Strategic Mapping of Economic and Social Activities for the Community Development of Indigenous Communities.

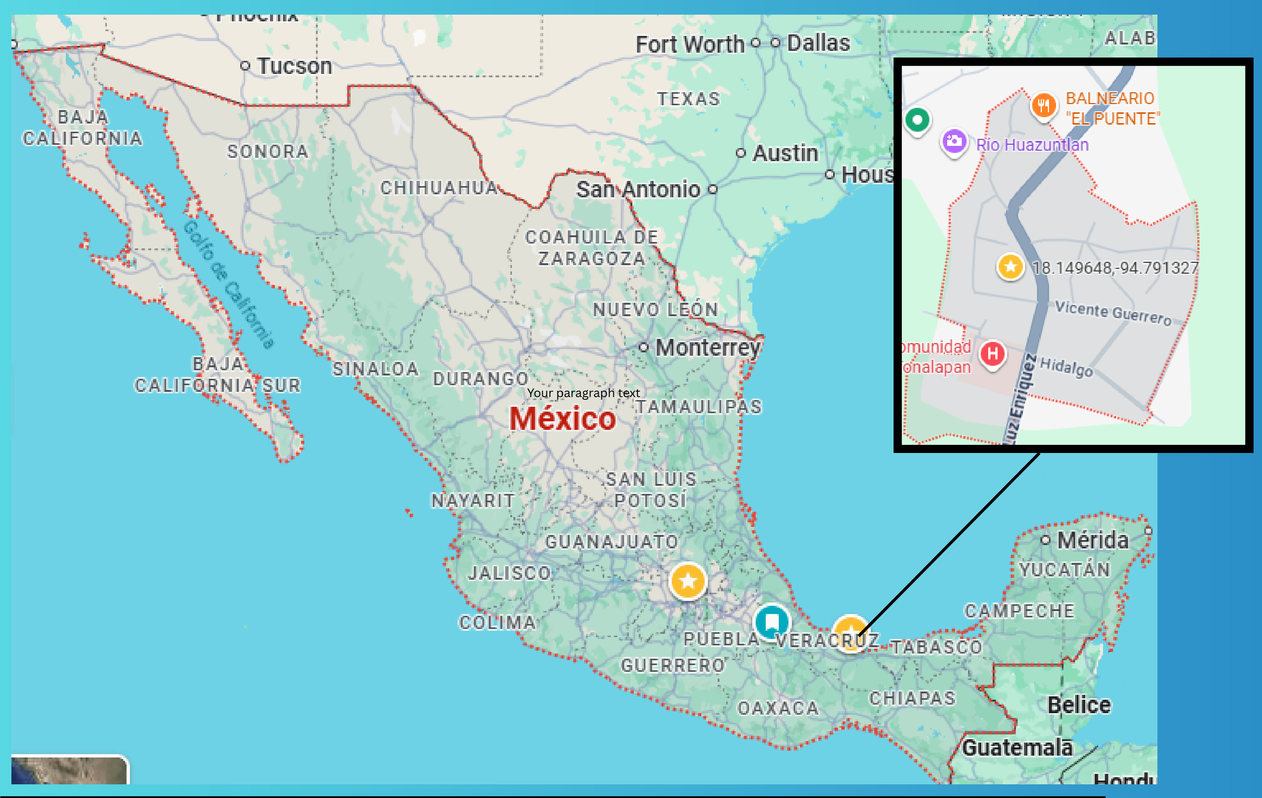
Yasmin Cruz Cruz

INTRODUCTION

- Traditional development models fail to address Indigenous needs.
- Persistent marginalization and exclusion limit access to opportunities.
- Strategic mapping enables recognition and empowerment of local capacities.
- Focus: Náhuatl community of Tonalapan, Veracruz.

PROBLEM

- Poverty persists despite government programs.
- Lack of localized data and contextual understanding.
- Language and cultural diversity as barriers to inclusion.
- Need for community-driven, culturally sensitive strategies.



METHODOLOGY

Participatory Action Research (PAR)



OBJECTIVES

General:

- Identify and systematize economic and social activities to promote sustainable community development.

Specific:

- Conduct participatory diagnosis of current practices.
- Evaluate impact and sustainability.
- Identify barriers and opportunities.
- Develop localized strategies and recommendations.

JUSTIFICATION

- Generates knowledge from and for Indigenous communities.
- Promotes autonomy, participation, and intercultural understanding.
- Supports evidence-based public policy for sustainable development.

EXPECTED RESULTS

- Inventory of economic and social activities.
- Analysis of their community impact.
- Strategic proposals for strengthening and diversification.
- Replicable model for Indigenous territorial planning.

REFERENCES

- Abad Espíndola, E. A. (2018). Opinión y participación ciudadana: la construcción de la gobernanza desde el ámbito municipal.
- Hidalga, V. d. (2019). Aprendizajes y transformaciones del territorio indígena en Veracruz, México.
- Higuera, D. H. (2025). Pobreza, territorio y exclusión social. CISJU.
- Vázquez Barquero, A. (2007). Desarrollo endógeno: teorías y políticas de desarrollo territorial.
- Gobierno de México (2022). Perspectivas de la Economía Social y Solidaria