

Group Flor de Maíz: Alternative income sources for women

Good Practice *AT A GLANCE*

KNOW-HOW 3000



Experience by Fundación Hermano Mercedes Ruíz - FUNDAHMER
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Despite the social changes of recent years in El Salvador, there is still inequality, injustice and exclusion in the country. Women in general, and especially in rural areas, where they live in poverty, marginalized and excluded, continue to be the target of different forms of injustice in the Salvadoran society.

Women began to organize socially, constituting the so-called "Congregations of Mothers", one of which is called Flor de Maíz (corn flower)

IMPACT

- Recovery of ancestral knowledge and practices
- Strong group organization and good personal relationships
- Women empowerment
- Better infrastructure
- Well-established entrepreneurship

Experience description

The purpose of Flor de Maíz is to create a participatory process for women empowerment, facilitating their liberation from sexism and transforming them into subjects of transformation and dissemination. The group supports women in a gradual realization of their manual, intellectual and craft skills. In addition, a small house has been built, in the construction of which participated women. In this house are currently located the bakery, the costume jewelry, the tailoring workshop and the computers. With the help of these tools, women have been able to implement different business initiatives.



Other characteristics



BENEFICIARIES

- The 15 women who make up the group
- Immediate family members of these women (approx. 75 people)
- Women's communities (El Tablón, Cerro Fuego, Guacamaya y Flor Muerto), approx. 395 people



CHALLENGES

- Institutional support
- Resistance to the macho, individualistic and consumerist cultural models transmitted by the Media
- Reduction of poverty



LESSONS LEARNED

- Importance of technical workshops and trainings
- Necessity of a community house to have "their own space"
- Importance of exchanging with similar experiences
- The empathy of FUNDAHMER's staff had to be improved

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Further material: <https://fundahmerespanol.wordpress.com>

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