study of the relation between the status of women and demographic variables, and plans to resort to more specific data sources than those so far utilized. In order to disseminate the quantitative data available in the Centre, one issue of its demographic bulletin was devoted to an analysis of the social and demographic situation of women in Latin America.

A number of selected tables from the population censuses, together with a corresponding analysis by Centre specialists, was used to provide an overall demographic profile of the female population, taking into account the following factors: fertility, mortality, education, international migration and employment. In all of these areas, the data showed how the female population differed from the male population and the prevailing conditions in the different countries in the region. 40/
Table 3:

EXPERIMENTAL STUDIES DESIGNED TO GATHER INFORMATION ON THE ECONOMIC ACTIVITY OF WOMEN

**Honduras:** Pilot survey for EDENH-II, Municipal Councils of Choluteca and El Corpus; May 1983. Female population over 10.

**Costa Rica:** Experimental Population Census in San Juan, San Ramon Canton; May 1983. Female Population over 12.

**Honduras:** National Demographic Survey of Honduras (EDENH-II); July 1984. Female population over 10.

**Bolivia:** Experimental Population Census in the Cliza Canton, Department of Cochabamba; December 1985. Female population over 7. Experimental Population Census in the Comache Canton, Department of La Paz; January 1986. Female population over 7.

**Uruguay:** Pilot Survey of the National Fertility and Health Survey. Departments of Montevideo and Salto; April 1986. Female population between 15 and 49. National Fertility and Health Survey (ENFS); June-October 1986. Population between 15 and 49. In neither case was a special module introduced, but rather incorporated into the survey itself, while maintaining its specific character.


Table 4

HOUSEHOLD SURVEYS INCORPORATED INTO THE DATA BANK OF THE STATISTICS AND PROJECTIONS DIVISION OF ECLAC a/

<table>
<thead>
<tr>
<th>Country</th>
<th># Countries</th>
<th># National Surveys</th>
<th># Urban Metro Areas</th>
<th>Earliest</th>
<th>Most Recent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>7</td>
<td>1</td>
<td>6</td>
<td>1970</td>
<td>1982</td>
</tr>
<tr>
<td>Bolivia</td>
<td>8</td>
<td>5</td>
<td>3</td>
<td>1978</td>
<td>1985</td>
</tr>
<tr>
<td>Brazil</td>
<td>4</td>
<td>4</td>
<td>9</td>
<td>1977</td>
<td>1985</td>
</tr>
<tr>
<td>Colombia</td>
<td>14</td>
<td>4</td>
<td>9</td>
<td>1971</td>
<td>1985</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>7</td>
<td>6</td>
<td>1</td>
<td>1971</td>
<td>1985</td>
</tr>
<tr>
<td>Chile</td>
<td>6</td>
<td>6</td>
<td>1</td>
<td>1971</td>
<td>1984</td>
</tr>
<tr>
<td>Panama</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1970</td>
<td>1985</td>
</tr>
<tr>
<td>Peru</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1974</td>
<td>1982</td>
</tr>
<tr>
<td>Uruguay</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1980</td>
<td>1985</td>
</tr>
<tr>
<td>Venezuela</td>
<td>10</td>
<td>9</td>
<td>1</td>
<td>1971</td>
<td>1985</td>
</tr>
</tbody>
</table>


a/ Figures updated to May 1988. 

22
Another activity undertaken by this institution which has applications to studies on women is the Recovery of Census Data for Small Areas by Microcomputer (REDATAM) system. It enables users to choose any area they desire, down to the size of a block or any area made up of smaller units, in order to produce tabulations from original or retrieved variables. The system has now been installed in the national statistical offices of Saint Lucia, Chile and Costa Rica. 41/

3. Bibliographical and Documentary Information

a) at the national level:

The various institutions, organizations and other groups working on women’s issues have been concerned with establishing or obtaining access to centres or systems containing specialized information in the field. The level of organization achieved varies but is generally related to the amount of financial or technical support received from international organizations and financing agencies.

Various experiments are currently under way throughout the region: in Uruguay, the Study Group on the Status of Women (GRECMU); in Peru, the Documentation Centre (CENDOC), which serves four institutions; in the Dominican Republic, the Research Centre for Women’s Activities (CIPAF); and in Costa Rica, where there is a National Information Programme. Some groups, such as DOCPAL and the Planning Information System for Latin America and the Caribbean (INFOPLAN), are focal points for regional information systems and have adopted the working methodologies of these systems, maintaining a continuous exchange with them. Other centres carry out their activities using methodologies which they themselves developed. The question of methodology has been discussed at various meetings and there has been a general consensus on the need for institutions to agree on the standardization of procedures in order to facilitate and render more efficient the transfer of information.

Among the experiments just cited, that of Costa Rica differs from the others in that it is a National Information Network for Women and constitutes a subsystem of the National Information Planning Network (NAPLAN), an agency of the Ministry of National Planning and Economic Policy. It began its work in 1985, with the preparation of a diagnostic study on the current status of women and a proposal for an information system on women in Costa Rica. Its establishment was promoted by Information for Women of Costa Rica and is supported financially by the International Development Research Centre (IDRC). The network is currently composed of 23 information units belonging to ministries, universities, international organizations and non-governmental bodies.

A number of activities has been carried out with the network’s participating institutions: training courses for the personnel of these units; publication of the Bulletin of New Bibliographical Entries, which contains the lists of documents already entered into the computerized database; and preparation of a Document Selection Manual. 42/

b) at the regional and international level:

Various specialized agencies and other organs of the UN system are concerned with the analysis and dissemination of information on the status of women, from different perspectives. There are a number of reference centres or data banks in which information is deposited: UNESCO has a centre for the distribution of documents on women and girls, and the ILO maintains a computerized database from information generated by the institution and other organizations concerned with the employment of women. In addition, the units of the bibliographical system of ECLAC—the Latin American Centre for Economic and Social Documentation (CLADES), the Latin American Population Documentation System (DOCPAL) and the Library maintain databases on women, and the Intergovernmental Committee for Migrations (ICM) has a regional bibliographical information system on migration, which
contains documentation on migrant and refugee women. There are also specialized information systems in this area, such as those of INSTRAW, the UN’s Branch for the Advancement of Women in Vienna, Isis International, etc., which are devoted to in-depth analyses of information and documentation in order to highlight existing differences in this area.

A brief description is given below of the work of these systems:

i) **Branch for the Advancement of Women of the Centre for Social Development and Humanitarian Affairs.** As a leading actor in women’s issues at the international level, within the framework of the UN system, this body has prepared proposals and is putting into operation a Women’s Information System (WIS). This is a computerized database on the information and documentation generated by UN agencies, which facilitates more active participation by agencies in evaluation and promotes a more rational procedure for compiling information on the subject. At the same time, it provides comprehensive coverage of the information needs of the UN system and other organizations at the national and international levels.

In order to examine the procedures and possible forms of organization, in January 1988, the Seminar on Information Systems for the Advancement of Women for the National Machinery Report was organized in Vienna by the Branch for Advancement of Women and the Commission on the Status of Women. 43/ The Seminar confirmed the need for information systems, preferably as part of the national machinery, and the need to co-ordinate these matters through the organization of information networks, as far as possible making use of modern information and communications technology.

Such national systems would facilitate sectoral co-ordination and general planning for the advancement of women. As far as possible, they should use methodologies that are compatible with those of international systems and seek forms of attracting funds which would permit the establishment of connections at the subregional, regional and international levels. The national machinery could evaluate the results obtained by the Branch for the Advancement of Women in implementing the WIS. The work of the WIS must be pursued and the current system of experimentation strengthened under the auspices of the Commission on the Status of Women.

UN agencies, particularly the Branch for the Advancement of Women, and other intergovernmental and non-governmental bodies, should provide consultancy, technical assistance and training services to the national machinery, in order to improve their information activities.

ii) **CLADES** was established in 1971, at the request of regional Governments that were also members of ECLAC. Its activities have been geared towards the establishment of interinstitutional information networks specialized in different aspects of development and in the design and promotion of standardized systems of information processing.

The Centre has a broad information base on national information and documentation infrastructures and the results of diagnostic studies and of the technical assistance missions it undertakes. It is responsible for co-ordinating INFOPLAN, which requires the maintenance of a database with information in this area to supply the various focal points of the NAPLAN networks; the database contains approximately 11,000 entries. 44/

The following publications are part of CLADES’ output: PLANINDEX, which contains information on planning entered into the database; Informativo INFOPLAN, which reports on new features of the system; Informativo Terminológico, which seeks to standardize the terminology used in information processing; Serie INFOPLAN: Temas Especiales del Desarrollo; and national and development bibliographies which use its information.

At the same time, as part of its training activities, CLADES has produced training kits which facilitate the organization of networks and information centres in a standardized
manner. CLADES provides technical advice in the field of information and systems and on the introduction of computerized systems for handling bibliographical information. It also offers training in project formulation in the area of economic and social development. 45/

Special mention must be made here of INFOLAC, the Regional Programme to Strengthen Co-operation among National Information Networks and Systems for Development in Latin America and the Caribbean. The programme’s overall objective is to enhance the individual and joint autonomy and capacity of the national institutions in the region. Its main areas of activity are the management of information projects; evaluation of modern technologies for information management, compatibilization, systematization and interconnection of non-numerical automated databases; promotion of information services, units, systems and networks; and finally, training human resources specialized in information. INFOLAC’s technical secretariat is composed of ECLAC/CLADES, the Department of Scientific Affairs of the OAS and the General Information Programme of UNESCO.

iii) **DOCPAL** 46/ was established in 1976 as a permanent regional bibliographical information service which maintains a computerized information database of about 30,000 entries, to which between 1,800 and 2,000 new entries are added each year. It provides the following regional services: publication of the twice-yearly review **DOCPAL. Resúmenes sobre la Población en América Latina**, with summaries of the most recent publications on the subject; specialized bibliographies upon request, which are obtained from interactive searches within the database, at no cost to the user; a document delivery service that provides, upon the request of interested persons, photocopies and, in the near future, microfiches of documents in the database; and exchanges. Microfilmed documents are sent to such participating centres as the Data Analysis System of the State of Sao Paulo (SEADE) of Brazil and CONAPO of Mexico, which have benefited from this new modality of information exchange, and bibliographical information from the participating centres are received in the same manner.

CLADES, DOCPAL and the ECLAC Library constitute the Commission’s bibliographical system, whose database currently has more than 66,000 entries.

iv) **Isis International (Women’s International Information and Communication Service)** is an NGO which since 1984 has maintained an office in Santiago, Chile. That office co-ordinates the group’s services and publications for Latin America and the Caribbean in order to promote the exchange of information and experiences among the women of the continent and between them and groups of women from other parts of the world. It currently comprises a network of more than 10,000 contacts in 150 countries.

In performing this function, Isis uses a computerized database on the subject of women at a world-wide level, with special emphasis on Latin America and the Caribbean. The database now contains about 1,500 entries, grouped into 28 thematic categories, such as the identity of women, health and procreation, the economy and labour, etc. It co-ordinates the Health Network of Latin American and Caribbean Women, whose objectives are to identify and promote interaction among the groups, organizations and institutions concerned with women’s health and to compile and disseminate the material produced by such bodies through publication of the Network’s bimonthly bulletin. It also produces and publishes the **Women’s Review** of the Women’s International Information and Communication Service in collaboration with one or more groups of women from the third world. In addition, it publishes **Women in Action**, a supplement to the **Women’s Review**. Isis also prepares and distributes information guides containing systematized information of use to women and groups interested in this subject, including a guide to WID resources for organizing and for overcoming stereotypes, and a guide to audio-visual resources for women. The group further maintains an information and documentation centre which provides support for its work at the domestic level and services to groups and institutions that request them.
v) Latin American Information Centre on Migration (CIMAL). This Centre was established by the ICM in Santiago, Chile in 1983, and has a computerized database with some 3,500 entries on migrations, trained personnel and the subject of women. The ICM co-ordinates its database activities with the bibliographical system of ECLAC, and carries out research, technical assistance and information dissemination activities. Its research is mainly aimed at identifying the most significant regional activities undertaken in the field of migrations. Through its technical assistance activities it collaborates in setting up or strengthening information units concerned with issues of migration.

Information is disseminated through publication of the bilingual (Spanish-English) ICM Review on Migrations in Latin America. To supplement this service, computerized bibliographies are prepared and photocopies are provided on request.

B. Communications Activities

1. Analysis at the National Level

At the national level, a study sponsored by UNESCO in collaboration with the United Nations’ Branch for the Advancement of Women 47/ reviews the broad situation in this field in the different countries, particularly the way in which Governments have perceived change in the content, use and policies of the communications media with regard to women during the course of the Decade for Women.

The conclusions of the study are not sufficiently encouraging. Although the replies of Governments indicate that the Decade coincided with a period of activity in promoting equality and participation of women in the communications sector, women’s rights in that area are still very far from being consolidated. In fact, only a small minority of countries have designed careful strategies to implement relevant policies, even where such policies already exist. 48/

With respect to the image of women projected by the mass media, this and other studies confirm that, with a few exceptions, the image continues to be that of a traditional stereotype. The situation is hardly any better in terms of the roles assigned to women in both news and feature programmes, and even the educational media leave much to be desired.

However, some more recent studies show that a change is taking place, and that the media do not necessarily have to conform to any given form of presentation. This is the case in Venezuela, Mexico and Ecuador, where the traditional media include special sections on the situation of women from different perspectives. Examples are the newspapers El Nacional of Venezuela, El Dia of Mexico and Hoy of Ecuador. Several cultural differences have been noted, and it has been observed that the programmes broadcast are more positive in those countries in which there is a firm commitment to improving the status of women at various levels.

In the case of Cuba, the study indicates that since the triumph of the revolution in 1959, the image of women projected by the Cuban communications media has changed radically. The current image is that of the female worker (student, militant, professional), who is an active participant in all areas of the country’s daily life. 49/

As for women’s professional participation in the media, the studies show that women are underrepresented at the higher levels of the communications organizations, with no account being taken of their academic qualifications, years of service or scope of experience. Women continue to be excluded from key decision-making positions, and their earnings continue to be lower than those of their male counterparts. 50/

In so far as the distinction between newspapers for women and the feminist press is concerned, most countries have a press catering to women, which is not necessarily feminist.
Women’s organizations publish periodicals and bulletins and have access, although not on a regular or priority basis, to the traditional communications media. But where experiments in alternative forms of communication are concerned, the situation is different. The potential to counter the image of women put forward by the traditional media by using other types of publications represents a positive contribution to the women’s movement. None the less, there are still limitations, arising mainly from insufficient awareness within women’s organizations themselves of the importance of communications, or from the compartmentalization and isolation in which the various experiments in alternative communication are conducted.

By way of example, a number of experiments in this field are described below. They take the form of publications whose role in influencing women’s groups and promoting discussion of and changes in the situation of broad sectors of the society is recognized on a national level.

One such publication is Fem, an analytic review published in Mexico since 1976; another is Viva, published in Peru by the Flora Tristan Centre for Women, whose objective is to engage in political reflection on the country from a feminist perspective. A third publication is Brazil’s Mulherio, published by the Publications Nucleus of the same name, whose approach to the problem of women takes into account the problems of men, thus permitting the incorporation of women’s views of various areas of interest in the society. Finally, there are Ouchaceras, a publication in the Dominican Republic, prepared by the Research Centre for Women’s Activities (CIPAF), and La Caerela, of the Study Group on the Status of Women in Uruguay (GRECMU), which promotes dialogue between researchers and women in Uruguay. In addition, regional publications such as Mujer Empress play an important role by fulfilling needs or stimulating local groups to initiate new experiments.

Other noteworthy forms of alternative communication are those that use audio-visual media. Two of these deserve particular mention: the application of audio-visual material in basic education, which is being carried out in Mexico by CIDHAL (Communication, Exchange and Human Development in Latin America), and whose principal functions are to work with women from working class urban sectors and to pay particular attention to the situation of women in the family, the work place and the community.

CIDHAL also provides a number of health-related services and organizes women’s health groups with the use of audio-visual material.

Another experiment is that carried out by the Amauta Association of Cuzco, in Peru, which promoted a programme to organize and train the women of three districts in Cuzco: Pueblo Joven Barrio de Dios, Pueblo Joven Primero de Enero, and Asociación Pro-vivienda Manawanonga. After being organized, the women felt the need to exchange their experiences and to promote a discussion of their problems within the communities. They selected the audio-visual method as the medium of communication, thinking it would enable them to communicate with a large number of women, including those who were unable to read.

2. Regional Studies

Of those institutions working at the regional level in the field of communications, four deserve special mention on account of the work they perform in different areas related to the problem, as well as for the influence they have had on the women’s movement in Latin America: INSTRAW, whose activities are described on pages elsewhere in this paper; the Women’s International Information and Communication Service (WIICS), whose activities are also described in this paper; the International Women’s Tribune Centre (IWTC); and the Women’s Alternative Communications Unit.

The IWTC, with headquarters in New York, has been working since its establishment in 1976 with women and groups of women from the third world. Its programme is geared
towards the following areas: technical assistance and training; information adaptation and distribution services; and network communications support. Through these activities, IWTC compiles and disseminates information from and about women and groups of women; produces and distributes material such as manuals, books, folders and audio-visual material in collaboration with, or at the request of, groups; and facilitates and supports the establishment of new networks and strengthening of existing ones. The Centre publishes the bulletin *La Tribuna*, which contains varied information on projects, resources, events and activities in which women participate and which affect their lives and status. The manuals entitled "My project: how to finance it" and "Mobilizing women" have proved to be particularly useful to women. 55/

The Women's Alternative Communication Unit was created in 1981 in the Latin American Institute for Transnational Studies (ILET). The needs of women have defined the scope of the project, whose principal objective is to identify and compile information about the situation of women in Latin America and to disseminate it to a broad range of users in the different countries and sectors of the population. The information handled by the Unit is obtained mainly from reviews and periodicals from throughout Latin America and from alternative women's publications from different parts of the world. It also receives information directly from a network of correspondents in 13 countries of the region.

In addition, the Unit maintains contact with other action and research centres, which constitute a direct source of communication with organizations and groups working in the area. On the basis of that information, the Unit prepares its monthly bulletin, *Mujer*, which is divided into two sections: the first reproduces articles and news on women published in each country, while the second is devoted to articles written by correspondents, providing information and giving women's viewpoint on local affairs. *Mujer* supplies the communications media with alternative information on women; currently, more than 40 print media and more than 20 radio services use or reproduce its articles.

Starting in April 1988, the new FEMPRESS press service, aimed at publishers of the traditional information media, will provide articles on the status of women from women's perspective. Each quarter, the Unit prepares dossiers on specific issues, and also publishes the Alternative Communications Series, booklets describing significant experiments in this field. Another of the Centre's activities is to make women more aware of journalists and of the importance of using the mass media for women's associations and groups, through workshops, debates and seminars. These activities are organized by the Unit's staff and the correspondents of FEMPRESS.

**III. REVIEW AND SYSTEMATIZATION OF A SELECTION OF DOCUMENTS ON WOMEN IN PRIORITY AREAS OF STUDY: SOME CONSIDERATIONS**

**A. Objectives**

Based on a selection of documents concerned with women in areas defined as having priority for the study of this subject, which are included in bibliographical information systems in the region, this chapter seeks to fulfill the following objectives:

1. To identify the areas of greatest interest as regards literary production on subjects related to the status of women in Latin America and the Caribbean from 1975 onwards, highlighting those aspects which have been of particular importance in these areas;
2. To identify the new areas of study that have resulted from interest in the topic; and
3. To systematize research, projects and studies produced on women and employment and on the identity of women.
These objectives were set taking into consideration the areas defined by the policy-setting instruments for the review of the status of women, namely, the United Nations Decade for Women, the Nairobi Forward-looking Strategies for the Advancement of Women and the Regional Programme of Action, as well as developments in the field over the period covered by this study.

The study arose from the interest of organizations at both the national and international levels, as well as by financing agencies, in information, which in turn led to the establishment and maintenance of bibliographical systems. These systems are either specifically devoted to the subject of women or include it among the areas they cover. The systems' methodologies and in-depth analyses of the publications included in their collections facilitated the review of the information collected. The study was also facilitated by technological advances in information processing. The computerization of these systems made it possible both to retrieve the data on the basis of elements considered important in the review and also to undertake cross-indexing.

B. Methodology

1. Information-gathering

The methodology employed in this study was to select areas for inclusion based on the recommendations of the policy-setting instruments already referred to. At the same time, new areas of concern were identified on the basis of conclusions formulated at meetings and a review of the activities of academic and research bodies.

As part of the programme of activities, the major institutions working in this field on the regional level were asked to submit information on programmes concerning women and activities that had been carried out in the field of information and communications. Information on these programmes is contained in Chapter II. The following bodies were consulted: the Latin American Demographic Centre (CELADE), the Intergovernmental Committee for Migrations (ICM), FAO, INSTRAW, OAS, ILET, WIICS, the International Labour Organization (ILO), the United Nations Development Programme (UNDP), UNESCO and the United Nations Children's Fund (UNICEF).

At the national level, centres in various countries were contacted and replies obtained from the following institutions: the Pontificia Universidad Católica de Chile and the Centro de Estudios de la Mujer de Chile, the women's programme of Costa Rica, the Flora Tristán Women's Centre of Peru and the Centro de Formación y Estudios del Uruguay (CIESU).

The universe of this study comprises documents in the databases of two systems: the Bibliographical System of ECLAC (consisting of CLADES, DOCPAL and the Library), specializing in economic and social development, and the International Information and Communication Service. For purposes of this study, the research areas of interest (women and employment, violence against women, feminine identity, etc.) were transposed to the terminology included in the vocabularies used by these systems (Multilingual Thesaurus on Population 56/; Macrothesaurus for the processing of information on economic and social development 57/; the UNESCO Thesaurus on Education: OIE 58/; and the "List of descriptors on the subject of women" 59/). Bibliographies were obtained through interactive searches. Analysis of bibliographies made it possible to identify the type and volume of information contained in these systems.

The information produced through this research was supplemented by other information from a number of academic centres in countries of the region and in the United States, as well as by a review of secondary sources specializing in this type of document 60/. In order to obtain information on projects concerning women, a search was requested of UNDP's
Information Retrieval System, whose entries constitute a support for horizontal co-operation.

The volume of information obtained from bibliographies made it necessary to focus the research on two areas: employment and the identity of women. Female employment was selected because it represents an area considered a priority for the study of women's status and identity and because it constitutes a subject of more recent interest which promotes awareness of the specific characteristics of women.

The selection comprises 364 documents, of which 270 relate to the employment of women and 94 to their identity. If account is taken of the fact that the two systems together contain 4,265 documents on the subject of women, this selection represents approximately 8 per cent of the two collections. Annexes 2, 3, 6, 7, 8, 9, 10 and 11 contain the tables prepared on the basis of this information.

2. Analysis

The information contained in the bibliographies was analysed to determine the topics of study, who studies them, for what purpose, when they were undertaken, what form they take and where the production is concentrated (countries, regions). With this aim in mind, the information was grouped into categories both on the basis of content (thematic areas, thrust of the study, groups or sectors studied, etc.), and on the way in which the information is generated (quantitative or qualitative methodologies, nature of the documents, types of documents produced, such as theses, conference papers and the like).

C. Results

1. Traditional Topic of Study

The study of the state of information on a number of topics covered by the United Nations Decade for Women affords a general picture of the existence of such information and its processing in the information systems selected for this study. Of these topics, those considered as fundamental to the study of the status of women were selected: employment, education, health, organization and social participation, legislation and planning.

The review of available documentation on the topics in the selected information systems showed that most of the information generated was concerned with those topics. The employment of women constitutes a field of special interest which has been the focus of a broad range of studies (a study of this subject is contained in Part 3 of this chapter).

The organization of women and their social participation are subjects that have also received special attention in both systems. In the case of the WIICS, information focuses on such areas as community, trade unions and co-operatives and on the activities which such organizations are carrying out in different areas.

The living conditions of the different groups, effects of the economic crisis, form of mobilization and social participation, subsistence strategies, solidarity networks, effects of authoritarian regimes, struggle for democracy and activities of social movements are the aspects which receive most attention.

The concern about the area of health is also significant in that it constitutes a priority area for the Service, as the co-ordinating institution of the Health Network of Women in Latin America and the Caribbean. Aspects such as health as it relates to reproduction, primary health care, preventive medicine, mental health, traditional medicine and health education are the focus of attention in this system. In the ECLAC system, the subject of health is treated in a few of the documents from the selection examined, and the system is concerned
mainly with aspects of health related to maternal and child welfare and with access to health and family planning services.

In both systems, women's education is treated together with topics such as access to education, levels of teaching, discrimination in education, professional training, illiteracy and general education. As regards the latter element, considered as an alternative mechanism of education, the WIICS has valuable material in the form of guides and manuals for working with base groups.

A large body of information is available on the subject of planning, especially in the ECLAC system, within which CLADES has responsibility for the Planning Information System for Latin America and the Caribbean (INFOPLAN). In general, the material highlights the absence of government policies on women and the lack of adequate information in this field.

In this regard, the interinstitutional effort of the ECLAC system, co-ordinated by its Unit for the Integration of Women in Development through a project entitled "Women and Planning", has produced a conceptual framework and undertaken several workshops for planners. At the same time, progress has been made towards systematization of policy-supportive information.

There is little documentation on the subject of legislation. What little there is relates mainly to the rights of women, discrimination between the sexes, conventions and resolutions of international organizations. It is useful to note here, however, the efforts being made in this direction by the Inter-American Commission on Women of the OAS and the activities carried out by the Instituto de la Mujer in Spain.

2. **New Areas of Study**

New areas of study emerged with the establishment of the so-called women's programmes and study centres, comprising researchers from different disciplines who in some instances were connected with feminist or women's movements. Women's programmes cover a broad range of subjects, old and new, not so much with the aim of developing a "science of women", but in an effort to situate the particularities of women within the framework of the social sciences and the realities of the countries in the region. Among these, mention should be made of those which examine ideological positions vis-a-vis the role of women in society, the social role of maternity, sexuality, the identity of women and life cycles, with special emphasis on the elderly and on adolescents, consumption, relations of power and violence against women.

UN agencies have also influenced this concern by drawing attention to trends and aspects which affect women and need to be addressed. One particular case relates to violence against women, which is of particular concern to many women and women's organizations in Latin America and the Caribbean. Studies reveal that the incidence of domestic and sexual violence is showing an upward trend against the background of the economic crisis affecting many countries in the area. Despite this, legislation on the subject is still in its infancy, and the mechanisms for its implementation are even less available. A number of women's organizations in Latin America and the Caribbean have contributed to a greater awareness of the situation and are providing legal, psychological and information advisory services.

Most of the information on this subject is to be found in the WIICS and covers aspects such as domestic violence, prostitution, sexual tourism, sexual violence, torture and sexual harassment on the job.

3. **Systematization of the subject areas "women and labour" and "women's identity"**

a) Women and labour
The participation of women in the labour force and discrimination against them in employment appear to be the two main focuses of the publications dealing with the subject of women and labour which were reviewed in both of the bibliographical systems. These concerns are reflected in the treatment of such topics as that of the economically active population, in relation to which primarily quantitative data are given, and that of the various forms of labour discrimination, which include wage differentials and women's relatively more restricted access to decision-making levels, even in cases where the women in question have educational backgrounds similar or superior to those of the men concerned.

More specific subjects are also addressed, including paid domestic work, work in the home, the various forms of the informal sector, income-earning projects or productive workshops, unemployment, etc. Attention is also devoted to forms of labour by women which are not reflected in the traditional measurements of productive activity (e.g., the work performed by housewives, the informal sector, underemployment, the agricultural sector).

Publications of the Isis International system attest to an interest in delving more deeply into specific labour-related women's issues, including the implications of working days double the normal length, occupational health, ways of coping with the economic crisis and the responses forthcoming from women's organizations. In most studies, these topics are examined within the context of broader economic, social and political processes: development styles, economic systems, specific phenomena such as modernization, class structures, etc.

In the case of the ECLAC system, some studies stress the family as the unit of analysis to be used in examining the interrelationship between individual and societal processes, while others focus on the analysis of census and household survey data. Both institutional and individual generators of information were studied to identify the sources of the data and to determine the type of information they generate. An attempt was also made to ascertain the extent to which the subject matter is of interest to both sexes.

The main generators of information on women and labour in the ECLAC system are academic or research institutions, followed by international agencies. In the case of Isis International, non-governmental organizations (NGOs) figure slightly more prominently than academic institutions, and the two types of bodies supply almost all the information compiled by the system. This may be accounted for by the nature of the contacts established by Isis, inasmuch as Isis is part of a network of NGOs, and by the emergence during the past few years of alternative analytical and action-oriented forums in various countries of the region. In regard to individual authors, although the subject is of greater interest to women, the participation of men is not insignificant (see Annex 2).

In so far as the group or sectors studied are concerned, nearly half of the documents are of a general nature, either setting forth methodologies or analysing situations experienced by women working inside and outside the home (see Annex 3). Rural women, poor urban women and migrant or refugee women are the social sectors which have been studied the most. Analyses of rural women focus chiefly on their difficult living conditions and the lack of recognition of the productive work they perform, which in the vast majority of cases constitutes an extension of their domestic work. Studies of poor urban women stress the emergence of alternative types of organizations for coping with poverty and daily problems of subsistence, in which women figure as key actors. The attention devoted to migrant women centres on the processes by which they adapt to different living conditions and on the additional obstacles they face when they attempt to take part in productive activities. In some societies, ethnic problems are another factor.

Although most of the documents in both information systems are of a theoretical/analytical slant, documents whose main purpose is the presentation of demands are not entirely unrepresented, especially in the Isis International system.
As regards the type of document, monographs and books predominate, along with, to a lesser degree, articles from periodicals. A considerable number of papers presented at meetings and conferences are also included. This type of documentation, which can be obtained only through regional information systems, provides material that can make a valuable contribution to the advancement of knowledge and to action and policy proposals (see Annex 4).

Theses constitute an important part of the output of regional academic institutions, although this was not reflected in the sample of documents reviewed (see Annex 5). This may be partly due to the fact that in order to gain access to such documents within the region, it is necessary to go to the sources that produce them, which requires both time and resources. No specialized system yet exists in Latin America and the Caribbean which is concerned with systematizing and disseminating theses (see Annex 6).

As to the temporal distribution of the information, a concentration of material towards the end of the Decade was observed, probably as a result of the appraisals of the action taken within its framework.

Distribution of document by countries may be attributable, on the one hand, to the existence of a large number of centres dealing with social and economic research, population and women's issues in certain nations (e.g., Argentina, Brazil, Colombia and Mexico) and, on the other hand, to the importance assigned to the systematization and dissemination of national systems.

A large number of documents of a regional character are also present, indicating the availability of joint analyses of differing sets of conditions (see Annex 7).

b) Women's identity

The term "women's identity" has come into use in the past few years in connection with the interest shown by women in exploring the characteristics of their gender more fully. Accordingly, the Isis International system contains material dealing with such dimensions as the public world/private world, daily life, power relations, ideologies and value systems, socialization and sex roles, sexuality and the abuse of women, motherhood and reproductive health.

ECLAC's policy towards women's issues has been to incorporate them into its regular programmes. Hence, the subject is dealt with in connection with the various areas of development, and is also reflected in the documentation that was analysed. Material pertaining to women's identity can thus be found by referring to such aspects as the roles of women, the family and socialization, sexuality and reproductive behavior, sex discrimination and the emancipation of women.

The chief sources of information in this area are, as was to be expected, academic and research institutions and, secondarily, governmental organizations. This also appears to be a subject of special interest to women (see Annex 8).

As regards the groups or sectors studied, as in the case of the subject of women and labour, there is special interest in the subject when it is dealt with at a general level from a theoretical/analytical approach. This would appear to be a consequence of the fact that the subject has only recently become an object of study. Efforts are being made, however, to delimit exploration of the topic through analyses of a number of specific groups.

Thus, for example, one subject that has been analysed is the implications for urban women of productive workshops which combine income-earning activities with the use of participatory methodologies providing them with opportunities for reflection and an exchange of thoughts about their daily lives. The workshops also help to promote social organization and, in a sense, to integrate the women's public and private worlds. On the subject of young people, studies focus on such aspects as their world view as compared to that of their parents;
the mother-daughter relationship, which is explored in an attempt to define the identities of the women in question; the ways in which younger generations see the relationships of couples and their relationships with their children, etc.

The concern with ethnic groups is reflected in an interest in studying traditional social practices and the role they play in shaping the identity of women (see Annex 9). The main types of documents to be found are monographs or books, conference papers and magazine articles (see Annex 10). A marked interest was observed among younger generations of professionals in such subjects as ethnic groups and their cultural traits and the production of literature relating to women. This interest is reflected in the choice of dissertation subjects (see Annex 5).

In relation to the geographical distribution of the studies, the researchers noted a phenomenon similar to that observed on the subject of women and labour in terms of the existence of study centres and documentation systems. Conferences have also generated a significant volume of material of a regional nature (see Annex 4).

A marked increase in the number of studies dealing with the identity of women since the early 1980s is to be observed. This may be due both to the emergence of a greater interest in the subject and to the establishment of democracies in some countries, such as Brazil, where the women’s movement has come to be involved in some spheres of government (see Annex 11).

**CONCLUSIONS AND GUIDELINES FOR FUTURE ACTION IN THE FIELD OF INFORMATION AND COMMUNICATIONS FOR WOMEN**

In the course of this study it was possible to identify changes and achievements in the field of information and communications activities relating to women. These include the following:

1. The creation of programmes concerning women in various spheres of society and the recognition of the subject by scholars and researchers as an integral aspect of their overall work.

2. The emergence of alternative forms of communication and the strengthening of communication and information networks in this field.

3. The development of new technologies having specific applications to the field of information and communications.

4. Progress, albeit within the framework of pilot studies, in formulating ways of measuring women’s productive activity; such measurements have been developed in some countries with the support of international organizations.

5. The establishment of regional and national information and documentation centres dealing with economic and social development, including women’s issues, within the framework of a growing recognition of the value of having systematized information available as an aid in carrying out activities of any sort.

6. At a more specific level, the formulation and presentation of new insights and postulates based on studies concerning previously unexplored topics within the field relating to special considerations in respect of women.

In light of the foregoing, there is a clear need to further strengthen interinstitutional co-ordination and collaboration. To this end, an effort should be made to create a mechanism for facilitating the exchange of experiences and information at the national, regional and global levels. Such an effort should be undertaken under the guidance of the UN’s Commission on the Status of Women through the Branch for the Advancement of Women and with
the collaboration of organizations belonging to the UN system as well as other international organizations and ECLAC.

This mechanism could take the form of an information and communications network or system based on a suitable distribution of responsibilities and services such that all participants might see their needs fulfilled while, in turn, helping to meet the needs of others, thereby contributing to regional self-reliance in areas such as training, information and communications technologies and the exchange of experiences.

In pursuing these objectives, use could be made of existing capacity in the field of information and communications for women provided by international co-operation initiatives in the region, especially those of international organizations within the UN system and of intergovernmental and non-governmental regional and subregional organizations which could participate in a programme aimed at creating and maintaining such a network.

The reinforcement provided by international co-operation might be directed primarily at complementing and supporting the efforts of national mechanisms to upgrade the information available on the subject and to systematize and disseminate it properly.
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3/ Third Regional Conference on the Integration of Women into the Economic and Social Development of Latin America and the Caribbean, Mexico City, 8-10 August 1983.

4/ An organization or system of organizations, often established under different authorities, but recognized by the Government in question as the institution for the promotion of the status of women.


6/ "National machinery."


9/ See Annex III of this paper.


11/ United Nations Educational, Scientific and Cultural Organization (UNESCO), Women’s Studies Centre; University of Buenos Aires, Desarrollo de currícula y preparación de materiales de enseñanza en estudios de la mujer para la educación superior en América Latina y el Caribe, paper presented at the Regional Seminar for Latin America and the Caribbean, Buenos Aires, 4-7 June 1986.


16/ Marilee Karl, "Formación de redes en el movimiento global de las mujeres", Ediciones Isis Internacional de las Mujeres, No. 5, Santiago, Chile, June 1986.
17/ Viviana Erazo, Interferencias del modelo de comunicación dominante en la educación de las mujeres y opción de la comunicación alternativa, paper presented at the Regional Technical Meeting on Educational Inequalities Affecting Young People and Women in Latin America and the Caribbean organized by UNESCO, Panama City, 11-15 July 1983.


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20/ Matta.

21/ Adriana Santa Cruz, "Los movimientos de mujeres: una perspectiva latinoamericana", Mujer-Fempress, No. 48, Latin American Institute for Transnational Studies (ILET), Santiago, Chile, July 1985.


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41/ Latin American Demographic Centre (CELADE), Bulletin of Data Base, No. 11 (LC/DEM/G.39), Santiago, Chile, April 1986.


44/ Economic Commission for Latin America and the Caribbean (ECLAC)/Latin American Centre for Economic and Social Documentation (CLADES), El Sistema INFOPLAN: estructura, funciones y operación (E/CEPAL/CLADES/R.21) Santiago, Chile, 1982.

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46/ Latin American Demographic Centre (CELADE), El Centro Latinoamericano de Demografía: actividades en el campo de la información sobre población, paper presented at the Joint Seminar on Population Information for Development organized by CELADE and the Latin American Programme of Population Activities (PROLAP), Santiago, Chile, 28-31 July 1987.


48/ UNESCO, Communication for ..., op. cit.

49/ UNESCO, Communication for ..., op. cit.

50/ UNESCO, Communication for ..., op. cit.

51/ UNESCO, Communication for ..., op. cit.

52/ Viviana Erazo, op. cit.


55/ Isis International, International Women’s Tribune Centre and the Flora Tristán Women’s Centre of Peru, op. cit.


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ANNEX I

PROJECTS CARRIED OUT OR UNDER WAY IN RELATION TO WOMEN IN LATIN AMERICA AND THE CARIBBEAN

1. WITHIN THE INFORMATION REFERRAL SYSTEM (INRES) OF THE UNITED NATIONS DEVELOPMENT PROGRAMME (UNDP)

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<th>Country</th>
<th>Name of project</th>
<th>Starting date</th>
<th>Sponsor</th>
</tr>
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<tbody>
<tr>
<td>CHILE:</td>
<td>The integration of women into development</td>
<td>1986</td>
<td>ECLAC - Social Development Division</td>
</tr>
<tr>
<td>HAITI:</td>
<td>Women in the rural environment in Haiti and the Caribbean</td>
<td>1966</td>
<td>Haitian Centre for Social Science Research</td>
</tr>
<tr>
<td>PERU:</td>
<td>Peasant women and the labour market</td>
<td>1986</td>
<td>Institute of Peruvian Studies (IEP)</td>
</tr>
<tr>
<td>PERU:</td>
<td>Women and the development of urban labour</td>
<td>1987</td>
<td>Interdisciplinary Institute for Development Research</td>
</tr>
<tr>
<td>UNITED STATES:</td>
<td>The integration of women into development</td>
<td>1987</td>
<td>United Nations Department of Technical Co-operation for Development and Policy, Programming and Development Planning Division</td>
</tr>
</tbody>
</table>
## 2. WITHIN THE ECLAC BIBLIOGRAPHIC SYSTEM

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<thead>
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<th>Country</th>
<th>Name of project</th>
<th>Starting date</th>
<th>Sponsor</th>
</tr>
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<tbody>
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<td>BOLIVIA:</td>
<td>Research to promote the integration of women in Latin American development. Improvement of census data and exchange of information</td>
<td>1980</td>
<td>ECLAC</td>
</tr>
<tr>
<td>BOLIVIA:</td>
<td>Support for the incorporation of women into population policies</td>
<td>1985</td>
<td>National Population Council and United Nations Population Fund</td>
</tr>
<tr>
<td>BOLIVIA:</td>
<td>The incidence of women, the family and grass-roots social organizations on integrated rural development</td>
<td>1979</td>
<td>UNDP</td>
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<tr>
<td>BRAZIL:</td>
<td>The impact of modernization on women in a rural community</td>
<td>1982</td>
<td>ECLAC</td>
</tr>
<tr>
<td>CHILE:</td>
<td>Peasant women and agricultural wage-earners in the central region</td>
<td>1987</td>
<td>Centre for Women's Studies</td>
</tr>
<tr>
<td>ECUADOR:</td>
<td>Female-headed households and housing: a case study of Solanda low-income housing project*</td>
<td>1986</td>
<td>Population Council</td>
</tr>
<tr>
<td>JAMAICA:</td>
<td>Performance of men and women in repayment of mortgage loans in Jamaica*</td>
<td>1986</td>
<td>Population Council</td>
</tr>
<tr>
<td>MEXICO:</td>
<td>Women's participation in self-help housing projects in Mexico City*</td>
<td>1986</td>
<td>Population Council</td>
</tr>
<tr>
<td>PANAMA:</td>
<td>Meeting housing needs: will self-help work for women?*</td>
<td>1986</td>
<td>Population Council</td>
</tr>
<tr>
<td>PERU:</td>
<td>Analysis and furtherance of participation by women in economic activity</td>
<td>1983</td>
<td>Ministry of Labour and Social Advancement and UNICEF</td>
</tr>
<tr>
<td>PERU:</td>
<td>Communal kitchens in Lima,*</td>
<td>1986;</td>
<td>Population Council</td>
</tr>
<tr>
<td>PERU:</td>
<td>Seminar-project on Professional Training for Working Women,</td>
<td>1976;</td>
<td>Department of Labour</td>
</tr>
<tr>
<td>CARIBBEAN:</td>
<td>Women in the Caribbean ResearchProject,</td>
<td>1986;</td>
<td>University of the West Indies Institute of Social and Economic Research</td>
</tr>
<tr>
<td>LATIN AMERICA:</td>
<td>Statistical analysis of the status of women in the Latin American countries using household surveys,</td>
<td>1985;</td>
<td>ECLAC, INSTRAW</td>
</tr>
<tr>
<td>LATIN AMERICA AND THE CARIBBEAN:</td>
<td>Regional Project for the advancement and development of women in Latin American and the Caribbean,</td>
<td>1980;</td>
<td>UNICEF</td>
</tr>
</tbody>
</table>

* These projects, which are carried out in Latin American and Caribbean countries, fall within the "women low-income households and urban services project" sponsored by the Population Council.
## ANNEX 2

**LATIN AMERICA AND THE CARIBBEAN: WORK BY WOMEN; SOURCES OF INFORMATION**

<table>
<thead>
<tr>
<th>Author</th>
<th>Total for both systems</th>
<th>ECLAC</th>
<th>Isis Intl</th>
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</thead>
<tbody>
<tr>
<td><strong>Personal</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>180</td>
<td>148</td>
<td>32</td>
</tr>
<tr>
<td>Men</td>
<td>56</td>
<td>54</td>
<td>2</td>
</tr>
<tr>
<td><strong>Institutional</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governmental</td>
<td>26</td>
<td>25</td>
<td>1</td>
</tr>
<tr>
<td>Non-governmental</td>
<td>23</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Academic and research organizations</td>
<td>68</td>
<td>55</td>
<td>13</td>
</tr>
<tr>
<td>UN organizations</td>
<td>36</td>
<td>35</td>
<td>1</td>
</tr>
<tr>
<td>Other int’l agencies</td>
<td>30</td>
<td>29</td>
<td>1</td>
</tr>
<tr>
<td>Funding organizations</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Not specified</td>
<td>32</td>
<td>32</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTALS</strong>*</td>
<td>452</td>
<td>387</td>
<td>65</td>
</tr>
</tbody>
</table>

* Totals do not coincide with the number of documents analysed as some of them are included in both categories.
### ANNEX 3

**LATIN AMERICA AND THE CARIBBEAN: WORK BY WOMEN; GROUPS OR SECTORS REFERRED TO IN THE DOCUMENT BROKEN DOWN BY THE NATURE OF THE STUDY**  
(both systems)

<table>
<thead>
<tr>
<th>Groups or sectors studied</th>
<th>Group total</th>
<th>Theoretical/analytical</th>
<th>Information/divulgation</th>
<th>Didactic</th>
<th>Methodological</th>
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</thead>
<tbody>
<tr>
<td>Employees</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employees in private houses</td>
<td>9</td>
<td>6</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Home workers</td>
<td>6</td>
<td>4</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Housewives</td>
<td>7</td>
<td>6</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Indigenous women</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Industrial employees</td>
<td>3</td>
<td>2</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Migrant of refugee women</td>
<td>31</td>
<td>24</td>
<td>6</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Poor urban women</td>
<td>39</td>
<td>30</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Rural women</td>
<td>54</td>
<td>42</td>
<td>4</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Women, heads of household</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women in general</td>
<td>111</td>
<td>86</td>
<td>9</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Young women</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>270</strong></td>
<td><strong>206</strong></td>
<td><strong>25</strong></td>
<td><strong>9</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>
ANNEX 4

CONFERENCES WHOSE DOCUMENTATION FIGURES IN THE ECLAC BIBLIOGRAPHIC SYSTEM AND IN ISIS INTERNATIONAL

1973  

1974  

1975  
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1976  

1977  
Conferencia Regional sobre la Integración de la Mujer en el Desarrollo Económico y Social de América Latina. La Habana, 13-17 de junio de 1977.

1978  
Segunda Reunión de la Mesa Directiva de la Conferencia Regional sobre la Integración de la Mujer en el Desarrollo Económico y Social de América Latina y el Caribe. México, D.F., 28-29 de septiembre de 1978.
Preparatory Meeting on the Role of Women in Industrialization in Developing Countries. Vienna, 6-10 November 1978.

1979  
Conferencia de los países no Alineados y otros países en Desarrollo sobre el papel de la Mujer en el Desarrollo. Bagdad, 1979.

Seminario sobre la Incidencia de la Mujer, la Familia y las Organizaciones Sociales Básicas en el Desarrollo Rural Integrado. La Paz, marzo de 1979.

Reunión del Grupo de Expertos Gubernamentales para Evaluar la Ejecución del Plan de Acción Regional para la Integración de la Mujer en el Desarrollo Económico y Social de América Latina y el Caribe. Quito, 8-9 de marzo de 1979.

Tercera Reunión de la Mesa Directiva de la Conferencia Regional sobre la Integración de la Mujer en el Desarrollo Económico y Social de América Latina. Quito, 11 de marzo de 1979.

Seminario sobre la Mujer Caribeña y su Participación en el Desarrollo Económico, Político y Social. La Habana, 2-18 de julio de 1979.

Segunda Conferencia Regional sobre la Integración de la Mujer en el Desarrollo Económico y Social de América Latina. Macuto, 12-16 de noviembre de 1979.

1980


Seminario Regional Latinoamericano sobre las Migraciones Latinoamericanas y sus efectos sobre el Niño, la Mujer y la Familia. San Antonio de los Altos, 5-9 de mayo de 1980.


Curso Regional de Formación para los Responsables de la Educación de la Mujer en Areas Rurales de América Latina y el Caribe. Pátzcuaro, 16-28 de junio de 1980.


1981

Congreso Internacional Interdisciplinario sobre la Mujer. Haifa, 1981.

Cuarta Reunión de la Mesa Directiva de la Conferencia Regional sobre la Integración de la Mujer en el Desarrollo Económico y Social de América Latina y el Caribe. Quito, 9-10 de marzo de 1981.

Seminario Regional del Caribe sobre Capacitación en Planificación de Programas y Proyectos. Barbados, 14-26 de julio de 1981.

Seminario Regional Tripartito Latinoamericano sobre la Mujer y el Desarrollo Rural. Pátzcuaro, 24-28 de agosto de 1981.

Seminario Interinstitucional sobre la Integración de la Mujer en el Proceso de la Planificación Social en América Latina. Santiago de Chile, 7-8 de septiembre de 1981.


1982

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Seminar Regional para la Formación y Capacitación de la Mujer y la Familia Rural a través de Escuelas Radiográficas. México, D.F., 8-12 de noviembre de 1982.

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Encontro Feminista para a Paz. Alano, 8-10 de junio de 1983.

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1985


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1987
Congreso Nacional "Dar poder a las Mujeres por Tierra, Trabajo, Vivienda, Salud e Igualdad de Derechos". Manila, marzo de 1987.
Curso "Condiciones de Trabajo y Medio Ambiente". Lima, 10-12 de junio de 1987.
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Séptima Reunión de la Mesa Directiva de la Conferencia Regional sobre la Integración de la Mujer en el Desarrollo Económico y Social de América Latina y el Caribe. México, D.F., 30 de octubre de 1987.
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ANNEX 5

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1939 Fitts Guzman, Carmen. La mujer a través de algunos románticos peruanos: Palma, Cisneros, Salvador, Carrasco. Pontificia Universidad Católica del Perú.

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ANNEX 6

LATIN AMERICA AND THE CARIBBEAN: WORK BY WOMEN; TYPES OF DOCUMENTS PRODUCED BY EACH INFORMATION SYSTEM

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* The totals do not coincide with the number of documents analysed as documents may cover more than one country.
ANNEX 8

LATIN AMERICA AND THE CARIBBEAN: THE IDENTITY OF WOMEN;
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LATIN AMERICA AND THE CARIBBEAN: THE IDENTITY OF WOMEN; GROUPS OR SECTORS REFERRED TO IN THE DOCUMENT BROKEN DOWN BY TYPE OF STUDY  
(both information systems)

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Annex 11

LATIN AMERICA AND THE CARIBBEAN: THE IDENTITY OF WOMEN; DOCUMENTS PRODUCED BY EACH COUNTRY, SUBREGION AND REGION BY YEAR OF PUBLICATION (Both information systems)

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INTERNATIONAL CONSULTATIVE MEETING ON

Communications for Women in Development

MUJER, DESARROLLO Y COMUNICACION:
MODELO DE PARTICIPACION

Por Dr. Luis E. Prosano, Director General de CIESPAL

ROME, ITALY OCTOBER 24-28, 1988
NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.

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INTERNATIONAL CONSULTATIVE MEETING ON
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RESUMEN

Esta ponencia empieza con una visión general de las ramificaciones de la discriminación antifeminista en el área de su mayor desarrollo, la de las comunicaciones. Tanto la imagen de la mujer como el papel que juega están sujetos a un sistema discriminatorio.

En general, según varios estudios que cita el autor, se puede decir que los medios de comunicación refuerzan los estereotipos sexuales que glorifican a la mujer únicamente en su papel de maternidad y servilidad de esposa. Más aún, los medios influyen la autoimagen de la mujer de manera negativa. No sólo los medios no han ayudado a la sociedad a redefinir el papel de la mujer y del hombre sino que han ignorado todo intento de la mujer por encontrarse a sí misma.

Pasando a la publicidad, el autor describe la influencia de los mensajes publicitarios, en los cuales la mujer se reduce a objeto sexual. Sin embargo, la publicidad ha ido adecuando progresivamente su mensaje a una nueva realidad femenina: la de la mujer que trabaja y compagina eficazmente con la profesión la maternidad y los quehaceres domésticos.

De las investigaciones latinoamericanas fácilmente se puede deducir que las mujeres se hallen mal representadas y ocupan papeles menos centrales en los programas de televisión y radio como en los artículos de periódicos y revistas que el hombre. Hay una tendencia en los medios a ignorar o distorsionar los movimientos de liberación femenina. En algunos países industrializados el porcentaje de mujeres que trabajan en los medios de comunicación y que logran puestos directivos varía entre el 2 y el 8 por ciento, así que la discriminación de la mujer es un fenómeno universal.

Después de esta introducción a la problemática de la mujer en los medios de comunicación, el autor narra la historia de una experiencia de CIESPAL en capacitar e incentivar a las comunidades campesinas en el uso de pequeños medios de comunicación para ayudar a la cohesión social y estimular el autodesarrollo comunitario. La capacitación se realizaba en las áreas de técnicas de comunicación y en diagnóstico y planificación. Fueron creados seis talleres de comunicación en diversas zonas rurales de la sierra y costa ecuatorianas en los años 1980-1983, que constituyeron un modelo para la ejecución de programas de desarrollo rural integral.

Habla de las serias dificultades que hubo durante los primeros años de esta experiencia para integrar a la mujer en las acciones del taller, y cómo se confrontaron. Dentro de los problemas cabe mencionar el idioma; el analfabetismo; y la estructura familiar y comunitaria machista. Luego, cuando se superaron los problemas y era necesario expandir la acción de los talleres, se utilizó la radio, que es un medio que permite un mayor acceso a los campesinos que utilizan la comunicación oral como modo de transmisión de la lengua y la cultura. Se obtuvieron cabinas de grabación radial, en las cuales los campesinos elaboran un programa semanal en formato de radiorevista a través del cual se transmiten noticias, comunicados, música y charlas educativas.

CIESPAL se ha encargado de la operacionalización del sistema a través de una acción permanente de capacitación. Actualmente existe un sistema propio de comunicación campesina que cubre aproximadamente a 170 comunidades y a unas 8,500 familias.

Finalmente, la ponencia resume la experiencia de CIESPAL en organizar grupos de mujeres para participar en cursos de radio a fin de que estén capacitadas en temas tales como cuidado durante el embarazo, registro de vacunas e higiene del hogar. La radio ha prestado un gran apoyo para la convocatoria y como refuerzo a las acciones realizadas en el campo. Actualmente se tienen grupos de mujeres en todas las comunidades, con un total aproximado de 1,800 mujeres. En base a esa experiencia como de otras parecidas, se ha logrado coordinar...
acciones buscando un efecto multiplicador. Las organizaciones campesinas creadas como resultado de los programas de radio son respetadas y valoradas en su comunidad.

Termina la ponencia con una relación de los modelos manejados por CIESPAL en todos sus proyectos sobre mujer, comunicación y desarrollo. CIESPAL considera a un modelo como exitoso cuando se ha logrado las metas establecidas y cuando la comunidad o asociación con la que se ha trabajado en un proyecto continúa funcionando autónomamente una vez retirados la colaboración y apoyo del agente externo.

* * *
INTRODUCCION

"La mujer, propiamente hablando, no es más que un anexo del hombre. Es una esclava que hay que saber colocar en un trono". La cita no es de un machista con complejo de culpabilidad. La escribió Balzac y pinta elocuentemente el empeño del hombre por encubrir una real esclavitud bajo el disfraz de una realeza ficticia.

El movimiento por la liberación femenina culmina en el año 1975 proclamado oficialmente por la UNESCO como el Año Internacional de la Mujer. Toda culminación implica una historia y ésta no es la excepción. Prescindiendo de las narrativas místicas de las religiones, en los siglos IV y V antes de Cristo emerge con claridad el problema de la formulación de la identidad femenina en Sófocles, Eurípides y Aristóteles, debate que se afina en los escritos filosóficos de Platón y Aristóteles. La controversia continúa durante la Edad Media y el Renacimiento y se destacan en ella Erasmo y Castiglione defendiendo el derecho a la educación de la mujer y afirmando su igualdad intelectual frente al hombre.

Con la agudización de la controversia en el siglo XX y el desarrollo concomitante y espectacular de la moderna tecnología, la atención de los críticos se ha fijado cada vez más en las ramificaciones de la discriminación antifeminista en el área de su mayor desarrollo, la de las comunicaciones.

Universalmente se admite que los mensajes e imágenes proyectados por los medios masivos de comunicación ejercen un poder privilegiado en el proceso de socialización del individuo y que ellos sutilmente reflejan y refuerzan lo que ha sido ya aceptado por la sociedad en lugar de ser vehículos de cambio.

Bajo esta hipótesis dos son los aspectos que han sido estudiados con más asiduidad. El primero se refiere a la imagen que de la mujer se presenta en los medios, y el segundo al rol que en el campo administrativo y creativo se le permite jugar. En ambos aspectos los hallazgos de la investigación, tanto en los países en desarrollo como en los países industrializados, demuestran la existencia irremisible de un sistema discriminatorio que favorece notablemente al hombre en desmedro de la mujer.

Datos referenciales

Si con rigor científico quisiéramos proceder, nos deberíamos preguntar en referencia a este doble problema en qué estructura política, económica y cultural se halla situada, y las respuestas se matizan considerablemente. Con esta aclaración permítaseme entresacar algunos datos que en mayor o menor grado son aplicables a todas las mujeres, vivan ellas en los países industrializados o en los países en desarrollo.

La Organización de las Naciones Unidas para la Agricultura y para la Alimentación (FAO) nos dice en su publicación titulada La Mujer en la Agricultura: "De todas las horas trabajadas en el mundo, la mujer contribuye con alrededor de dos tercios...Las mujeres en las áreas rurales hacen crecer por lo menos el 50 por ciento del alimento mundial. Trabajan en todos los aspectos del cultivo, incluyendo el plantar, ralear, desmalezar, aplicar fertilizantes y cosechar...En algunas regiones ellas también comercializan lo que cosechan. Muchas de ellas dan el mayor apoyo económico a la familia y a veces el único. En algunas regiones en desarrollo, un cuarto o la mitad de las familias campesinas son permanentemente o de hecho dirigidas por mujeres."

A pesar de esta contundente realidad, Kamla Bhasin, en un trabajo sobre "La Mujer, el Desarrollo y la Comunicación" en el contexto de Asia y el Pacífico, anotaba que los medios de comunicación, no sólo no la reflejaban, sino que por el contrario ocultaban que las mujeres y los niños eran peor alimentados y más desnutridos que los hombres.
Los medios, decía, proveen a la sociedad de la ideología necesaria para acentuar la imagen de la mujer, eterna víctima, gozadora del autosacrificio y la autonegación y refuerzan los estereotipos sexuales que la glorifican únicamente en su papel de maternidad y servilismo de esposa. Más aún, según la autora, los medios de comunicación influyen en su autoimagen. La mayor parte de las mujeres carecen de sentido crítico y se convierten en consumidoras de la antímuquer que retratan los medios. Influencian su elección sobre lo que tienen que consumir y ponerse, sobre como deben comportarse, lo que deben aprender, soñar y aspirar para la conformación de su yo. En conclusión, los medios no sólo no han ayudado a la sociedad a redefinir los roles de las mujeres y de los hombres sino que han ignorado, e incluso han trivializado cualquier intento de la mujer por encontrarla a sí misma, y por crear patrones de comportamiento y estilos de vida alternativos.

Sobre el mismo tópico, Gertrude Robinson en su artículo "La Larga Marcha hacia la Igualdad", publicado en la revista CHASQUI (septiembre de 1982), pintaba así un aspecto de la discriminación canadiense:

"La relativa ausencia de la participación de la mujer en los niveles ejecutivos es el resultado de una serie de barreras estructurales y sociales que sólo ahora comienzan a ser comprendidas. Los obstáculos se relacionan con el modo en que la sociedad observa el trabajo de la mujer fuera del hogar, sugiriendo el modo en que determinadas profesiones restringen la entrada a las minorías y canalizan su progreso consecuente."

Es bien conocido, continúa, que en América del Norte el papel social de la mujer es primordialmente el de esposa y madre encargada de las necesidades familiares y de la crianza de los hijos. En contraste, el papel social del hombre consiste en funcionar primero y ante todo como proveedor y como triunfador en el mundo. Estas definiciones del rol unidimensional matizan las definiciones de trabajo. Los oficios agotadores de la producción y las profesiones agresivas e intelectuales, como derecho, ciencia, ingeniería y odontología, se clasifican como masculinas, mientras que los trabajos de ayuda y apoyo como las de bibliotecaria, enseñanza, enfermería y trabajo social se tipifican sexualmente como femeninas. Tanto los hombres como las mujeres que incursionen en el campo de trabajo del sexo opuesto se convierten en desviados sociales.

Cita además dos estudios recientes de la Canadian Broadcasting Corporation (CBC) y de Vernon Stone que señalan los criterios de los supervisores sobre las aspiraciones de trabajo de las mujeres en los medios de comunicación. Según ese informe de la CBC, las normas que prevalecen se pueden resumir en cuatro generalizaciones:

1) Las mujeres no están orientadas profesionalmente y en la realidad no quieren progresar lo suficiente como para estar dispuestas a trasladarse a otra ciudad.

2) Las mujeres no tienen educación o experiencia suficientes para desempeñar cargos importantes en la producción y administración.

3) Las mujeres tienen más destreza manual y no les molestan tanto como a los hombres los aspectos rutinarios. Por tanto son más indicadas para el trabajo de secretariado.

4) Las mujeres son demasiado emotivas y en general problemáticas y por tanto poco indicadas para ocupar cargos altos o aquellos donde se requiere la toma de decisiones.

Rosa Franquet Calvet de la Universidad Autónoma de Barcelona anotaba que los mensajes publicitarios según vayan dirigidos específicamente a un auditorio masculino o femenino se presentan en formas distintas. En los anuncios de la prensa masculina, la mujer se reduce a objeto sexual, simbólicamente expuesta como obsequio que acompaña al producto adquirido.

Según Lorée (1977), en los anuncios que están dirigidos a la mujer, se utiliza el temor a ser rechazada por el hombre debido al olor corporal, al mal aliento, a un exceso de vello
corporal, al aumento de arrugas, a una piel seca o grasosa, etc. Se ensalzan algunos valores como intrínsecamente femeninos: la belleza, la comprensión, la ternura, la dependencia.

Rosa Franquet señala sin embargo que la publicidad ha ido adecuando progresivamente su mensaje a una nueva realidad social. El aumento de mujeres empleadas ha hecho aparecer otra imagen femenina: la de la mujer que trabaja y compagina eficazmente con la profesión la maternidad y los quehaceres domésticos. Estos cambios responden a la idea de que insistir en una imagen doméstica de la mujer no sirve ya a los intereses cor. eciales.

La sexualidad también ha sido manipulada por las técnicas publicitarias que exponen el cuerpo sensual y erotizado de la mujer como otra mercancía cualquiera, capaz de ser adquirida indirectamente con el producto anunciado. Igualmente se imponen modelos estéticos de belleza que esclavizan a esa mujer que ha perdido cualquier otro protagonismo que no sea la exposición de su propio cuerpo, ya que en la hipótesis que operamos la realización completa de la mujer se produce cuando ésta ha conquistado a un hombre y es capaz de retenerlo.

Ultimamente, dice la autora, la publicidad ha incorporado la imagen de la mujer narcisista que, igualmente sensual y consciente de su belleza física, se preocupa de los sentimientos personales sobre sí misma.

Ana Lucía Zornoza, investigadora mexicana, encontró luego de analizar la programación del Canal 2 de Televisa, que a pesar de las diferencias entre Estados Unidos y México las imágenes femeninas proyectadas en la televisión mexicana son semejantes a las imágenes de las mujeres de los Estados Unidos.

De las investigaciones latinoamericanas fácilmente se puede deducir que las mujeres se hallan mal representadas y ocupan papeles menos centrales en los programas de televisión y radio como en los artículos de periódicos y revistas que el hombre. El matrimonio y la procreación son considerados como más importantes para la mujer que para el hombre, lo que da pie a una distribución del trabajo en función de esta importancia adscrita. Las mujeres que desempeñan un empleo son presentadas siempre en ocupaciones tradicionalmente femeninas, subordinadas al hombre y con status y poder disminuidos.

Especialmente en los programas de televisión, las mujeres representan actitudes más pasivas que el hombre. Hay una tendencia en los medios a ignorar o distorsionar los movimientos de liberación femenina.

Detrás de estas representaciones no es difícil detectar un sutil empeño por reducir a la mujer a una sola de sus funciones, la de la madre, que por noble que sea no le puede privar del derecho inalienable que tiene a la plena realización de su capacidad humana.

Finalmente, si se considera que en Estados Unidos sólo un 5 por ciento de las mujeres que trabajan en los medios de comunicación logran puestos directivos; en Inglaterra sólo el 8 por ciento; en Australia el 2 por ciento y en Italia el 4 por ciento, no será arriesgado inferir que en los países en desarrollo estas cifras serán más lamentables todavía, y en consecuencia la discriminación de la mujer es un fenómeno universal.

Estos datos reflejan una discriminación de tipo horizontal y vertical. Por la segregación horizontal se concentra a las mujeres en las áreas de menos prestigio, en los niveles de menor remuneración desde los cuales un ascenso es virtualmente imposible. La segregación vertical es la que impide a las mujeres llegar con igual oportunidad que los hombres a los cargos de mayor responsabilidad.

Es indudable que el progresivo reconocimiento de la igualdad de derechos entre hombres y mujeres es uno de los grandes logros de nuestra época, fruto de una lucha incesante de mujeres excepcionales y el resultado del progreso de las ideas y las costumbres modificadas por el cambio social sufrido por la industrialización y la urbanización. Pero a pesar de todo existe notable distancia entre los pronunciamientos de la ley y la práctica cotidiana. La
descolonización jurídica y teórica de la mujer es sustituida rápidamente, como si de países del tercer mundo se tratara, por un neocolonialismo y de una nueva explotación de la mujer, principalmente en el campo del trabajo. Aunque las estructuras en lo formal han cambiado, sobrevive todavía el espíritu patriarcal antiguo, según el cual sólo el hombre gobierna al mundo a su antojo y lo estructura en función de sí mismo.

Este antifeminismo latente, este monosexismo narcisista y masculino, al que pocos se atreven a llamar por su nombre y que impregna todavía soterradamente nuestra sociedad, debe ser desmitificado en base a un desenmascaramiento de la inanidad de sus motivaciones. Sólo a este precio nuestra civilización podrá llegar a ser más humana, menos unidimensional y verdaderamente integrada. En esta lucha por la liberación de la mujer, es el hombre el que también se verá liberado; liberado de sus fantasmas narcisistas y de su pretensión de dominación.

Al igual que el encuentro de dos culturas, cuando se efectúa en el respeto mutuo y fuera de cualquier contexto colonialista, puede hacer salir a una y otra de su aislamiento por un enriquecimiento mutuo, también la erradicación del antifeminismo en nuestro universo cultural puede ser un factor decisivo para el advenimiento de un progreso verdaderamente humano.

**Historia de una experiencia**

Desde 1980, CIESPAL, con el auspicio de la OEA, inició una experiencia de Comunicación Educativa para Áreas Rurales. Se buscaba capacitar e incentivar a las comunidades campesinas en el uso de pequeños medios de comunicación (hojas volantes, folletos, periódicos, murales, audiovisuales, etc) como factores que, dentro de un modelo participativo de gestión, ayudaran a la cohesión social y a la organización campesina y estimularan el autodesarrollo comunitario. La capacitación se realizaba en dos áreas fundamentales: técnicas de comunicación, a través de las cuales los campesinos elaboraban sus propios materiales informativos o educativos, y en diagnóstico y planificación, a fin de que pudieran identificar de mejor forma sus problemas y buscar alternativas de solución dentro de un modelo de acción-reflexión-acción. Estas acciones las realizaban equipos integrados por jóvenes, mujeres y líderes de la comunidad, en locales comunitarios denominados "Talleres de Comunicación".

Se buscaba que los talleres trabajaran activamente con la directiva de la organización (cabildo) jugando activos roles (movilizador, denuncia, información, capacitación, etc.).

Como experiencia piloto, CIESPAL ayudó a la creación de seis talleres de comunicación en diversas zonas rurales de la sierra y costa ecuatorianas en los años 1980-1983. Dado su carácter movilizador, estos talleres y la metodología de trabajo constituyeron un modelo para la ejecución de Programas de Desarrollo Rural Integral (El Consejo Provincial de Pichincha propició la formación de 20 talleres de comunicación para el trabajo en su zona de influencia).

**Integración de la mujer**

Durante los primeros años de esta experiencia, se encontraron serias dificultades, sobretodo en la sierra, para integrar a la mujer en las acciones del taller. La mujer indígena ha estado históricamente marginada de la dinámica del desarrollo rural. En esta época su asistencia en asambleas y reuniones era escasa y su participación en las decisiones prácticamente nula. El idioma se constituía en un limitante frente a agentes externos ya que las mujeres son en su gran mayoría quichua-hablantes y no manejaban fluidamente el español. Esta es una herencia de la educación machista ya que a los varones se les mandaba a la escuela y a las niñas se las dejaba para que cuidaran los rebaños.
Adicionalmente, la estructura familiar y comunitaria era fuertemente machista. Pese a ser la mujer la encargada de los niños, la alimentación, la ropa, el cuidado de los animales y de ayudar en las siembras y cultivos, su poder de gestión era totalmente limitado.

Dentro de este contexto, la primera acción del proyecto en relación con las mujeres fue también reducida. Se pudo trabajar con mujeres jóvenes de la costa, que por su idiosincracia son más abiertas y con una promotora de alfabetización que, excepcionalmente, era una mujer muy activa, líder de su comuna y que ha llegado actualmente a ser una Dirigente Nacional Indígena.

Con esta dirigente, Ana Marfa Guacho, y con el apoyo de una promotora de CIESPAL, se logró integrar a un pequeño grupo de mujeres al trabajo del taller. Se buscaba elaborar materiales de apoyo para la alfabetización. Las mujeres estaban en primer nivel, es decir eran analfabetas.

Se optó por discutir con ellas sobre la situación de la mujer y se les pidió que la gráfitifiquen. Salieron temas muy importantes: su pasividad o conformismo, su dependencia del marido, la necesidad de organizarse, etc.

Con este material se elaboró una cartilla educativa en quichua y en castellano que se constituyó en material de apoyo para la alfabetización y para la promoción de la organización de mujeres en distintos centros de la provincia.

**Cabinas de grabación radial**

En 1983 surgió la necesidad de expandir la acción de los talleres a otras áreas, a través del uso de la radio que adicionalmente es un medio que permite un mayor acceso de los campesinos que utilizan la comunicación oral como modo de transmisión de la lengua y la cultura.

Radio Latacunga, una radio de la Iglesia, ofrecía su esfuerzo y su espacio "a los que no tienen voz" -- esto es, a los campesinos indígenas. Por otra parte el Instituto de Capacitación Campesina conjuntamente con Organizaciones Privadas de Desarrollo (Save the Children Alliance) resolvieron financiar la compra de pequeñas cabinas de grabación de fácil manejo para los campesinos, integradas básicamente por un toca cassettes, una mezcladora y un tocadiscos, dos altoparlantes y dos micrófonos.

Buscando apoyar las formas de organización ya existentes, estas cabinas se instalaron en las "Casas Campesinos" o locales de las organizaciones de segundo grado, que son organizaciones que agrupan entre 20 y 40 comunidades de base.

Inicialmente se instalaron cuatro cabinas en Salcedo, Pujilí, Saquisilí y Planchaloma. Actualmente existen siete cabinas funcionando en la provincia. En cada una de ellas los campesinos elaboran un programa semanal en quichua y uno en castellano en formato de radiorevista a través del cual se transmiten noticias, comunicados, música y charlas educativas.

CIESPAL se ha encargado de la operacionalización del sistema a través de una acción permanente de capacitación, que se realiza a través de cursos y talleres y de seguimiento permanente de la acción en el campo, realizado a través de promotoras de la institución que impulsan un modelo democrático de desarrollo y apoyan, con la comunicación, las acciones de la organización.

Actualmente existe un sistema propio de comunicación campesina en la provincia con una elevada audiencia que en forma directa cubre aproximadamente a 170 comunidades y a unas 8,500 familias.

Con el objeto de defender y fortalecer el sistema de cabinas, consolidar el trabajo y desarrollar mecanismos que aseguren su autogestión, en junio de 1986 se creó el Comité de
Cabinas de Cotopaxi. A través de este comité, además de lograr el financiamiento propio para equipamiento de las cabinas, se ha logrado unir a las siete organizaciones y coordinar esfuerzos para su mejor desarrollo a través del continuo intercambio de experiencias entre dirigentes y grupos comunitarios (mujeres, promotores agrícolas, promotores de salud, etc.).

Adicionalmente, algunos dirigentes del comité han viajado a diversos sectores del país y de la región (Bolivia, Nicaragua, México) para resaltar su experiencia y traer nuevos conocimientos a sus compañeros.

La organización de mujeres y la radio

En Cotopaxi, por acción de la Iglesia Católica, se habían formado grupos de mujeres, que se constituían en beneficiarias de ciertos servicios tales como recepción de leche/avena donada por Caritas, ubicación de trabajo como lavanderas y apoyo en salud. Eran acciones puntuales desvinculadas de la dinámica de la organización campesina.

Cuando CIESPAL inició la capacitación para la operacionalización de las cabinas, se hizo una amplia convocatoria y en los primeros cursos se consiguió la participación de dos a cuatro mujeres entre 20 y 30 participantes.

En los cursos, los esfuerzos fundamentales se orientaban a que los participantes perdieran el miedo a hablar en público y frente a un micrófono; "a decir su palabra", a expresarse en su propio idioma y a ayudarles a organizar las ideas para elaborar mensajes claros y cortos.

Estas prácticas eran acompañadas por dinámicas de la educación popular y de una reiteración permanente sobre la importancia de la organización campesina y la revalorización cultural como elementos del autodesarrollo comunitario. Aspectos que también son reiterados y puestos en práctica por otras instituciones que, como Desarrollo Juvenil Comunitario y el DRI en Cusubamba o Swiss Aid en Mulaliillo, han permitido el desarrollo de procesos organizativos democráticos y autogestionarios que son modelos actuales para el sector rural en el país.

Dentro de este contexto, a continuación trataremos de ejemplificar lo que ha sucedido en relación con la organización de mujeres campesinas en la provincia.

A los primeros cursos sobre radio asistieron dos mujeres de Cusubamba guiadas por el ejemplo de otra compañera "a la que ya escuchaban hablar por radio". A continuación el testimonio de Aurora Iza: "Cuando yo la primera vez me puse a hablar en el micrófono, no podia ni hablar, yo temblaba y me parece que algo me hacía el micrófono y parece que hablaba tonterías y yo tenía miedo y temblaba fuerte y no podía hablar, máximo hablaba unas cinco palabras y con eso ya no era más, pero los compañeros que ya habían sabido participar hablaban tranquilamente, pero yo estaba padeciendo hasta un mes creo y de ahí poco a poco vine participando....Las mujeres antes no han sabido participar, antes sólo han sido puro hombres, entraban al Cabildo sólo hombres, pero las mujeres nunca han salido de la casa, la mujer tenfa que estar sólo en su casa...." A partir de los cursos más mujeres se vincularon al trabajo de la cabina apoyando la producción del programa semanal de la organización.

En estos programas se fueron incluyendo temas sobre la mujer. Se hacían noticias dirigidas a ellas y se elaboraban radiogramas a través de los cuales se planteaban problemas tales como: la falta de participación de la mujer en la vida comunitaria, la necesidad de la organización y el cuidado de los niños.

Paralelamente, la Organización creó un Comité de Salud y Nutrición con el apoyo de una nutricionista y de Teresa Tipanquiza, que se dedicó a promover la organización de grupos de mujeres en una casa comunal y a capacitar a las madres en temas tales como cuidado durante el embarazo, alimentación de los niños, peso y talla, registro de vacunas, higiene del hogar y cultivo de hortalizas.
Esta acción se realiza a través de visitas de casa y cursos generales y concluye generalmente con la formación de huertos familiares, comunales y escolares en las distintas comunidades.

Resultados

La radio ha prestado un gran apoyo para la convocatoria y como refuerzo a las acciones realizadas en el campo. Como fruto de este esfuerzo, actualmente se tienen grupos de mujeres en todas las comunidades, con un total aproximado de 1,800 mujeres que representan la cuarta parte de la población de la organización que dona la semilla y abonos. El producto de estos huertos constituye el alimento básico del desayuno escolar que se sirve en todas las escuelas de la organización y que ha sido un factor fundamental para bajar los niveles de desnutrición preexistentes en la zona.

Esta experiencia, así como otras impulsadas por el Cabildo Mayor de Cusubamba, ha sido constantemente difundida por la radio, sensibilizando y motivando a la creación y fortalecimiento de otros grupos de mujeres en las otras organizaciones de la provincia.

Los promotores de desarrollo de las distintas instituciones que trabajan en la provincia han logrado, sobre la base de objetivos comunes, coordinar acciones buscando un efecto multiplicador.

Es así como la experiencia de Cusubamba ha sido seguida por Mulalillo (UNOCAM) y Planchaloma (UNOCANC), y en el caso de las mujeres actualmente cuentan también con sus respectivas organizaciones en Mulalillo y en Planchaloma donde existen 10 grupos con 420 mujeres.

Estos grupos han formado una Directiva Coordinadora para su trabajo, y con el apoyo de Swiss Aid van a iniciar un proyecto que abarca entre otras actividades las siguientes: capacitación sobre los temas anotados; organización de huertos familiares, comunales y escolares; entrega de desayuno escolar para 1,800 niños y su registro de vacunas y peso y talla, desarrollo de proyectos productivos de borregos, llamingos, patos y pollos como de talleres de hilatura.

Cada organización es actualmente respetada y valorada en su comunidad, y en las asambleas comunales tiene voz, voto y presupuesto de igual manera que los demás comités de producción, de tienda comunal y de cooperativa.

Elementos para un modelo de acción

En todos los proyectos sobre "La Mujer, la Comunicación y el Desarrollo", CIESPAL ha manejado modelos que incluyen los siguientes elementos:

1. Identificación de las asociaciones, instituciones y líderes de opinión que se encuentran empeñados en la problemática de la mujer.

2. Aproximación por parte de CIESPAL a dichas organizaciones y líderes en función de una colaboración para la acción.

3. Taller-diagnóstico para hacer un análisis de la situación con miembros de estas instituciones y líderes.

El taller-diagnóstico se enmarca dentro de ámbitos generales de cuestionamiento:

- ¿Cuáles son los problemas?
- ¿Qué sabemos?
- ¿Qué se ha hecho hasta ahora?
- ¿Qué queda por hacer?
En el ejercicio del taller se ausculita la situación en áreas que se concretan en términos como: Mujer-Trabajo; Mujer-Descanso; Mujer-Sexo; Mujer-Violencia; Mujer-Desarrollo; Mujer-Educación; y Mujer-Familia.

4. Fijación de metas concretas de acción y recursos posibles en función de las necesidades más apremiantes.

5. Establecimiento de un organismo coordinador, de evaluación y control en función de las metas prefijadas.

6. Selección de los medios de comunicación que se requieran como exigencia de las metas establecidas: Comunicación popular, periódico comunitario, periódico mural, programación radial, tijeras, folletos, etc.

7. Entrenamiento en el manejo de estos medios para la eficacia de su utilización.

Como nota final vale la pena señalar que CIESPAL considera a un modelo como exitoso cuando se han cumplido dos requisitos: el logro de las metas establecidas y el que la comunidad o asociación con la que se ha trabajado en un proyecto continúe funcionando autonomamente cuando el agente externo retira su colaboración y apoyo.
INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in Development

LA RELEVANCIA DE LA COMUNICACION PARA LOS TEMAS RELATIVOS A LA MUJER Y EL DESARROLLO A NIVEL LOCAL, REGIONAL E INTERNACIONAL

Por Thais Corral, Asesora de Comunicaciones de MUDAR y Coordinadora de Servicio Especial de la Mujer Latinoamericana, Inter Press Service

ROME, ITALY  OCTOBER 24-28, 1988
NOTA

Los términos empleados y la presentación del material son los del autor y no reflejan necesariamente la opinión del Instituto Internacional de Investigaciones y Capacitación de las Naciones Unidas para la Promoción de la Mujer (INSTRAW), excepto por el informe final y las ponencias presentadas por el personal del Instituto.
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RESUMEN

Esta ponencia resume la experiencia de la autora como asesora de dos redes de comunicación alternativa del tercer mundo, Mujeres por un Desarrollo Alternativo (MUDAR) y el Inter Press Service (IPS). Presta atención particular al Servicio especial de la Mujer Latinoamericana (SEMLA), un proyecto del IPS orientado a corregir la discriminación contra la mujer en los medios masivos de comunicación. Relata la historia del SEMLA y cómo se ha logrado activarlo en casi todos los países del Hemisferio Sur. El desafío más grande del Servicio ha sido el de desarrollar una perspectiva femenina de la información. Existe hoy en América Latina un considerable número de mujeres periodistas, pero muy raramente están motivadas para lanzarse al tema de la mujer en el campo profesional, dado que dentro del periodismo éste es visto como una especialización de menor importancia.

Luego pasa a describir el trabajo de MUDAR, que tiene un carácter de catalizadora y promotora de la visión crítica y de las alternativas de las mujeres en cuestiones relacionadas con el desarrollo. Tiene dos líneas de proyectos dentro del marco de la investigación prioritaria: crisis de alimentos, energía y deuda externa en relación a las mujeres y movimientos de mujeres y visiones del futuro. Dentro de los trabajos de MUDAR se destaca la elaboración de un estudio colectivo analizando tres décadas de políticas económicas y culturales orientadas a las mujeres del tercer mundo; de un boletín internacional, "MUDAR INFORMA"; y de un programa radiofónico semanal, "HABLA MUJER".

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INTRODUCCIÓN

El tema mujer y desarrollo ha penetrado en casi todas las áreas de conocimiento a que se tiene acceso, pero una de las más complejas y difíciles es el campo de la comunicación debido a la creciente sofisticación de los mecanismos de información, los costos y los mecanismos de control intrínsecos a ese sistema.

Desde hace tres años trabajo en esa área. Mi experiencia es bastante amplia y comprende distintos niveles de comunicación:

1) Información vinculada a los medios masivos a nivel de América Latina a través de la agencia de noticias Inter Press Service;

2) Comunicación en el contexto del movimiento de mujeres y divulgación en los medios masivos como Asesora de Comunicaciones de MUDAR/DAWN (Mujeres por un Desarrollo Alternativo). MUDAR es una red de mujeres del tercer mundo que tiene por objetivo catalizar y divulgar informaciones a nivel de las investigaciones o experiencias desarrolladas por las mujeres del tercer mundo frente a la crisis común a la mayor parte de los países.

3) La comunicación radial, su alcance, beneficios y dificultades a través de un programa semanal de radio emitido para la ciudad de Río de Janeiro, que cuenta con 7 millones de habitantes.

El Servicio especial de la mujer latinoamericana (SEMLA)

SEMLA es parte del WFS (Women’s Feature Service), proyecto de la agencia de noticias Inter Press Service creado hace varios años en el contexto de los esfuerzos de la Década de las Naciones Unidas para la Mujer. Es una iniciativa particularmente orientada a corregir la constatada discriminación que pesa sobre la mujer en los medios masivos de comunicación.

Durante varios años el Servicio funcionaba irregularmente cumpliendo parcialmente con sus objetivos iniciales. Se apoyaba sobretodo en corresponsales que escribían desde países latinoamericanos. Muchos de los especiales sobre temas relativos a otras áreas eran elaborados desde la sede en Roma partiendo de informaciones ofrecidas por la FAO u organizaciones internacionales de mujeres.

A partir de 1986 se produce un gran cambio con la incorporación de Anita Anand como coordinadora general del Servicio. En la nueva gestión la primera iniciativa es elaborar un manual de estilo, inexistente hasta el momento, y delinear metas precisas de funcionamiento de la red.

Los especiales pasan a ser elaborados por periodistas mujeres que escriben desde sus respectivos países. Actualmente se ha logrado activar el Servicio en prácticamente todos los países del Hemisferio Sur.

En América Latina, región donde se basa mi experiencia, hasta la incorporación de Anita Anand el Servicio ha funcionado con irregularidad. La falta de una orientación editorial precisa era la principal causa. Desde la integración de Anita el Servicio ha ganado nuevo impulso, y la labor de las corresponsales se organizó en dos niveles: reportar desde sus respectivos países las luchas, fracasos y conquistas de las mujeres y hacer un trabajo de divulgación del Servicio junto a los medios de comunicación masiva. En ese contexto se trató de conseguir para integrar al Servicio cada vez más personas motivadas por la temática de la mujer y conscientes de su discriminación en los medios.

Mi trabajo dentro de la red empezó como corresponsal desde Brasil en octubre de 1986. En calidad de consultora, solicitada por Anita Anand, efectué una gira por nueve países de
Latinoamérica reclutando a nuevas corresponsales y divulgando el Servicio junto a los medios.

Durante el viaje tuve oportunidad de conocer un gran número de iniciativas relacionadas con la comunicación en el ámbito del tema mujer, pero las que más me sorprendieron por su originalidad y alcance se dieron a través del vehículo de la radio. Algunas de estas experiencias están relatadas en un artículo que escribí para el libro *Mujeres, Crisis y Movimiento*, publicado por Isis Internacional, Ediciones de las Mujeres y DAWN/MUDAR en 1988.

Los diversos contactos que hice ya fuera a nivel de los medios o a nivel de periodistas mujeres para seleccionar las corresponsales de SEMLA me han revelado importantes fenómenos, que describo a continuación.

A nivel de los medios no existe como se cree una puerta cerrada hacia la información sobre el tema mujer. Incluso en países como Honduras y Guatemala, reconocidos por la imagen tradicional que conservan del papel de la mujer, editores de periódicos con quienes me entrevisté expresaron interés por el Servicio y afirmaron: "No nos podemos olvidar que la mitad de nuestras lectoras son mujeres."

Los informes sobre las publicaciones de SEMLA que obtenemos cada dos meses confirman mis percepciones. De los 20 especiales que producimos al mes, el 90 por ciento son publicados por los clientes de IPS. Los que están mejor elaborados a nivel periodístico obtienen hasta cinco y seis publicaciones.

Los temas abordados por el Servicio SEMLA podrían ser clasificados de la siguiente manera:

1) La mujer como protagonista del desarrollo; los nuevos papeles que asume en la sociedad, sus perspectivas en posiciones profesionales que siempre fueron ocupadas por los hombres. Sus experiencias, los cambios efectuados y visiones hacia el futuro.

2) Cómo las transformaciones a nivel macro afectan a las mujeres, modificando su modo de vida familiar, profesional, etc. En ese renglón se incluyen temas tales como el impacto de la inflación o de determinadas políticas gubernamentales sobre las mujeres.

Esos especiales son elaborados en general a partir de testimonios de mujeres en distintos estratos sociales, explicando cómo la mitad de la población, que suele no poder expresarse, vive ese determinado fenómeno.

3) Las transformaciones sociales vistas a partir de la visión femenina. Se trata en este caso de la visión de la profesional sobre la realidad en que vive. En este renglón entran temas no específicamente relacionados a la cuestión de la mujer, partiendo del presupuesto que las mujeres sean capaces de concebir la noticia y la información desde una perspectiva distinta a los hombres.

Debo confesar que éste es uno de los aspectos más difíciles de desarrollar en el Servicio ya que se trata de una orientación todavía experimental que fácilmente se puede transformar en una orientación confusa y sin sentido desde el punto de vista de orientación editorial.

Desarrollar una perspectiva femenina de la información es el más grande desafío con el cual nos enfrentamos. Existe hoy en América Latina un considerable número de mujeres periodistas; sin embargo muy raramente están motivadas para lanzarse al tema de la mujer en el campo profesional, dado que dentro del periodismo éste es visto como una especialización de menor importancia y completamente superfluo.

Hay casos aislados en los distintos países, y afortunadamente algunas de estas profesionales son parte de la red de SEMLA. Cito el ejemplo de una de nuestras correspon-
sales en México, Sara Lovera, reportera del cotidiano mexicano La Jornada. Especializada en cuestiones sindicales, Sara ha logrado llevar a menudo a los diarios la lucha de las mujeres en el campo sindical en el área de la maquila.

Las corresponsales de SEMLA suman un total de 22; hay incluso países en donde contamos con más de una corresponsal, y hasta tres en algunos casos como Argentina y Brasil. El vínculo con la agencia se da a nivel de prestación de servicios, pues se pagan por especiales elaborados a tarifa fija y comisiones sobre ventas del boletín o del Servicio a medios de comunicación.

Pioneras que somos en la creación de un nuevo flujo de información sobre la mujer, es normal que tengamos que experimentar nuevos caminos, utilizando nuestra originalidad y las más diversas estrategias. Una de nuestras prioridades es el entrenamiento. Estamos creando una nueva especialización dentro del periodismo y esto requiere tiempo e inversión. Dado que los niveles de las corresponsales son distintos visto que algunas ya manejan mejor el tema pues lo han hecho más tiempo, tratamos de aprovechar al máximo esos recursos intrínsecos a la misma red. Todos los meses Isabel Ovares, responsable por la edición del Servicio desde San José de Costa Rica, y yo seleccionamos los mejores especiales de la red y les agregamos comentarios, destacando sus aspectos positivos para el Servicio. Ese paquete es enviado a todas las corresponsales de la red. Además hay un constante flujo de comunicación entre las coordinadoras y corresponsales a través de comentarios sobre las especiales, sugerencias de temas de interés periodístico y pautas que las corresponsales envían antes de elaborar sus especiales.

DAWN/MUDAR

Al fundar la red Mujeres por un Desarrollo Alternativo, investigadoras brillantes y activistas feministas del tercer mundo tenían como meta aprovechar mejor las experiencias a nivel académico y práctico sobre el tema mujer acumuladas en los últimos años. Su primera iniciativa fue elaborar un estudio colectivo analizando tres décadas de políticas económicas y culturales orientadas a las mujeres del tercer mundo, con particular atención al impacto de la crisis de alimentos, energía y de la deuda externa que ha afectado en el Hemisferio Sur a las mujeres más pobres. "Desarrollo, Crisis y Visiones Alternativas" fue lanzado en Nairobi, Kenya, en julio de 1985, en el Forum de las Organizaciones no Gubernamentales incluido en la Década de las Naciones Unidas para la Mujer.

Desde ese momento la red consolidó su carácter de catalizadora y promotora de la visión crítica y de las alternativas de las mujeres en cuestiones relacionadas con el desarrollo englobando todas las regiones del tercer mundo. El trabajo fue organizado en comités de trabajo: investigación, relaciones internacionales, publicaciones, reivindicaciones, comunicaciones y entrenamiento. Para cada uno fue escogida una coordinadora, respetando un equilibrio de representación regional.

Hasta el presente la investigación ha sido considerada prioritaria con dos líneas de proyectos que poseen a su vez coordinadoras en cada una de las siete regiones en que está subdividida la red: Crisis de Alimentos, Energía y Deuda Externa en Relación a las Mujeres y Movimientos de Mujeres y Visiones del Futuro.

La comunicación, como se puede esperar, es fundamental para ampliar y mantener vivas las metas de la red que cuenta hoy, a pesar de tener apenas cuatro años de existencia, con más de 4 mil participantes en el tercer mundo. Disponemos de una línea de telex y publicamos un boletín informativo trimestral titulado "MUDAR INFORMA", es editado en tres idiomas y distribuido gratuitamente a todas las participantes.

La principal función del boletín es informar a las participantes sobre lo que hacen sus compañeras del tercer mundo. Las ocho páginas son subdivididas en regiones: Asia y el Pacífico, América Latina y el Caribe, y África; además contamos con una sección fija de cartas, bibliografía y reseñas de libros. En la última edición, núm. 4, agregamos una nueva
sección, "Uniendo Esfuerzos", en donde divulgamos el perfil de los grupos que desarrollan proyectos en conjunto con MUDAR.

La experiencia de elaborar el boletín ha sido bastante interesante. Se trata en muchos casos de traducir la información presentada en el formato académico a un lenguaje más sintético y accesible. Las participantes de la red que tienen en común el hecho de ser feministas del tercer mundo se dedican a las más variadas actividades: son académicas, feministas, campesinas, amas de casa. Por tanto hay que trascender las definiciones y unificarlas en el proyecto mayor que es lo fundamental.

Coordinar la edición de un boletín internacional abierto a la participación del movimiento de mujeres me permite observar algunos aspectos que hasta este momento me eran desconocidos. Tenemos dificultades en aprovechar los vehículos de que disponemos. Desde la primera edición de "MUDAR INFORMA", en octubre de 1987, hemos insistido e incentivado la participación de nuestras compañeras de la red; un año después, resulta que aún es escasa esa participación. Gran parte de las noticias y notas del boletín son extraídas de las actividades promovidas por los comités regionales de MUDAR o el mismo secretariado, raramente por las participantes.

Esa actitud resulta contradictoria con lo que se oye en los encuentros y foros de mujeres, pues la queja más común es justamente la falta de espacios, de recursos, de posibilidades para ampliar el trabajo y hacerlo conocido. Queda acá la pregunta: Por qué no potenciar y hacer mejor uso de los medios que a duras penas conseguimos mantener?

Habla Mujer: Experiencia radiofónica

Este programa radiofónico semanal, con duración de media hora, se originó a partir de una experiencia inédita en la Secretaría de Desarrollo Social de la alcaldía de Río de Janeiro. El actual secretario, Sergio Andrea, decidió invertir en la comunicación como forma de desarrollo de la población más pobre de la ciudad. El programa emitido diariamente destina sus viernes al tema mujer, o sea en ese espacio son las mujeres que hablan de sus experiencias, hacen las denuncias, comentan fenómenos de la vida social.

MUDAR patrocinan el proyecto concediendo el tiempo que dedico yo en la elaboración del programa. Las pautas son elaboradas a partir de lo que va pasando en el movimiento de mujeres en la ciudad, pero respetamos una orientación feminista.

La mujer como votante fue un tema ampliamente discutido en los programas HABLA MUJER. Hemos dado los microfónos a abogadas feministas, para informar a la población sobre la importancia de luchar por determinadas leyes que consolidan a nivel de la organización social los avances en curso. No sólo las mujeres invitadas tienen la ocasión de participar sino también en muchas ocasiones el equipo de reportaje sale a la calle y recoge la visión de la mujer sobre el tema que se trata en ese determinado programa. La característica principal del programa es su dinamicidad y su carácter educativo.
CONCLUSION

Algunas cuestiones cruciales se nos plantean en este fin de siglo. La crisis del tercer mundo y los límites en la explotación del planeta requieren soluciones más radicales, propuestas de nuevas formas de convivencia y nuevos códigos morales.

Desde hace siglos, las mujeres silenciadas tienen una gran responsabilidad en la formación de lo "nuevo". Siento que para eso es necesaria una transformación interna, readquirir la autoconfianza y rescatar nuestro sentido femenino de la vida que es negado y sofocado por el sistema patriarcal.

No creo que para alcanzar esa meta sea necesario volver atrás, negar los avances tecnológicos o la sofisticación de la información. Al contrario, hay que intentar cada vez más estar presente en esos medios, sean ellos alternativos o ultrasofisticados. La estrategia tiene que ser múltiple y de cierta manera anárquica en oposición a la organización jerárquica conocida. Tenemos que ser interdisciplinarias; el orden es algo que se conquista y no se impone.
Directives et listes de contrôle pour les femmes dans le développement

INSTRAW
Institut international des Nations Unies de recherche et de formation pour la promotion de la femme
La plupart des personnes qui travaillent actuellement dans le domaine du développement admettent qu'il faut tenir compte de la question féminine. Ce qui est difficile, c'est de le réaliser dans la pratique.

La tâche exige une approche polyvalente, un engagement de tous au niveau national, des politiques pertinentes, des ressources appropriées, la participation active des femmes. Même si tous ces facteurs étaient réunis, il faudrait encore en assurer, en permanence, le suivi.

Les plans et les projets de développement, qu'ils aient ou non la femme comme objectif spécifique, influent sur la vie des femmes et sont, à leur tour, influencés par la structure des relations sexuelles dans une société ou un groupe donnés. C'est la raison pour laquelle des activités de développement couronnées de succès exigent une compréhension totale de la manière dont hommes et femmes conçoivent leurs rôles et leur comportement au sein de la société, ainsi que les modifications de ces rôles sous l'effet de la modernisation.

Cependant, cette compréhension ne garantit pas pour autant que la question féminine soit envisagée correctement. Mais il existe des outils pour nous aider à atteindre cet objectif. Les directives et listes de contrôle pour la problématique de la femme dans le développement garantissent que la dimension féminine est prise en considération dans les politiques nationales et les projets individuels.
Les directives et les listes de contrôle relatives aux femmes dans le développement, issues de la Décennie des Nations Unies pour la femme (1976-1985), tiennent compte des nouvelles perspectives conceptuelles et analytiques, générées par plus de 15 ans de réflexion et de recherches sur la problématique des femmes dans le développement. Instruments d'une grande souplesse, elles peuvent contribuer à développer la capacité des planificateurs à juger comment leurs projets vont affecter différemment les hommes et les femmes et à comprendre leurs besoins respectifs.

Les directives sont plus amples et plus générales : elles résument des commandements de type général en matière de politiques en faveur de la femme. Ainsi, quelle coordination existe-t-il entre les ministères, les organismes internationaux et les organisations féminines ? Quels mécanismes de communication y a-t-il entre les planificateurs et les bénéficiaires du projet ?

Les listes de contrôle sont plus détaillées et plus précises. De même qu'un pilote révise une liste de contrôle avant le décollage, les projets devront être soumis à une liste de contrôle relative aux femmes dans le développement au départ, en vol et à l'arrivée, c'est-à-dire au cours de leur élaboration, de leur exécution et de leur achèvement. La raison d'être des listes de contrôle est de servir d'aide-mémoire garantissant qu'aucun aspect du projet ne laisse la femme de côté. Par exemple, s'il prévoit de donner des cours du soir de formation professionnelle, les femmes peuvent-elles y assister ? Si on installe une pompe à eau, les femmes sont-elles capables de la réparer ? Si les hommes créent une coopérative y a-t-il des routes, des moyens de transport et des débouchés pour leurs produits ?

Les faits prouvent que, le plus souvent, les projets n'arrivent pas à atteindre les femmes ou bien ont des conséquences négatives sur celles-ci à cause des lacunes présentes dans les phases initiales. Afin d'éviter des erreurs et des omissions onéreuses, il faut tenir compte de la variable sexuelle dès la conception des politiques et des projets.

Le jeu de directives et de listes de contrôle présenté dans ce supplément d'INSTRAW Nouvelles émane d'une réunion à Dhaka (Bangladesh, 24-29 avril 1986), organisée conjointement par l'Institut international des Nations Unies de recherche et de formation pour la promotion de la femme (INSTRAW), l'Organisation des Nations Unies pour l'alimentation et l'agriculture (FAO) et le Centre de développement intégré pour l'Asie et le Pacifique.

Les participants, en provenance de 11 pays de l'Asie du Sud-Est et de l'Asie en général, ont mis en commun leurs compétences pour élaborer ces directives et ces listes de contrôle axées sur le développement rural.

Il s'agissait de créer un jeu type, basé sur des principes généraux, qui pourrait, par la suite, être étalé et adapté aux diverses réalités nationales. C'est la même intention qui préside maintenant à la publication par l'INSTRAW d'un choix de ces directives et listes de contrôle, afin qu'elles servent de matière première que nos lecteurs transformeront à leur aise. Nous vous prions instamment de les utiliser, de les modifier et de nous faire connaître vos opinions et vos commentaires.

La problématique des femmes dans le développement n'est pas facile à aborder. L'interdépendence entre des activités de production et de répartition, entre les corrélations entre la micro-économique et macro-économique, etc., est souvent négligée.
l'encevêtrement des facteurs internationaux et régionaux qui ont des retombées sur la vie collective ou individuelle des femmes, tout ceci se combine pour forger le rapport complexe qui relie la femme au développement et qui déconcerte parfois les planificateurs.

Et cependant, c'est possible: la question féminine peut être présente à tous les niveaux du développement. Le potentiel féminin peut être appliqué au développement. Cela ne sera pas aisé, cela ne se fera pas du jour au lendemain. Pour être sûr que la dimension féminine devienne un élément intrinsèque de la planification et de la programmation du développement, il faudra combiner la recherche, la formation, l'information, l'activisme et beaucoup d'efforts. Mais, de nos jours, il n'y a vraiment plus qu'une seule manière de concevoir le développement: avec la femme.

* Dans le cadre de son programme de formation, l'INSTRAW assure le suivi, l'évaluation et la mesure des résultats des directives et des listes de contrôle en matière des femmes dans le développement. Le programme comporte la compilation et la diffusion du matériel disponible, l'élaboration de directives et de listes de contrôle types, ainsi que l'application des tests de contrôle dans les pays sélectionnés.
DIRECTIVES

AU NIVEAU NATIONAL

1. Analyse de la condition féminine
   a) Une banque de données interrégionale devra stocker et diffuser les indicateurs et les informations socio-économiques sur la femme, tout particulièrement en ce qui concerne leur contribution à l'agriculture, ainsi qu'aux tâches ménagères et non agricoles.

   b) La contribution féminine aux activités agricoles et non agricoles devra être calculée dans les statistiques.

2. Volonté politique en matière de questions féminines
   a) Les objectifs et stratégies concernant le développement national doivent tenir compte des questions féminines.

   b) L'engagement national et politique doivent se traduire en actions concrètes.

   c) Un groupe régional de pression et de surveillance, formé de représentants des organisations gouvernementales et non gouvernementales, peut aider à garantir l'égalité des femmes, par exemple, en abolissant les lois discriminatoires ou en accroissant les opportunités d'instruction, de formation et d'emplois.

   d) Les programmes d'aménagement rural et agricole feront des femmes leur groupe cible et ils disposeront d'importantes ressources financières, matérielles et humaines.

3. Stratégie pour obtenir la participation de la femme
   a) La femme devra prendre part activement aux différentes phases de la conception des politiques, de la planification, de la formulation et de l'analyse, ainsi que de l'élaboration, l'exécution, la surveillance et l'évaluation des programmes, à un niveau qui garantisse une influence réelle.

   b) Dans le but d'aider la femme à affronter ses différents rôles économiques, il faudra prévoir une formation en vue du transfert de technologie, ainsi que la disponibilité de prêts, l'approvisionnement en facteurs de production, le stockage, le transport et les débouchés et services de marketing.

   c) Le système national de surveillance doit tenir compte tout particulièrement de la femme.

   d) Il faut concevoir des programmes spécifiques de formation pour améliorer les compétences des planificatrices en matière d'élaboration de politiques et de planification de programmes.
AU NIVEAU DU PROJET

1. Analyse de la situation locale

a) L’analyse de la division sexuelle du travail dans le système de production autochtone permettra d’identifier à coup sûr les bénéficiaires du projet.

b) Les projets de réforme agraire, la colonisation des terres en friches et l’établissement des populations pauvres et sans terres, des réfugiés et des victimes de catastrophes de la nature, permettront aux femmes d’avoir accès à la propriété foncière.

c) L’adoption de techniques nécessitant moins de main-d’œuvre et/ou la réorganisation de l’appareil de production ne doivent pas devenir une menace pour les activités rémunérées des femmes. Si cela s’avérait nécessaire, il faudrait leur offrir des possibilités d’emplois et des travaux de remplacement.

d) Il faut permettre aux femmes d’avoir accès facilement à la propriété foncière, à l’eau et aux autres ressources naturelles.

e) Il faut encourager des mesures visant à accroître la contribution active de la femme à la production agricole, en diminuant son volume de travail dans les systèmes traditionnels de tâches ménagères et agricoles.

2.2 Liens verticaux et horizontaux

a) Il faudra établir des liens entre les programmes pour les femmes des différents ministères spécialisés et autres organismes, y compris les ONG, afin d’accroître leur impact et éviter les doubles emplois.

b) Les programmes complémentaires de différents ministères (comme ceux de la santé publique, de l’éducation, de la planification familiale) se renforceront mutuellement en vue d’améliorer la condition socio-économique de la femme.

c) Les voies de communication diffuseront les opinions, les besoins et les priorités des femmes rurales, depuis la base jusqu’au niveau où les politiques sont conçues.

2.3 Ressources

a) Dans les projets d’assainissement et de reboisement nationaux, il faut tenir compte de l’usage domestique que la femme fait de l’eau et du combustible.

b) Il faut établir un mécanisme pour la fourniture des facteurs de production agricoles et de services d’appui qui
répondent aux besoins spécifiques des femmes.

c) Il faut encourager l'adoption de technologies adéquates pour les activités de pré-récolte et de post-récolte, ainsi que pour les autres activités ménagères.

d) Il faut prévoir des programmes précis qui accordent des prêts institutionnels aux organisations féminines sans aval et permettent aux femmes de louer ou d'acheter, individuellement ou collectivement, des biens fonciers.

2.4. Formation des ressources humaines

a) Il est indispensable d'établir des programmes spéciaux de recrutement et de formation qui permettront d'accroître le nombre de femmes participant aux programmes de formation d'instructeurs des organismes de développement.

b) Il faut élargir la formation et la vulgarisation agricoles, en vue de renforcer les différents rôles que joue la femme dans la production agricole, la transformation, le stockage, la conservation, le transport et le marketing.

c) Il faut donner des cours de formation professionnelle pour doter les femmes des qualifications nécessaires à la création de revenus et aux activités agricoles et non agricoles.

d) Il faut offrir une formation, entre autres, en nutrition, en hygiène personnelle, en assainissement du milieu et en énergie domestique, afin d'améliorer la santé des femmes rurales et de leurs familles, et inclure la formation agricole et professionnelle des jeunes filles dans les programmes d'études.

2.5 Surveillance et évaluation

a) Il faut assurer la surveillance et l'évaluation du nombre de jeunes filles et de femmes inscrites dans l'instruction formelle et non formelle ainsi que dans les cours de formation.

b) Il faut créer un système de surveillance intégré pour évaluer chaque facteur (c'est-à-dire, les priorités établies sont-elles respectées, le pouvoir de négociation des organisations féminines s'accroît-il, les ressources parviennent-elles à la femme au moment voulu, etc.?).

2.6 Elaboration de rapports

a) Il faut créer un système de rapports qui relie la base et le niveau où les politiques sont conçues.

b) Il faut assurer une formation en rédaction de rapports et en communications, indispensable aux agents et aux femmes qui travaillent au sein du projet.
LISTES DE CONTROLE

Du fait des diversités nationales de la région Asie-Pacifique, le groupe a élaboré, pour le niveau des politiques et de la planification nationales, un jeu de listes de contrôle qui tiennent compte des principales conjonctures. Au niveau du projet, les listes de contrôle intègrent la question féminine à l'agriculture et insistent sur le rôle de la femme dans l'agro-industrie.

LISTES DE CONTROLE POUR LE NIVEAU DES POLITIQUES ET DE LA PLANIFICATION NATIONALES

1. Analyse de la condition féminine

a) Les données sur l'emploi des femmes rurales sont-elles disponibles? Ces données sont-elles prises en considération séparément par sexe dans les études, les enquêtes et les recensements nationaux?

b) Les organismes féminins nationaux s'occupent-ils de collecter les informations relatives à la femme rurale et de les diffuser à toutes les institutions et organisations concernées?

c) Les indicateurs socio-économiques concernant la femme sont-ils appropriés pour les différentes régions et pour les groupes de femmes ciblés?

2. Prise de conscience, engagement et volonté politique

a) Existe-t-il des déclarations spécifiques de politiques en faveur de la femme dans le domaine de l'agriculture et du développement rural? Sinon, il faut introduire un chapitre concernant tout spécialement la problématique des femmes dans le développement dans les plans nationaux de développement.

b) Parmi les projets de développement agricole et rural, combien, en pourcentage, s'intéressent-ils aux femmes (pauvres, sans terre, indigentes, etc...)?

c) Quel pourcentage du budget ou d'autres ressources est attribué à la problématique des femmes dans le développement dans le cadre du développement rural, c'est-à-dire, le total des femmes agents de formation rurale, d'installations et de services de soutien?

d) Existe-t-il un mécanisme pour coordonner les actions en faveur des femmes dans le développement à l'intérieur du secteur privé ou en dehors de celui-ci?

3. Politiques et mandats en faveur de la femme

a) A quel niveau la femme participe-t-elle au développement agricole et rural, par exemple, en tant que planificatrice, en tant qu'agent de formation rurale, ou de dirigeante d'organisation?
Les femmes sont-elles les seules ciblées? De quelles catégories de femmes s’agit-il: les paysannes sans terre, etc...?

b) Est-ce que la femme participe à l’élaboration des politiques? A quel niveau?

c) Existe-t-il un service en faveur de la femme au sein de l’office national de planification? Dans d’autres organismes nationaux?

Ces organismes ont-ils l’autorité suffisante pour assurer la surveillance des programmes des organisations gouvernementales et non gouvernementales afin de garantir que les besoins de la femme soient satisfaits et qu’on tienne compte de ses problèmes?

Quels sont les programmes qui organisent les femmes rurales en associations autosuffisantes? Est-ce que ces organisations sont présentes et écoutées lors de la planification locale et nationale?

d) Quels obstacles s’opposent à ce que la femme participe pleinement au processus de planification?

- problèmes légaux
- politiques et stratégies de développement
- formation et éducation
- conditions socio-culturelles (comportement, religion, etc...)

Qu’est-ce qui a été fait pour surmonter ces obstacles?

- abrogation et adoption de lois
- formation professionnelle et instruction appropriées
- prise de conscience accrue de l’importance de la participation féminine au développement.

4. Stratégies visant la pleine participation de la femme

a) La femme a-t-elle accès aux ressources naturelles, telles que la propriété foncière, l’eau, etc...?

Est-ce que par le biais des banques ou des coopératives les femmes disposent de prêts qui leur sont réservés? Les femmes chefs de famille ou épouses y ont-elles droit?

La femme peut-elle faire partie d’organisations collectives, telles que syndicats, coopératives, etc...?

Est-ce qu’elle peut obtenir facilement les facteurs de production, tels qu’engrais, graines, pesticides, etc...?

b) Quelle formation est à la disposition des femmes dans les domaines de:

- la prise de conscience
- la qualification professionnelle
- la capacité à diriger?

LISTES DE CONTROLE AU NIVEAU DU PROJET

Du fait que la plupart des pays de la région Asie-Pacifique sont essentiellement agricoles, le groupe a accordé la priorité à l’agro-industrie qui peut procurer du travail à un grand nombre de femmes.

En planification rurale, les premières phases de l’élaboration d’un projet sont déterminantes. La pratique a prouvé maintes fois que, à condition d’être bien réalisée, une étude de faisabilité qui analyse la viabilité économique d’un projet permet d’éviter de nombreuses erreurs.
1. Etablissement de priorités après analyse de la situation locale et choix des groupes cibles

a) Une étude de faisabilité a-t-elle été réalisée afin d'identifier les points suivants:

- production totale du secteur agricole,
- estimation de la production excédentaire et prix,
- pourcentage de remmes parmi les producteurs,
- différents articles qui peuvent être produits, techniques disponibles et participation féminine dans le cadre de la production et des techniques envisagées,
- les femmes ont-elles la qualification requise pour l'utilisation de ces techniques ou auront-elles besoin d'un apprentissage ?
- débouchés pour les produits (localement, au niveau national ou à l'exportation),
- services et structures de marketing, déjà existants ou à créer,
- nécessité de formation à donner sur place ou ailleurs,
- disponibilité de prêts, ainsi que tout obstacle ou condition préalable exigée aux femmes ainsi que les dispositions prises pour les abolir,
- offre de participation faite à la femme en vue de gérer le projet et besoins de formation en gestion,
- activités propres au projet qui peuvent être réalisées par les travailleuses chez elles et qui seront ensuite terminées au niveau central,
- services de soutien disponibles ou prévus en matière de puériculture, de santé et de transport,
- aménagements administratifs pour assurer le marketing et le perfectionnement systématique des techniques utilisées,
- comment organiser les femmes afin d'améliorer leur pouvoir de négociation,
- projections concernant l'autosuffisance du projet et la création future d'emplois destinés aux femmes,
- identification des catégories de femmes qui bénéficieront du projet.

b) Le projet est-il viable du point de vue économique ? La condition socio-économique des femmes qui participent au projet sélectionné peut être déterminée à partir des données suivantes:

- distribution par âge
- niveau d'instruction
- état civil
- distribution de la population par âge et par sexe
- type de hiérarchie sociale
- branches d'activités féminines
- religion

Dans le programme gouvernemental de distribution de terres ou de biens immeubles, y a-t-il des instructions précises afin de réserver un pourcentage précis aux ménages démunis, sans terres, dont le chef de famille est une femme ou afin de les remettre conjointement aux hommes et aux femmes qui composent les familles bénéficiaires du projet ?

Une étude a-t-elle considéré les techniques en usage et celles qui sont recommandées pour l'agriculture ?

Une étude a-t-elle analysé les effets négatifs que les déplacements de main-d'œuvre, les risques de
maladies professionnelles et l'accroissement de son volume de travail représentent pour la femme? Si la réponse est affirmative, les mesures envisagées sont les suivantes: emplois de remplacement, procédés pour économiser les efforts et le temps dans l'approvisionnement en eau, en combustible et en fourrage et pour l'assainissement.

Y a-t-il des associations, des organisations, des coopératives qui travaillent en faveur des femmes?

- Combien?
- Combien de femmes en sont membres?

Les données suivantes ont-elles été recensées et calculées?

- montant de la production agricole par produits,
- nombre de femmes qui travaillent dans le secteur agricole,
- catégories des femmes qui travaillent dans le secteur agricole:
  mariées
  divorcées
  veuves
  célibataires
  sans terre
  pauvres

c) Quels sont les droits fonciers de la femme, son accès à l'eau et aux autres ressources du sol?

- bail
- droit de pleine propriété
- héritage

Existe-t-il une législation en la matière?
Y a-t-il des tabous sociaux ou religieux?

d) Quelle est la technologie utilisée?

- mécanisation
- traction animale
- manuelle
- types de cultures
- variétés cultivées

L'emploi de la technologie est-il possible?

Les femmes ont-elles accès à cette technologie et peuvent-elles l'utiliser?

Quel impact ont ces nouvelles technologies, par exemple, rendent-elles le travail plus facile ou provoquent-elles un déplacement de la main-d'œuvre féminine?

Existe-t-il des types de production alternatifs?

- autres cultures
- élevage
- sylviculture
- apiculture

Quelle technique de post-récolte est nécessaire?

Quel est le degré de participation féminine à

- la prise de décision et la gestion
- semaines, désherbage, récolte
- stockage
- élaboration
- marketing?

e) Les femmes peuvent-elles accéder aux facteurs de production?

- prêts
- main-d'œuvre
- eau
- engrais et semences

f) Y a-t-il des femmes qualifiées dans le domaine de
- la planification
- la prise de décision
- la gestion
- le leadership
- l'élaboration
- la technique
- le marketing

g) Des dispositions ont-elles été prises pour abolir les obstacles légaux et socio-culturels?

h) Qui sont les bénéficiaires (selon les mêmes catégories qui appartiennent au secteur agricole)?

2. L'infrastructure administrative

a) Les femmes sont-elles tenues au courant de la faisabilité du projet en ce qui concerne:

- les facteurs de production
- les prêts
- l'infrastructure de marketing
- la législation et la réglementation relatives au déroulement du projet
- les conditions de l'emploi
- les organismes chargés de l'exécution
- les avantages

b) Les femmes ont-elles participé à toutes les phases de la réalisation du projet?

c) Le groupe féminin ciblé y a-t-il participé?

d) Quel est l'organisme chargé de l'exécution, de la surveillance, etc..., du projet aux niveaux local, régional et national?

e) Existe-t-il un Comité d'administration du projet?

Qui en est membre (gouvernement, ONG et groupe cible)?

f) Les femmes se sont-elles organisées en associations formelles/non formelles, afin d'accroître l'efficacité de leur gestion et d'augmenter leur pouvoir de négociation? Vérifiez les points suivants:

- une série de directives de travail pour ces organisations;
- liens avec des organisations de haut niveau qui pourraient garantir l'accès aux facteurs de production et aux marchés;
- liens avec les programmes des ministères spécialisés et organismes concernés par le projet.

3. Communication et coordination

a) Quel type de recherche est mené actuellement pour produire des informations à jour sur la femme?

b) Comment ces informations sont-elles diffusées? Vers qui?

c) Quels sont les mécanismes qui assurent que le projet bénéficie les femmes dans plusieurs endroits, de même que son efficacité et utilité?

d) Quelles initiatives ont été prises pour créer un comité qui coordonne le travail des divers organismes aux différents niveaux?

4. Formation des ressources humaines

a) Combien de femmes ont été engagées en tant que monitrices et quel pourcentage représentent-elles?

b) Les femmes participent-elles au cours de formation d'instructeurs?
c) Le programme d'études du cours de formation de moniteurs et d'agents du développement rural comporte-t-il un élément féminin?

d) Quels sont les programmes actuels de formation professionnelle en vue de la production qui préparent les femmes à la création de nouveaux revenus, les formant par exemple, en gestion, en marketing, etc...?

e) La formation leur est-elle donnée près de chez elles ou a-t-on prévu des facilités de logement?

5. Surveillance et évaluation

a) Le projet a-t-il identifié les aspects qui doivent être suivis de près et la fréquence de cette surveillance? Les indicateurs qu'il faut mettre au point?

b) Le projet prévoit-il une évaluation à mi-parcours ou annuelle?

c) Quel mécanisme a été intégré au projet pour permettre des mesures correctives, à la suite de l'évaluation?

d) A-t-on créé un système de préparation de rapports avec des formulaires spécifiques, une périodicité précise, etc...?
Directives
et listes de contrôle
pour les femmes dans le développement

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Directrices y Listas de Comprobación para la mujer rural en el desarrollo
Incorporando los intereses de la mujer a todos los niveles del desarrollo

La mayoría de las personas que trabajan hoy en desarrollo convendrán en que hay que incorporar los intereses de la mujer. El problema estriba en cómo hacerlo.

La tarea exige un enfoque múltiple: compromiso nacional, políticas relevantes, recursos adecuados, participación de la mujer. Aún cuando todos estos factores estuvieran presentes, todavía habría necesidad de una supervisión y control permanentes.

Los planes y los proyectos de desarrollo, específicamente dirigidos a la mujer o no, afectan su vida y, a su vez, se ven afectados por la organización de los roles sexuales en una sociedad o grupo dado. Por esta razón, para que las actividades de desarrollo tengan éxito requieren una completa comprensión del modo en que la mujer y el hombre perciben y actúan sus roles sociales, y los modos en que estos roles están cambiando en la modernización.

Aun así, esta comprensión por sí sola no garantiza que los intereses de la mujer serán encarados de manera adecuada. Pero hay instrumentos que nos ayudan a lograr esta meta. Las directrices y listas de comprobación para la mujer en desarrollo (MED) aseguran la incorporación de la dimensión de la mujer en políticas nacionales y proyectos específicos.

Estas directrices y listas de comprobación MED, resultado de la Década de las Naciones Unidas para la Mujer (1976-1985), incorporan las nuevas perspectivas analíticas y conceptuales recopiladas a lo largo de 15 años de reflexión e investigaciones sobre el tema. Siendo un instrumento flexible, ayudan a perfeccionar la habilidad de los planificadores para medir cómo...
sus proyectos afectarán de modo diferente a la mujer y al hombre, y a comprender sus distintas necesidades.

Las directrices son más amplias y generales; sintetizan amplios mandatos de políticas vinculadas a la mujer. Por ejemplo, ¿qué coordinación existe entre los ministerios, las agencias internacionales y los grupos de mujeres? ¿Qué mecanismos de comunicación hay entre planificadores y beneficiarios de proyectos?

Las listas de comprobación son más detalladas y específicas. Así como el piloto de un avión verifica su lista antes de despegar, también los proyectos deberían ser pasados por una lista de comprobación MED antes de despegar, durante el vuelo y luego de aterrizar, es decir, al momento de su diseño, durante su puesta en práctica y a su término. Las listas de comprobación funcionan como ayuda-memoria detalladas para que ningún aspecto del proyecto pase por alto a la mujer. Por ejemplo, si se imparten cursos nocturnos de capacitación, ¿pueden ir las mujeres? Si se instala una bomba de agua, ¿saben las mujeres arreglarla? Si las mujeres establecen una cooperativa, ¿existen caminos, transporte y mercados para sus productos?.

La evidencia señala que a menudo los proyectos no llegan a la mujer o tienen consecuencias negativas debido a fallos en sus etapas iniciales. Para evitar errores y omisiones costosas, debe incorporarse la variable de género desde el principio de la formulación de políticas y el diseño de proyectos.

El conjunto de directrices y listas de comprobación en este suplemento proviene de una reunión (Dhaka, Bangladesh, 24-28 de agosto, 1986), organizada conjuntamente por el Instituto Internacional de las Naciones Unidas de Investigaciones y Capacitación para la Promoción de la Mujer (INSTRAW), la Organización de las Naciones Unidas para la Alimentación y la Agricultura (FAO), y el Centro de Desarrollo Rural para Asia y el Pacífico (CIRDAP). Participantes de 11 países asiáticos del Sureste de Asia aunaron su experiencia para producir estas directrices y listas de comprobación orientadas hacia el desarrollo rural.

El propósito fue producir un conjunto prototipo de amplias líneas básicas, que luego pudiera ser ampliado y adaptado a las diferentes realidades nacionales. Es con el mismo propósito que ahora publica INSTRAW una selección de estas directrices y listas de comprobación, para que sirvan de base a nuestros lectores para desarrollar las propias. Les instamos a utilizarlas, adaptarlas, y hacerlos saber sus puntos de vista y comentarios al respecto.

No hay un enfoque fácil de los problemas de la mujer en el desarrollo. Las interrelaciones entre las actividades productivas y reproductivas de la mujer, los vínculos entre los niveles macro y micro de la economía, la maraña de factores internacionales y regionales que afectan la vida de la mujer de modo colectivo o individual, se combinan para tejer la compleja relación de la mujer y el desarrollo que a veces confunde a los planificadores.

Pero aún así, puede lograrse: los intereses de la mujer pueden ser incorporados a todos los niveles. El potencial de la mujer puede ser utilizado con fines de desarrollo. No será fácil, ni ocurrirá de la noche a la mañana. Para asegurar que la dimensión de la mujer sea un componente integrado desde el inicio de la planificación y programación del desarrollo, tendrá que intervenir una combinación de investigación, capacitación, activismo y trabajo arduo. Pero, sencillamente, no hay otro modo para concebir el desarrollo en estos días: incluyendo a la mujer.

* Como parte de su programa de capacitación, el INSTRAW está supervisando, evaluando y apreciando los resultados de las directrices y listas de comprobación MED. El programa incluye la compilación y diseminación del material disponible, el desarrollo de directrices y listas de comprobación prototipos, y su ensayo subsecuente en países seleccionados.
DIRECTRICES

A NIVEL NACIONAL

1. Análisis de la situación de la mujer

Un Banco inter-regional de datos debe almacenar y diseminar los indicadores socio-económicos e información sobre la mujer, particularmente sobre su contribución a la agricultura, y a los servicios no-agrícolas y domésticos.

El aporte de la mujer a las actividades agrícolas y no agrícolas debe ser medido en términos estadísticos.

2. Voluntad política para los asuntos de la mujer

Los objetivos y las estrategias para el desarrollo nacional deben incorporar los intereses de la mujer.

Los compromisos nacionales y políticos deben ser traducidos en acción.

Un grupo regional que ejerza presión - compuesto de representantes de organismos gubernamentales y no gubernamentales - puede ayudar a asegurar la igualdad de la mujer, e.g., repeler las leyes discriminatorias, aumentar las oportunidades de educación, capacitación y empleo, etc.

Los programas agrícolas y rurales de desarrollo deben tener a la mujer como un grupo objetivo, específico, al cual se le asignen sustanciales recursos financieros, materiales y humanos

3. Una estrategia para Incorporar a la mujer

La mujer debe participar de modo activo en los varios niveles de política, planificación, formulación y análisis, diseño de programas, puesta en práctica, supervisión y evaluación, a un nivel suficientemente efectivo.

Para reforzar a la mujer en sus diversos roles económicos, hay que tomar en cuenta su capacitación para la transferencia de tecnología; disponibilidad de crédito; abastecimiento de insumos; facilidades de almacenamiento, transporte y mercados.

El sistema nacional de supervisión debe tomar en cuenta a la mujer de modo específico.

Desarrollar programas específicos de capacitación para mejorar las habilidades de las planificadoras en los procesos de diseño de políticas y planificación de programaciones.

A NIVEL DE PROYECTO

1. Análisis de la situación local

El análisis de la división del trabajo por sexo en el sistema de producción nativa identificará efectivamente los beneficios del proyecto.

Los planes de reforma agraria, de asentamiento de tierras desocupadas y reasentamiento de los pobres que carecen de tierra, de los refugiados y damnificados, deben proveer a la mujer con acceso directo a la tierra.

La introducción de tecnología de ahorro de trabajo y/o la reorganización de estructuras de producción no deben poner en riesgos las actividades gananciales de la mujer. Si fuera necesario, deben proporcionarse oportunidades y actividades de trabajo alternativo.
Promover medidas para aumentar el aporte laboral de la mujer a la producción agrícola mediante la reducción de su carga de trabajo en los sistemas domésticos y agrícolas tradicionales.

2.1 Estructura organizativa
Con programas adecuados de capacitación se debe ayudar a la mujer a desarrollar las habilidades necesarias para articular sus necesidades, asumir posiciones de liderazgo en las organizaciones locales y negociar sus condiciones salariales y laborales.

Promover la acción colectiva por parte de las mujeres rurales; eliminar las barreras que impiden su participación en actividades económicas, sociales y políticas en igualdad de condiciones con el hombre.

2.2 Vínculos verticales y horizontales
Deben establecerse vínculos entre los programas de los distintos ministerios y otras agencias, incluyendo los organismos no gubernamentales, para aumentar su impacto y evitar la sobreposición de las actividades.

Programas complementarios de diferentes ministerios (i.e., salud, educación, planificación familiar) deben reforzarse mutuamente para mejorar la condición socio-económica de la mujer.

Los canales de comunicación deben transmitir las opiniones, necesidades y prioridades de la mujer rural desde las bases hasta el nivel político.

2.3 Recursos
Los planes nacionales de saneamiento y reforestación deben considerar el uso doméstico que da la mujer al agua y la energía generada por combustibles.

Establecer un mecanismo que entregue insumos agrícolas y servicios de apoyo.

Facilitar la introducción de tecnología apropiada para las épocas de pre y post-cosechas, y otras actividades domésticas.

Proporcionar programas para facilitar el crédito institucional a grupos de mujeres sin garantía, y para el arrendamiento y compra de tierras por parte de la mujer, individual o colectivamente.

2.4 Desarrollo de recursos humanos
Establecer programas especiales de reclutamiento y capacitación para aumentar el número de mujeres en los programas de capacitación en las agencias de desarrollo.

Ampliar el alcance de la capacitación agrícola y la extensión para apoyar los papeles de la mujer en todas las actividades de la producción agrícola, procesamiento, almacenamiento, preservación, transporte y comercialización.

Enseñar habilidades específicas para las actividades generadoras de ingresos en la finca y fuera de la finca.

Dar capacitación en nutrición, higiene personal, saneamiento ambiental y energía doméstica, entre otras, para mejorar la salud de la mujer rural y sus familias.

Hacer de la capacitación agrícola y vocacional de las niñas un elemento fijo de la educación.

2.5 Supervisión y evaluación
Supervisar y evaluar la matrículación de la mujer en educación y capacitación formales y no formales.

Desarrollar un sistema integrado de supervisión para evaluar cada factor (i.e. si se están considerando las prioridades establecidas, si está aumentando el poder de negociación de la mujer, si los recursos están llegando a tiempo a la mujer, etc.)

2.6 Informes
Establecer un sistema de informes desde las bases al nivel de políticas.

La capacitación y la comunicación son esenciales para los trabajadores y mujeres vinculados al proyecto.
LISTAS DE COMPROBACION

A causa de la diversidad local dentro de Asia y la región del Pacífico, el grupo formuló, para el nivel nacional de planificación de políticas, un conjunto de listas de comprobaciones que engloban las tendencias principales. A nivel de proyecto, las listas de comprobación encaran los intereses de la mujer en la agricultura, haciendo hincapié en el rol de la mujer en la agroindustria.

A NIVEL DE PLANIFICACION DE POLITICAS NACIONALES

1. Análisis de la situación de la mujer

¿Se dispone de datos sobre el empleo de la mujer? ¿Se separan los datos por sexo en los censos, encuestas y estudios nacionales?

¿Dispone la maquinaria nacional de la mujer el acopio de información sobre la mujer rural y su diseminación a todas las agencias y organizaciones afines?

¿Son adecuados los indicadores socio-económicos sobre la mujer para las diferentes situaciones regionales y para los diferentes grupos meta de mujeres?

2. Concentración, compromiso y poder político

¿Existen algunos enunciados específicos de políticas que tengan que ver con la mujer en la agricultura y el desarrollo rural? De no ser así, debe incluirse un capítulo especial sobre mujer y desarrollo en los planes de desarrollo nacional.

¿Qué porcentaje de proyectos de desarrollo agrícola y rural se centran en la mujer (pobre, sin tierras, destituida, etc.)?

¿Qué porcentaje de recursos presupuestarios y otros se asigna para la mujer en desarrollo rural, i.e., número de mujeres que son oficiales de extensión, número de instalaciones y servicios de apoyo?

¿Existe un mecanismo para coordinar la acción para la mujer dentro y fuera del sector privado?

3. Política y mandato

¿A qué nivel está la mujer vinculada a la agricultura y al desarrollo rural, i.e., planificadores, oficiales de extensión, líderes rurales?

¿Son las mujeres un objetivo exclusivo? ¿Qué categoría de mujeres son las vinculadas: las que carecen de tierras, etc.?

¿Está la mujer vinculada a la formulación de políticas? ¿A qué niveles?

¿Existe una unidad para la mujer en las organizaciones centrales de planificación? ¿En otras maquinarias nacionales?

¿Tienen estas maquinarias autoridad para supervisar los programas de agencias gubernamentales y no gubernamentales para asegurar las necesidades de la mujer y que se consideren sus intereses?

¿Qué programas existen para organizar a la mujer rural en grupos de auto-asistencia? ¿Tienen representación las mujeres y son consultadas ellas en la planificación nacional y local?

¿Qué limitaciones hay para vincular efectivamente a la mujer en el proceso de la planificación?

- legales
- de políticas y estrategias de desarrollo
- capacitación y educación
- condiciones socio-culturales (de actitudes, religiosas, etc.)

¿Qué medidas se toman para eliminar estas limitaciones?
- rechazo e introducción de leyes
- capacitación y educación apropiados
- aumento en la toma de conciencia sobre la importancia del aporte de la mujer al desarrollo.

4. Estrategias para incorporar a la mujer

¿Tiene la mujer acceso a los recursos naturales como la tierra, el agua, etc.?

¿Dispone la mujer de facilidades de crédito a través de bancos o cooperativas?
¿Puede la mujer tener acceso como jefa de familia o esposa?

¿Puede la mujer participar con facilidad en organizaciones de grupo tales como grupos de trabajadores, cooperativas, etc.?  

¿Puede ella fácilmente obtener insumos tales como fertilizantes, semillas, químicos, etc.?

¿Qué capacitación hay para la mujer?
- en toma de conciencia
- destrezas
- liderazgo, etc.

A NIVEL DE PROYECTO

Porque la mayoría de los países de la región de Asia y el Pacífico están orientados mayormente hacia la agricultura, el grupo dio prioridad a la agroindustria, que puede emplear un gran número de mujeres.

En planificación rural son cruciales las etapas iniciales de formulación de un proyecto. Por experiencia, se ha observado repetidas veces que, si está bien hecho un estudio de factibilidad para discernir la viabilidad económica de un proyecto puede evitar muchos errores.

1. Establecimiento de prioridades a través del análisis de la situación local y la identificación de grupos meta

¿Se ha llevado a cabo un estudio de factibilidad para identificar lo siguiente?

- producción total de productos agrícolas;
- estimados de producción de excedentes y precios;
- proporción de mujeres entre los productores;
- varios rubros que pueden producirse, las tecnologías disponibles y la participación de la mujer en la producción y en las técnicas propuestas;
- si la mujer tiene las destrezas necesarias para utilizar estas tecnologías o si requieren capacitación;
- salidas de mercado para los productos (a nivel local, nacional o de exportación);
- servicios e instalaciones de mercado existentes;
- entrenamiento requerido, a ser proporcionado localmente o de otro modo;
- disponibilidad de crédito y otras limitaciones relativas a la mujer, medidas para eliminarlas;
- participación propuesta de mujeres en la administración de proyectos;
- actividades del proyecto que pueden realizarse en los hogares de las mujeres obreras y luego procesarse;
- servicios de apoyo disponibles o propuestos para el cuidado de los niños, la salud y el transporte;
- arreglos organizativos para mejorar la comercialización y la mejora sistemática de la tecnología;
- modo de organizar a la mujer para mejorar su poder de negociación;
- proyecciones para que el proyecto alcance su autosuficiencia y para futuras actividades de empleo femenino;
- identificación de las categorías de mujeres que se beneficiarán del proyecto.

¿Cuál es la viabilidad económica del proyecto? La condición socio-económica de la mujer en el área del proyecto elegida puede ser discernida a partir de los siguientes datos:

- distribución por edad
- educación
- estado civil
- distribución de la población por grupos
de edad y sexo
- tipo de jerarquización social
- actividades para la mujer
- religión

En el programa público para distribución de tierras o activos, ¿existen instrucciones para asignar un porcentaje a quienes carecen de tierra y a los hogares pobres encabezados por mujeres, o asignaciones conjuntas para los miembros masculinos o femeninos de las familias que participan en el proyecto?

¿Ha identificado un estudio las tecnologías utilizadas o propuestas para la agricultura?
¿Has examinado un estudio los efectos que van en detrimento de la mujer en términos de desplazamiento de mano de obra, peligros específicos contra la salud y mayor carga laboral? De ser así, proponer medidas: empleo alternativo, mecanismos para economizar tiempo y trabajo en áreas de agua, saneamiento, combustible y forraje.

¿Funcionan grupos de mujeres, instituciones, o cooperativas?
- número
- número de mujeres participantes

¿Se ha identificado y cuantificado lo siguiente?
- monto total y tipo de producción agrícola
- número de mujeres que participan en la agricultura
- categorías de mujeres que participan en la agricultura
  - casadas
  - divorciadas
  - viudas
  - solteras
  - sin tierras
  - pobres

¿Cuáles son los derechos que tiene la mujer sobre la propiedad de la tierra y el acceso al agua y otros recursos de la tierra?
  - arrendamiento
  - libre tenencia
  - herencia

¿Existe legislación?
¿Existen tabúes sociales o religiosos?

¿Cuáles son los niveles de tecnología utilizados?
  - mecanización
  - tracción animal
  - manual
  - tipo de cosechas
  - variedad de cosechas

¿Es factible la tecnología?
¿Tiene la mujer acceso al uso de tecnología?

¿Cuál es el impacto de tecnologías nuevas, i.e., facilitan el trabajo, desplazan mujeres?

¿Existen tipos de producción alternativa?
  - cultivos agrícolas
  - pecuaria
  - silvicultura
  - apicultura

¿Qué tecnología post-cosecha se requiere?

¿Cuál sería el grado de participación femenina?
  - en la toma de decisiones
  - administración
  - siembra, desyerbe, cosecha,
  - procesamiento, almacenamiento
  - comercialización

Disponibilidad y acceso de insumos para la mujer:
  - crédito
  - mano de obra
  - agua
  - fertilizantes y semillas

¿Dispone la mujer de experiencia?
  - en planificación
  - toma de decisiones
  - administración
  - liderazgo
  - procesamiento
  - técnicas
  - comercialización
¿Existen arreglos para eliminar las limitaciones legales y socio-culturales?

¿Quiénes son los beneficiarios (en las categorías que participan en la agricultura)?

2. Estructura organizativa

¿Están las mujeres informadas sobre la factibilidad del proyecto en cuanto a:
   - insumos
   - créditos
   - infraestructura de mercado
   - legislación y regulaciones
   - las actividades del proyecto
   - condiciones de empleo
   - agencias de ejecución
   - beneficios

¿Ha participado la mujer a todos los niveles en la preparación del proyecto?

¿Participó el grupo objetivo de mujeres?

¿Cuál es el mecanismo de ejecución, supervisión, etc., del proyecto a niveles local, regional y nacional?

¿Existe un comité del proyecto?
   - membresía (gobierno, organismos no gubernamentales y grupos meta)

¿Cómo ha estado organizada la mujer en grupos formales/no formales para aumentar su poder de negociación? Indague lo siguiente:
   - un conjunto de lineamientos de trabajo para dichas organizaciones
   - vínculos con otras organizaciones de nivel más alto que puedan asegurar el acceso a insumos y mercados
   - vínculos con programas de ministerios o agencias relevantes al proyecto

3. Comunicación y coordinación

¿Qué tipo de investigaciones se están haciendo para generar información actualizada sobre la mujer?

¿Cómo está diseminada esta información?

¿Entre quiénes?

¿Cuáles son los mecanismos para supervisar que llegue a la mujer en varios lugares, su efectividad y utilización?

¿Qué pasos se han tomado para establecer un comité para la coordinación del trabajo entre las agencias a diferentes niveles?

4. Desarrollo de recursos humanos

¿Qué número y porcentaje de mujeres se reclutan como extensionistas?

¿Se incluye a la mujer en la capacitación de entrenadores?

¿Contiene el programa de capacitación de trabajadores en extensión y desarrollo rural un componente de la mujer?

¿Cuáles son los programas de capacitación existentes para la mujer en habilidades productivas para actividades generadoras de ingreso, i.e., capacitación en administración, comercialización, etc.?

¿Se ofrecen cursos cerca de sus hogares o se proporciona alojamiento?

5. Supervisión y evaluación

¿Ha identificado el proyecto los aspectos a ser supervisados y la frecuencia? Hay que desarrollar indicadores.

¿Incluye el proyecto una evaluación a mediano plazo y anual?

¿Qué mecanismo ha sido incorporado al proyecto para tomar una acción correctiva sobre la base de una evaluación?

¿Se ha establecido un sistema de informes con formatos, períodos y otros contenidos?
Directrices y Listas de Comprobación para la mujer rural en el desarrollo

INSTRRAW
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LAS MUJERES DE EDAD MADURA EN AMERICA LATINA
LAS MUJERES DE EDAD MADURA EN AMERICA LATINA*

*Este documento fue preparado por la Sra. María Soledad Parada (Chile), consultora del INRAW.
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Proporción de mujeres mayores de 60 años respecto a la población femenina total (por cien). Años 1980, 2000 y 2025.


Proporción de mujeres en la población urbana mayores de 60 años (por cien). América Latina. 1980.

Tasas de unión actual de la población de 60 a 64 años por sexo y según área de residencia urbano-rural. América Latina, países seleccionados.

Tasas de unión actual de la población mayor de 60 años según edad, sexo y situación de residencia urbano rural. Nicaragua 1971, Uruguay 1975 y Panamá, 1982.

Tasas de viudez de la población de 65 a 69 años, según sexo, y área de residencia urbano-rural. América Latina, países seleccionados.

Chile: Tasas de viudez de la población según sexo, edad y área de residencia urbano-rural (por cien). Año 1982.

Tasas de población de 65 a 69 años soltera, según sexo y área de residencia urbano-rural. América Latina. Países seleccionados.


Tasas de jubilados y pensionados entre la población mayor de 60 años por grupos de edad, sexo y situación de residencia urbano-rural. Países seleccionados.
I. Introducción

En América Latina, la preocupación por la situación de las mujeres mayores es relativamente reciente. Numerosos estudios dan cuenta sobre las consecuencias sociales, económicas y políticas del proceso de cambio en la estructura por edades de la población en la región y muchos otros abordan desde diferentes perspectivas los problemas que enfrentan los individuos que han llegado a edades avanzadas.

Sin embargo, existen pocos estudios que aborden la situación específica de las mujeres en edad madura. Esta es la razón que hace especialmente importante la realización de esta reunión. Ella permitirá avanzar en el conocimiento de los problemas que enfrenta este segmento de la población femenina que, por una parte, comparte los problemas propios del resto de la población de estas edades y, por la otra, comparte características específicas de su condición de género.

Comó se señaló en las Estrategias Orientadas hacia el Futuro aprobadas en la Conferencia Mundial del Final del Decenio de las Naciones Unidas para la Mujer, las mujeres en edad madura se encuentran entre los sectores más desprotegidos y merecedoras por lo tanto de una atención preferencial en la elaboración de políticas orientadas hacia la mujer.

En efecto, la mayor parte de los últimos años de la vida de las mujeres mayores, está marcada por la soledad, el abandono y la insuficiente satisfacción de sus necesidades económicas, con pocas o ninguna perspectiva de trabajo pagado y con un limitado acceso a los servicios sociales.

En América Latina, esta situación de especial desprotección en que se encuentran las mujeres en edad madura, que las sitúa entre los grupos más vulnerables de la sociedad, es la consecuencia, en parte, de la discriminación de que han sido víctimas en función de su género en etapas anteriores de su ciclo vital, situación de discriminación cuyas consecuencias se acentúan en las edades mayores. En efecto, las mujeres mayores de 60 años tuvieron en las etapas anteriores de su vida desiguales oportunidades de acceso al trabajo, a la educación, a la salud, así como al resto de las esferas de la vida de la sociedad.

Las condiciones de la vida de las mujeres en edad madura, al igual que las del resto de la población de América Latina, se han visto agravadas por el hecho de desarrollar su existencia en una región que, según los términos de la CEPAL “sufre una crisis económica singularmente grave y prolongada.”

La crisis actual ha agravado las consecuencias negativas de la existencia en la región de estilos de desarrollo marcadamente concentradores y excluyentes, cuya expresión más dramática ha sido la persistencia de vastos contingentes de la población que viven en la extrema pobreza.

1 CEPAL. Restricciones al desarrollo sostenido en América Latina y el Caribe y requisitos para su superación. LC/G. 1488 (SES. 22/3). 1988
Como fue señalado por la Cepal en su Vigésimo Segundo Período de Sesiones, la crisis del presente, es el resultado de la conjunción de factores externos e internos. El alto grado de incertidumbre del régimen comercial y financiero internacional, el deterioro de los términos de intercambio, la reducción de los niveles de financiamiento externo y, por sobre todo, el creciente peso del servicio de la deuda externa, agravado por las elevadas tasas de interés, constituyen importantes restricciones para el desarrollo de los países de la región, cuyos efectos negativos no han podido ser contrarrestados en el plano interno con un crecimiento de la demanda doméstica que hubiera podido compensar la carencia del impulso dinámico que durante un largo período de postguerra representó la demanda externa.

Las condiciones de vida de las mujeres de edad madura se han visto seriamente afectadas por los efectos de la crisis a través de una de sus expresiones más visibles: el deterioro de la cantidad y calidad de las prestaciones de los servicios sociales. En efecto, durante los años 80, en América Latina, el gasto público social – parte del cual es destinado a seguridad social – se ha estancado o ha retrocedido en la mayoría de los países de la región, teniendo en los países de menor desarrollo relativo, un efecto devastador sobre los servicios sociales, afectando especialmente a los grupos más vulnerables, entre los cuales se encuentran las mujeres en edad madura.

Como es natural, la situación de las mujeres de mayor edad presentará diferencias en sus condiciones de vida y en los problemas que enfrentan, puesto que ellas no constituyen un grupo homogéneo. La agrupación según la edad da como resultado una categoría de carácter estadístico, útil para una primera aproximación al conocimiento de su situación, pero insuficiente para aprehender la extrema diversidad de situaciones que ella contiene.

Para aproximarse mejor al conocimiento de su situación sería necesario avanzar más en la consideración de las diferencias en las condiciones de vida de este sector de acuerdo al grado de desarrollo de las sociedades nacionales a las cuales pertenecen y, al interior de cada una de ellas, según su pertenencia a diferentes grupos socioeconómicos, según su residencia en áreas urbanas o rurales y también según los atributos personales de las mujeres mayores de 60 años.

El documento que se presenta a continuación, es parte de las actividades desarrolladas por el Instituto Internacional de Investigaciones y Capacitación para la Promoción de la Mujer (INSTRAW) destinadas a avanzar en el conocimiento de la situación de las mujeres en edad madura en América Latina. El objetivo del documento es contribuir a la elaboración de políticas por parte de los gobiernos e instituciones no gubernamentales, orientadas a crear condiciones de bienestar para este sector de mujeres que constituye uno de los grupos más vulnerables de la población femenina de la región.

En primer lugar se realizarán algunas consideraciones generales sobre el marco en el cual cobra sentido el estudio de la situación de las mujeres en edad madura. En segundo lugar, se intentará dar una visión general sobre la importancia relativa que tiene este grupo de mujeres en las sociedades latinoamericanas y se entregarán antecedentes sobre algunos atributos
personales de las mujeres en general y de las mujeres en edad madura, en particular. En tercer lugar, se proponen algunas recomendaciones para avanzar en el estudio de las condiciones de vida de las mujeres en edad madura y para la elaboración de políticas orientadas a promover condiciones de bienestar para las mujeres que han llegado a las edades más avanzadas.

Este trabajo ha sido realizado utilizando parte de la información disponible en la Base de Datos de la Asociación Americana de Personas Retiradas (AARP) en la cual se encuentra disponible información estadística relevante para el estudio de la condición de la mujer en los países de América Latina.

II. Importancia relativa de la población femenina en edad madura

América Latina ha sido considerada habitualmente un continente joven. Sin embargo, en las últimas décadas ha experimentado un cambio en la estructura por edades de la población. Como se señaló en la Reunión Preparatoria de la Asamblea Mundial sobre el Envejecimiento, realizada en San José, Costa Rica, en 1982, "el proceso de desarrollo económico y social, y los cambios tecnológicos, culturales y sicosociales concomitantes han ocasionado el descenso de la mortalidad y la fecundidad, con la consiguiente prolongación de la vida humana y el aumento de las personas de edad avanzada, que definen el proceso de envejecimiento de la población."

En 1980, de las 175,784,147 mujeres que habitaban en América Latina, 11,998,574 eran mujeres mayores de 60 años. Como se puede apreciar en el cuadro que sigue, en la década del 80, este grupo de mujeres representaba un 5.6 por ciento del total de la población femenina, en la actualidad corresponde a un 6.8 por ciento y en el año 2000 constituirá un 8.4 por ciento del total de la población femenina.

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Fuente: CELADE, Proyecciones de población.

La elaboración de la Base de Datos fue realizada por el INSTRAW a solicitud y financiada por la AARP.
Por otra parte, la población femenina perteneciente a este grupo de edades crece y crecerá en el futuro a un ritmo más acelerado que lo que lo hace tanto la población total como la población perteneciente a cualquier otro grupo de edades.

Cuadro 2
Crecimiento de la población por sexo y grupos de edades (por mil)
América Latina. Períodos 50-55, 80-85, 2000-2005

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Fuente: CELADE, Proyecciones de población.

La importancia creciente que tiene este grupo de mujeres en América Latina se puede apreciar mejor al observar el aumento en cifras absolutas de las mujeres mayores de 60 años. En efecto, mientras en 1950 ellas eran 4,403,285, en 1980 esta cifra alcanzaba a 11,998,574 y en el año 2000, según las proyecciones de población, las mujeres mayores de 60 años serán 22,148,736.

En la actualidad sólo en cuatro países de la región (Argentina, Cuba, Chile y Uruguay) la población femenina mayor de 60 años representa cerca de un 10 por ciento o más del total de la población femenina. Sin embargo, en el futuro, en los países que agrupan los mayores volúmenes de población del continente (Brasil, Colombia y México), la población femenina mayor de 60 años tendrá un peso relativamente importante, en proporciones que se asemejarán a las existentes en la actualidad en los países de las regiones más desarrolladas del mundo.

Sin embargo, la importancia relativa de la población femenina mayor de 60 años es diferente en cada uno de los países de la región, como consecuencia del ritmo diferente con que se ha desarrollado en cada uno de ellos el proceso de transición demográfica.

De esta manera, de acuerdo al curso que ha seguido el proceso de transición demográfica, es posible diferenciar los siguientes cuatro grupos de países.

a) Países de estructura por edad muy joven: Forman parte de este grupo Guatemala, Honduras, Nicaragua y Bolivia. En estos países existe una elevada proporción de población en los grupos de edades de 0 a 4 años y de 5 a 19. En ellos la proporción de mujeres mayores de 60 años es baja, sus valores son los menores de la región y en el futuro se mantendrá también en estos niveles.
Cuadro 3
Proporción de Mujeres Mayores de 60 años respecto a la población femenina total (por cien)
Años 1980, 2000 y 2025

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Fuente: CELADE, Proyecciones de Población.

b) **Países de población relativamente joven**: Este grupo de países está constituido por Ecuador, El Salvador, Paraguay, Perú y Haití. En este grupo de países tiene un peso elevado la población de 0 a 19 años, mientras que la población de 20 a 59 y la población femenina mayor de 60 años representa una proporción relativamente baja, aunque levemente superior a la de los países del primer grupo.

c) **Países que se encuentran en una etapa más avanzada de la transición demográfica**: Este grupo está compuesto por Brasil, Colombia, Costa Rica, México, Panamá y República Dominicana.

En estos países, aunque se mantiene elevada la proporción de personas menores de edad y relativamente baja la proporción de la población femenina mayor de 60 años, las proyecciones sobre el curso que seguirá la transición demográfica indican que, a diferencia de los países pertenecientes a los dos grupos anteriores, tendrán en el futuro poblaciones que podrán ser calificadas de envejecidas.
En este grupo se encuentran los tres países que concentran a los mayores volumenes de población de la región: Brasil, México y Colombia.

d) Países con población envejecida: Forman parte de este grupo Argentina, Cuba, Chile y Uruguay. Se trata de países en que ya en la década del 80 la población femenina mayor de 60 años representaba una proporción cercana o superior al 10 por ciento del total de la población femenina.

III. Área de residencia de las mujeres mayores de 60 años

Para la elaboración de políticas orientadas a mejorar las condiciones de vida de las mujeres mayores de 60 años es importante considerar su lugar de residencia.

En América Latina, durante el período de las grandes transformaciones de la estructura agraria en la región, se produjo una masiva migración desde las zonas rurales a las ciudades. Diversos estudios demuestran que en esa época, las corrientes migratorias estuvieron compuestas mayoritariamente por mujeres. De esta manera, entre los 29 millones de personas que entre los años 50 y 70 migraron hacia la ciudad, existió un predominio de la migración femenina.

Esta es la razón por la cual, en la actualidad, en todos los países de la región, independientemente de su nivel de urbanización, es posible constatar que las mujeres de edad madura residen en los centros urbanos en una proporción superior a la de los hombres.

En consecuencia, en la mayoría de los países de América Latina, a diferencia de lo que sucede en el caso de la población masculina, las mujeres en edad madura se concentran preferentemente en las zonas urbanas. En efecto, de acuerdo con la información disponible, en 1980, sólo en cinco países de la región -Bolivia, Ecuador, Guatemala, Haití y Honduras- reside en las áreas urbanas menos del 50 por ciento de las mujeres mayores de 60 años. De acuerdo a las proyecciones de la población urbana y rural, en el año 2000 sólo en dos países - Guatemala y Haití - menos del 50 por ciento de la población femenina mayor de 60 años residirá en las áreas urbanas. (Así se puede constatar en el Cuadro 4).

Como consecuencia del fenómeno antes descrito, es posible constatar que en la mayoría de los países de la región, en las zonas urbanas, en las edades mayores se acentúa el desequilibrio existente entre la población femenina y la población masculina. En el Cuadro 5 se puede ver como en las zonas urbanas las mujeres mayores de 60 años son más numerosas que los hombres de esas mismas edades.
Cuadro 4
Porcentaje de la población de 60 y más años residiendo en las áreas urbanas, según sexo América Latina. Años 1980, 2000 y 2025

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Fuente: CELADE, Boletín Demográfico N 28

Cuadro 5
Proporción de mujeres en la población urbana mayor de 60 años (por cien) América Latina. 1980

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</tbody>
</table>

Fuente: CELADE, Boletín Demográfico N 28
Aun cuando no se dispone de información para todos los países de la región, existen evidencias que demuestran que las mujeres de edad madura que habitan en los centros urbanos se concentran en algunas zonas de las ciudades, fenómeno que es especialmente relevante en las áreas metropolitanas. Así por ejemplo, en el caso de Chile, en 1982, en las comunas centrales del Área Metropolitana, Santiago Centro y Providencia, la población mayor de 60 años representa más de un 14 por ciento del total de la población de esas comunas, cifra que contrasta con la proporción de 5.9 por ciento de población mayor de 60 años que habita en las zonas periféricas. Según el mismo estudio, es justamente en estas comunas más envejecidas donde existe una mayor proporción de personas que viven solas, situación que se presenta con mayor frecuencia en el caso de las mujeres que de los hombres. Un 8 por ciento de las mujeres mayores de 60 años viven solas, proporción que se eleva en el caso de las comunas más envejecidas.  

IV. Estado conyugal

Uno de los cambios más significativos que tiene lugar en esta etapa del ciclo vital de las mujeres es el relacionado con su situación conyugal. A partir de los 60 años, en la mayoría de los países de la región una proporción cercana o superior al 50 por ciento de las mujeres vive sin pareja. Vivir sin pareja no significa necesariamente estar sola, pero en las sociedades latinoamericanas estas realidades se confunden, puesto que la mayor parte de las mujeres han desarrollado sus vidas en función de su rol de esposas. Esta situación se presenta con mayor frecuencia en las áreas urbanas que en las rurales.

En todos los países de la región, a partir de los 60 años las mujeres viven sin pareja en una mayor proporción que los hombres, lo cual las pone en una situación de mayor vulnerabilidad. En el Cuadro 6 es posible constatar la situación descrita con la información de algunos países seleccionados.

**Cuadro 6**

Tasas de unión actual de la población de 60 a 64 años por sexo y según área de residencia urbano-rural
América Latina, países seleccionados

<table>
<thead>
<tr>
<th>Año del Censo</th>
<th>Urbano Hombres</th>
<th>Urbano Mujeres</th>
<th>Rural Hombres</th>
<th>Rural Mujeres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>1980</td>
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<td>57.6</td>
<td>71.0</td>
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<td>1976</td>
<td>79.2</td>
<td>44.5</td>
<td>79.6</td>
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<td>Chile</td>
<td>1982</td>
<td>80.4</td>
<td>52.5</td>
<td>71.5</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>1984</td>
<td>81.7</td>
<td>51.1</td>
<td>79.8</td>
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<tr>
<td>Honduras</td>
<td>1974</td>
<td>79.3</td>
<td>34.9</td>
<td>79.3</td>
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<tr>
<td>Nicaragua</td>
<td>1971</td>
<td>77.8</td>
<td>39.3</td>
<td>78.9</td>
</tr>
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<td>Panamá</td>
<td>1980</td>
<td>73.3</td>
<td>29.2</td>
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<tr>
<td>Uruguay</td>
<td>1975</td>
<td>79.5</td>
<td>53.7</td>
<td>62.6</td>
</tr>
</tbody>
</table>

Fuente: En base a los Censos de Población de los países seleccionados.

---

3 Domínguez Oscar. Estudio de las necesidades de la población adulta mayor de 60 años en Chile. IIPES, 1987
Además, la menor proporción de mujeres que viven en unión comparada con los hombres se acentúa cuando se trata de grupos de población de mayor edad. Así se puede constatar al analizar los casos de tres países en que la desagregación por edad de la información sobre la situación conjugal lo permite.

La mayor parte de las mujeres mayores de 60 años que viven solas, lo hacen como consecuencia de haber envejecido. Este hecho merece una atención especial puesto que conlleva un cambio significativo en cuanto al rol que para la mayoría de las mujeres ha sido el definitorio de sus vidas, el de esposas o compañeras.

Al igual que en el caso general de las mujeres mayores que viven sin pareja, en este caso es posible apreciar una substancial diferencia entre las tasas de viudez de hombres y mujeres, siendo las de estas últimas en muchos casos casi el triple que las de los hombres de edades similares. También es posible constatar que en las áreas urbanas existe una mayor proporción de mujeres viudas que en las áreas rurales.

Cuadro 7
Tasas de unión actual de la población mayor de 60 años según edad, sexo y situación de residencia urbano rural.
Nicaragua 1971, Uruguay 1975 y Panamá, 1982

<table>
<thead>
<tr>
<th>Grupos de Edades</th>
<th>Urbano Hombres</th>
<th>Urbano Mujeres</th>
<th>Rural Hombres</th>
<th>Rural Mujeres</th>
</tr>
</thead>
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<td>77.8</td>
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<tr>
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<tr>
<td>85 y más</td>
<td>44.5</td>
<td>10.5</td>
<td>43.9</td>
<td>16.0</td>
</tr>
</tbody>
</table>

Fuente: En base a Censos de Población de los países seleccionados.
En el Cuadro 8 se puede observar en los países seleccionados, entre las mujeres cuyas edades fluctúan entre los 65 y 69 años, cerca de un tercio o más de ellas son viudas.

En todas las edades se mantienen las diferencias entre las tasas de viudez de las mujeres y las tasas de los hombres. Aun cuando el nivel de estas diferencias en América Latina varía de país a país el patrón de variación en las diferentes edades es igual a la observada en los datos obtenidos de Chile, tomado como ejemplo porque así lo permite la desagregación por edad de la información publicada del Censo de Población. Ver Cuadro 9.

Cuadro 8
Tasas de viudez de la población de 65 a 69 años, según sexo y área de residencia urbano-rural
América Latina, países seleccionados

<table>
<thead>
<tr>
<th>Año del Censo</th>
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<th>Urbano. Mujeres</th>
<th>Rural Hombres</th>
<th>Rural Mujeres</th>
</tr>
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<td>46.3</td>
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<td>1982</td>
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<td>37.4</td>
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<tr>
<td>Uruguay</td>
<td>1975</td>
<td>8.1</td>
<td>37.0</td>
<td>7.1</td>
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</table>

Fuente: En base a los Censos de Población de los países seleccionados.

Cuadro 9
Chile: Tasas de viudez de la población según sexo, edad y área de residencia urbano-rural (por cien)
Año 1982

<table>
<thead>
<tr>
<th>Grupos de Edades</th>
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<th>Urbano Mujeres</th>
<th>Rural Hombres</th>
<th>Rural Mujeres</th>
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<td>95 y más</td>
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<td>70.8</td>
<td>48.8</td>
<td>71.1</td>
</tr>
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</table>

Fuente: Censo de Población de 1982

La importancia relativa de la viudez entre las mujeres mayores de 60 años, se hace más evidente al compararla con la proporción de mujeres de estas edades solteras, es decir de aquellas que nunca contrajeron matrimonio ni vivieron en unión consensual.
A continuación se presenta para los países seleccionados las tasas de mujeres y hombres solteros de la población, cuyas edades fluctúan entre los 65 y los 69 años.

Cuadro 10
Tasas de población de 65 a 69 años soltera según sexo y área de residencia urbano-rural
América Latina. Países seleccionados

<table>
<thead>
<tr>
<th>Año del Censo</th>
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<th>Rural</th>
</tr>
</thead>
<tbody>
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<td></td>
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<td>Mujeres</td>
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<td>6.0</td>
</tr>
<tr>
<td>Chile</td>
<td>1982</td>
<td>8.7</td>
</tr>
<tr>
<td>Honduras</td>
<td>1974</td>
<td>6.6</td>
</tr>
<tr>
<td>Nicaragua</td>
<td>1971</td>
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</tr>
<tr>
<td>Panamá</td>
<td>1980</td>
<td>12.9</td>
</tr>
</tbody>
</table>

Fuente: En base a los Censos de Población de los países seleccionados.

Como se puede observar en el Cuadro 10, es mayor la proporción de mujeres solteras en las áreas urbanas que en las rurales. Por otra parte, en estas últimas las diferencias entre hombres y mujeres solteras se aminoran, y en algunos casos, como en Argentina, Panamá y Chile, en las zonas rurales, en estas edades es mayor la proporción de hombres solteros que de mujeres en la misma situación conyugal.

Por último, parece relevante señalar que en América Latina, las tasas de divorcio son relativamente bajas. Sin embargo, es necesario considerar que la información obtenida a través de los censos puede ocultar la magnitud del fenómeno, como consecuencia en algunos países de la elevada proporción de uniones consensuales, el término de las cuales muchas veces no se declara como separación o divorcio.

En base a estas informaciones es preciso llamar la atención sobre la mayor necesidad de desarrollar políticas orientadas a atender las necesidades de las mujeres mayores de 60 años que residen en las áreas urbanas, puesto que en ellas se encuentra una mayor proporción de mujeres que deben enfrentar la vida sin la compañía de su pareja.

V. Ingresos

Otra de las causas de la situación de vulnerabilidad de las mujeres mayores de 60 años reside en la inseguridad económica.

En América Latina, y en especial en el caso de las mujeres, se está lejos de dar cumplimiento a los principios establecidos en relación a la participación de las personas de mayor edad en la actividad económica, tanto en el Plan de Acción emanado de la Conferencia Mundial sobre el
Envejecimiento (1982), en las Estrategias orientadas hacia el futuro para el adelanto de la mujer elaboradas en Nairobi en 1985, así como en numerosos instrumentos internacionales, entre los cuales es especialmente relevante la Recomendación 162 de Organización Internacional del Trabajo (OIT), se ha señalado la necesidad de que las sociedades nacionales establezcan los mecanismos adecuados para, en el caso de las personas en edad madura, compatibilizar el derecho al trabajo con el legítimo derecho al descanso.

En América Latina, llama la atención el hecho que, en la mayoría de los países de la región la proporción de mujeres que trabaja es superior a la de las mujeres que disfrutan de una jubilación o pensión. En estos las prestaciones de jubilación están asociadas al trabajo en el sector formal realizado en las etapas anteriores de la vida.

Como antecedente es preciso señalar que, en el caso del total de la población femenina de América Latina mayor de 12 años, las mujeres tienen una participación en la actividad económica superior en las áreas urbanas que en las rurales. Sin embargo, la situación se invierte al considerar el caso de las mujeres mayores de 60 años como se puede constatar en el Cuadro 11. En efecto, es justamente en las áreas rurales donde éstas desarrollan una actividad económica hasta las edades más avanzadas.

Cuadro 11
Proyección de la tasa de actividad femenina, por área de residencia urbano-rural
América Latina. 1980

<table>
<thead>
<tr>
<th>Grupos de Edades</th>
<th>Urbano</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
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<td>13.1</td>
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<td>65-69</td>
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<td>5.8</td>
<td>10.3</td>
</tr>
<tr>
<td>75-79</td>
<td>3.9</td>
<td>8.1</td>
</tr>
<tr>
<td>80 y más</td>
<td>2.4</td>
<td>5.0</td>
</tr>
</tbody>
</table>

Fuente: CELADE, Boletín 29.

\(^a/\) Tasas refinadas de actividad.

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\(^4\) Al analizar el mismo fenómeno en cada uno de los países de la región, se constata que sólo en 10 países las tasas de participación de las mujeres mayores de 60 años son superiores en las áreas rurales que en las urbanas. Sin embargo, conocida la limitación de los instrumentos de medición para captar la actividad económica de las mujeres en las zonas rurales, es posible suponer que, si se superaran los problemas de información, la tendencia se mantendría en el resto de los países.
En América Latina, sólo una pequeña proporción de mujeres mayores de 60 años tiene acceso a los beneficios de la jubilación. La relativamente baja participación de las mujeres durante toda su vida en la actividad económica se caracteriza por su discontinuidad y por la elevada proporción de ellas que ha desarrollado sus actividades en el sector informal, sin acceso por lo tanto a los servicios de previsión social. Este hecho, que es especialmente evidente en los países de menor desarrollo relativo, movería a pensar que la mayoría de las mujeres de estas edades que trabajan lo hacen más por la necesidad imperiosa de contar con algún ingreso que por disfrutar del placer de realizar una actividad creativa.

Esta hipótesis se refuerza al observar las tasas de jubilación en tres países latinoamericanos de diferente desarrollo relativo: Argentina, Ecuador y Honduras.

En los tres países seleccionados las tasas de jubilación de las mujeres mayores de 60 años son menores que las de los hombres. Por otra parte, al comparar las tasas de jubilación de las mujeres según su situación de residencia en las áreas urbanas y rurales, es posible constatar que en estas últimas existe una proporción substancialmente menor de mujeres que tienen acceso a los beneficios de una jubilación o pensión.

Cuadro 12
Tasas de jubilados y pensionados entre la población mayor de 60 años por grupos de edad, sexo y situación de residencia urbano-rural.
Países seleccionados

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<thead>
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<th>Rural</th>
<th></th>
</tr>
</thead>
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<td>Mujeres</td>
<td>Hombres</td>
<td>Mujeres</td>
</tr>
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<tr>
<td>75 y más</td>
<td>18.8</td>
<td>7.5</td>
<td>6.2</td>
<td>3.0</td>
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</table>

Fuente: En base a Censos de Población de los países seleccionados.
VI. Recomendaciones

Las recomendaciones que se proponen a continuación se realizan bajo el supuesto que las políticas orientadas hacia las mujeres de mayor edad deben tener como objetivo tanto crear condiciones de bienestar para la población femenina que ha llegado a edades avanzadas, como promover su participación en el proceso de desarrollo de sus respectivas sociedades nacionales.

1. Considerando que las mujeres de 60 años comparten los problemas propios del resto de la población mayor (masculina), se recomienda adoptar las medidas necesarias para implementar las recomendaciones contenidas en el Plan de Acción Internacional, aprobado en la Asamblea Mundial sobre el Envejecimiento realizada en Viena en 1982, en lo concerniente a: Salud y Nutrición, Protección de los Consumidores Ancianos, Vivienda y Medio Ambiente, la Familia, Bienestar Social, Seguridad en el Ingreso y el Empleo y Educación.

2. Tomando en cuenta que las mujeres mayores enfrentan problemas específicos en función de su género, se propone llevar a la práctica las recomendaciones contenidas en las Estrategias orientadas hacia el futuro para la promoción de la Mujer, aprobadas en Nairobi en 1985, en lo que se refiere a las mujeres de mayor edad.

3. En atención a los problemas específicos que enfrentan las mujeres mayores en América Latina se recomienda:

a) Reafirmar la necesidad de elaborar políticas orientadas a superar todas las formas de discriminación de que son objeto las mujeres en función de su género.

b) Elaborar políticas específicas orientadas a crear condiciones de bienestar para las mujeres mayores de 60 años, con especial énfasis en:

   i) Adoptar las medidas adecuadas para compatibilizar el derecho al trabajo con el legítimo derecho al descanso.

   ii) Desarrollar sistemas de jubilaciones o pensiones que consideren las condiciones específicas de la participación femenina en la actividad económica en las etapas anteriores de la vida, caracterizada por la baja inserción en el mundo del trabajo, la actividad laboral con interrupciones, el acceso a empleos mal remunerados y muchas veces sin acceso a servicios de previsión social.

   iii) Desarrollar políticas sociales orientadas a garantizar adecuadas condiciones de salud, vivienda, educación y recreación para la población femenina mayor de 60 años.
4. Para la implementación de las políticas antes descritas, se sugiere desarrollar diagnósticos sobre la situación de las mujeres en edad madura que permitan estimar las futuras tendencias y por lo tanto, la definición de las estrategias a seguir. Con este objetivo se propone:

a) Complementar las Bases de Datos existentes con información proveniente de las distintas fuentes disponibles en los países: demográficas, económicas, de salud, sociales, etc.

b) Estructurar la información proveniente de las fuentes de datos antes citadas de manera tal que permita la identificación de grupos prioritarios de acción. Para este efecto debe procurarse disponer de estadísticas lo suficientemente desagregadas y con la mayor cobertura posible en relación a indicadores socioeconómicos, que permitan la construcción de subgrupos o estratos de la población femenina mayor que debiera ser objeto de políticas especiales.
ANEXO

Características de la Base de Datos de la AARP y Fuentes de Información para el Estudio de la Situación de las Mujeres Mayores

Como se señaló al comienzo, para la realización de este trabajo se utilizó parte de la información disponible en la base de datos creada por el INTRAW en solicitud de la AARP, para contribuir a un mejor conocimiento de la situación de la mujer en América Latina.

Dicha base de datos fue elaborada tomando en consideración que, pese a la gran cantidad de estudios existentes en la región sobre el tema de la mujer, existen muy pocos que incorporen información estadística con cobertura nacional y con el grado de desagregación adecuado para aprehender la situación de grupos específicos de mujeres que deberían ser objeto de políticas especiales por parte de los gobiernos e instituciones cuya acción está orientada al mejoramiento de la condición de la mujer y a promover su plena incorporación al desarrollo.

En esta base de datos, además de las variables utilizadas en este trabajo, se encuentra disponible información sobre las siguientes variables, desagregadas por sexo, grupos de edades y según la situación de residencia urbano-rural.


7. Tasas de participación en el sector informal, aproximándose a través de la categoría ocupacional de trabajadores por cuenta propia y trabajadores no remunerados.

Las estadísticas de la base de datos provienen de los Censos de Población, los cuales, pese a sus limitaciones, constituyen la única fuente que "recoge, recopila, evalúa y divulga datos demográficos, económicos y sociales relativos a todos los habitantes de un país en un momento dado."

Estas características de los Censos de Población son las que permiten, pese a las limitaciones que se constataron durante la construcción de la base de datos, que la información proveniente de ellos sea relativamente comparable entre los países de la región para un mismo período.