



**GOBIERNO  
FEDERAL**

**SEDESOL**

# Social Programs

## Fact Sheet Booklet

México, 2009



**Vivir Mejor**

# Index

## **Living Better**

The social policy strategy of the Federal Government

## **Development of Basic Capabilities**

- 1 Oportunidades (Human Development Oportunidades)
- 2 Nutrition Support under Diconsa S.A. of C.V.
- 3 Rural Provision under Diconsa S.A. of C.V.
- 4 Social Provision of Milk under Liconsa S.A. of C.V.

## **Social Safety Net**

- 5 70 and Over Program
- 6 Temporary Employment Program
- 7 Assistance to Migrant Farm Workers Program
- 8 Assistance to State Women's Agencies to Implement Programs to Prevent Violence Against Women (PAIMEF)

## **Links between Economic Development and Social Welfare**

- 9 Child day care center Program
- 10 Income Generating Options Program
- 11 National Fund to Promote Crafts

## **Development and Improvement of Physical and Social Environments**

- 12 Development of Priority Areas Program
- 13 Habitat Program
- 14 Recovery of Public Spaces Program
- 15 3x1 for Migrants Program
- 16 Support to Residents in Assets Poverty for the Regularization of Human Settlements (PASPRAH)
- 17 Your House Program
- 18 Rural Housing Program
- 19 Social Co-Investment Program

# LIVING BETTER

## THE SOCIAL POLICY STRATEGY OF THE FEDERAL GOVERNMENT

GOBIERNO  
FEDERAL

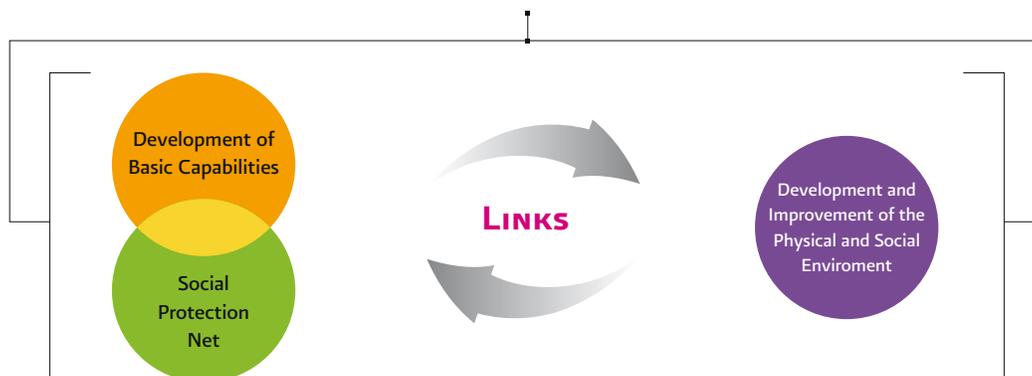
SEDESOL

**Living Better** is a strategy that encompasses all federal governmental programs with the aim of directing them towards the same objective- Sustainable Human Development- in order to enhance the efficiency of public resources and avoid dispersion.



Vivir Mejor

Living Better is legally based upon the 2009-2012 National Program for Social Development, which, along with the 2007-2012 Sectorial Plan for Social Development, constitutes the normative instrument by which the social development objectives stated in the National Development Plan can be monitored and fulfilled. These programs are drawn from the provisions stated in the General Law for Social Development and the Law on Planning. Under the Living Better strategy, government actions are categorized along four lines:



### Development of Basic Capabilities

Included in the Development of Basic Capabilities are actions which guarantee equal opportunities and conditions for social development. All programs that provide access to education, health, food, and decent housing for Mexico's poorest families are considered.

### Social Safety Net

The Social Safety Net is comprised of all tools and programs that enable citizens to better deal with the contingencies and risks that may arise throughout life (natural disasters, catastrophic illnesses and job loss). Also included are actions targeted at specific groups of the population who face vulnerability.

### Linking economic and social development

Linking economic and social development are those actions which aim to promote and facilitate the access to a formal and a well remunerated job.

### Development and Improvement of the Physical and Social Environment

Consists on taking care and improving social physical settings, such as housing and basic social infrastructure, with the aim of promoting social cohesion as well orderly and equal territorial development.

### Development of Basic Capabilities

- Human Development Oportunidades
- Nutrition Support
- Rural Supply
- Social Milk Supply

### Social Safety Net

- 70 and over
- Temporary Employment
- Assistant to Migrant Farm Workers
- PAIMEF

### Linking Economic and Social Development

- Child Daycare Centers
- Income Generating Options
- FONART

### Development and Improvement of the Physical and Social Environment

- Development of Priority Areas
- Habitat
- Recovery of Public Spaces
- 3x1 for Migrants
- PASPRAH
- Tu Casa (Your House)
- Rural Housing
- Social Co-investment

#### Evaluation, transparency and accountability

Each of the social programs of the Federal Government is subject to rigorous independent evaluations, whose results have proven to have positive impacts on the beneficiary population. Transparency and accountability are also commitments of the Federal Government; the rules of operation and the roster of beneficiaries of the social programs are available to the public through the internet websites.

The actions on social policy led by the Federal Government have contributed in reducing poverty during the past ten years. However, there are still many challenges that need to be met in order to reach the objectives set out: Sustainable Human Development for all Mexicans. The Federal Government commits itself to continue its work so that all of us can Live Better.

#### Recommended Sites:

National Plan for Development:  
[www.sedesol.gob.mx](http://www.sedesol.gob.mx) >  
 National Plan of Social Development 2006-2012

Sectorial Plan for Social Development:  
[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Sectorial Plan for Social Development 2007-2012

General Law on Social Development:  
[www.cddhcu.gob.mx/LeyesBiblio/pdf/264.pdf](http://www.cddhcu.gob.mx/LeyesBiblio/pdf/264.pdf)

Law on Planning:  
[www.cddhcu.gob.mx/LeyesBiblio/pdf/59.pdf](http://www.cddhcu.gob.mx/LeyesBiblio/pdf/59.pdf)

# Oportunidades (Human Development Oportunidades)

## DEVELOPMENT OF BASIC CAPABILITIES

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Help to break the intergenerational cycle of poverty by facilitating access to education, healthcare and nutrition to those families benefitting from the Program.



Vivir Mejor

### How does the program meet its objective?

The Program provides the following benefits:

- **Nutritional assistance** (through cash and nutritional supplements) to improve the diet and nutrition of beneficiary families, especially of children and women who are pregnant or lactating
- **Cash scholarships** to incentivize students of primary, middle and high school to stay in school and graduate from their respective schooling levels
- **Guaranteed access to the Basic Health Package** to improve the health and nutrition of all members of the beneficiary families
- **Supplementary aid** to compensate families for increases in the cost of food and energy, improve the quality of life for senior citizens 70 and over and incentivize continued study graduation from high school

In order to receive the Program's benefits, beneficiary families have to meet their coresponsibilities, which primarily consist of: regular school attendance with minimal absences, as well as attendance to scheduled medical appointments and workshops on health, hygiene and nutrition.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal point 3</b> Equality of Opportunity  <b>Strategy 1.3</b> Ensure that Mexicans in poverty satisfy their nutrition and housing needs, and are extended full access to basic services and quality education and healthcare
National Program of Social Development (Living Better)	<b>Line of Action</b> Development of basic capabilities
Sectorial Plan of Social Development	<b>Sectorial Objective 1</b> Develop the basic capabilities of persons living in poverty

## Types and Amounts of Assistance

	Type	Amount	Details	Responsible Party	Coresponsibility
Component	Nutrition	\$ 210 pesos (per family)	Cash assistance to boost income and improve nutrition Nutritional supplement for children 5 and under and women are who pregnant or lactating	Entire household	Attendance at medical consultations
	Health		Preventative Healthcare (Lifelines and PREVEIMSS) Health and nutrition workshops	Family members 15 and over	Attendance at selfcare (health) workshops
	Education	\$140 - \$890 pesos (per grant recipient)	Increasing educational scholarships from third grade (primary school) through the last year of high school	Grant recipients (From 3rd grade to the last grade of high school)	Regular school attendance
Aid	Living Better	\$120 pesos (per family)	Urgent temporary aid as a result of the temporary rise in food prices	Entire household	Attendance at medical consultations
	Youth with Opportunities	\$3,598 pesos (per child)	Savings account for grant recipients that graduate from high school	Grant recipients in sixth grade (middle school) or higher	Complete high school before turning 22 years old and open a savings account.
	Senior Citizens	\$295 pesos (per adult)	Cash assistance for senior citizens 70 and over in beneficiary families	Senior citizens 70 and over	Bimonthly attendance at medical consultations (proof that still living)
	Energy	\$55 pesos (per family)	Assistance to reduce household energy costs	Family members 15 and over	Attendance at selfcare (health) workshops

\* These amounts apply for the first semester of 2009 (corresponding to January to February, and payable in May to June).

The education grant amounts are the following:

### Monthly Educational Aid Amounts (January to June 2009) (pesos)

Primary School	Men and Women	
Third	140	
Fourth	165	
Fifth	210	
Sixth	280	
Middle School	Men	Women
First	410	430
Second	430	475
Third	455	525
High School	Men	Women
First	685	790
Second	735	840
Third	780	890
School Supplies		
Primary	330	
Middle and High School	330	

The maximum amount that beneficiary families can receive as a sum of their nutritional, energy and educational assistance is determined by the following table:

### Maximum Monthly Amount per Family (January to June 2009) (pesos)

Assistance	With grant recipients in primary or secondary school	With grant recipients in high school
Nutrition aid	210	210
Nutrition aid Living Better	120	120
Energy aid	55	55
Maximum Amount Grants	1,070	1,960
Maximum amount all assistance	1,455	2,345

## Who can be a beneficiary?

The Program assists families that:

- Live in a condition of poverty
- Reside in localities with health and education services that have the capacity to provide adequate service and certify periodically whether the family is meeting the Program coresponsibilities

To determine whether a family is in poverty, the Program visits the family at their household and applies a survey designed to identify shortages and gaps. Based on these shortages and gaps, the family is assigned a score; families whose score is lower than a certain cut-off score are considered eligible for the Program.

Detailed information pertaining to the selection criteria and selection of localities and beneficiaries can be found in point 3.3 of the Program Operating Rules.

## How does the program operate?

The Program generally operates as described below:

### a) Selection of Localities

1. The Program identifies localities with high indices of social lag or exclusion where there are households living in poverty that have not yet been attended by the Program.
2. The Program verifies that these localities have the adequate health and educational facilities to provide services to beneficiaries.

### b) Identification of Households

1. The Program sends personnel to the chosen localities to gather socioeconomic information of the households through surveys.
2. Taking advantage of survey data, the Program applies a methodology that permits the identification of the poorest households.

### c) Incorporation of Families

1. Each beneficiary family chooses an account holder (generally the mother) to receive the monetary assistance.
2. The account holders attend incorporation events that provide orientation on the beneficiaries' coresponsibilities, the mechanics of aid delivery and the Program in general.
3. The Program chooses certain account holders to serve as the Education, Healthcare, Nutrition, and Oversight chairs on the Committees for Community Improvement.

### d) Fulfillment of Coresponsibilities

1. The account holders register for and attend family appointments in the health units assigned to them.
2. Children of schooling age, between third grade of primary school and the last grade of high school, register to attend the school assigned to them and attend classes to fulfill their Program coresponsibility.
3. Senior citizens must observe their coresponsibilities each two month semester by going to health visits as often as is required for their health condition and age group.
4. The state Education and Health agencies certify that beneficiary families have fulfilled their respective coresponsibilities.

### e) Aid Delivery

1. Monetary: Every two months, the National Program Coordinator organizes the transfer of aid, in cash or through deposits in individual bank accounts.
2. School supplies: At the beginning of the school year the state educational authorities deliver school supply packets.
3. Nutritional supplements: Every month or two months the health centers or mobile health units deliver nutritional supplements.

## Brief program history

The Oportunidades Program has its beginnings in the Program for Education, Health and Nutrition (PROGRESA), created in 1997 when it first served 300 thousand families. PROGRESA was the first program to focus on building human capital among the poorest families by combining three elements: 1) long running health, education and nutrition assistance; 2) identification of poor households through a statistical methodology that evaluates families' shortages and material gaps; and 3) the requirement that beneficiaries meet certain coresponsibilities. Since its inception, the program used rigorous evaluation to quantify Program results and impacts.

Having demonstrated that the Program had significant positive impacts on the health, education and nutrition of its beneficiaries, a decision was made in 2002 to change the Program's name to Oportunidades. At this time the Program incorporated other elements to raise beneficiaries' capacities, generate employment and income opportunities, create family assets and provide security for families against contingencies. The Program took on a more comprehensive character, as it worked to advance human and social development, promoting capacities and opening new development options for families.

Between 2002 and 2004 the Program expanded coverage from 3.2 million to 5 million families. Currently Oportunidades is the largest poverty alleviation program in Mexico: it serves one out of every four Mexicans and operates in all municipalities throughout the country.

Internationally, Oportunidades is a benchmark for conditional cash transfer programs. Today at least 15 countries have programs that have borrowed elements from Oportunidades:

Country	Program Name
Bangladesh	Cash for Education
Costa Rica	Superémonos
Colombia	Familias en Acción
Turkey	Social Risk Mitigation Project
Jamaica	Programme of Advancement through Health and Education
Brazil	Bolsa Familia
Ecuador	Bono de Desarrollo Humano
Dominican Republic	Solidaridad
El Salvador	Red Solidaria
Peru	Juntos
Paraguay	Red de Protección y Promoción Social
Indonesia	Keluarga Harapan
United States (New York)	Opportunity NYC
Guatemala	Mi Familia Progresá
Panama	Oportunidades

## Evolution of budget and beneficiaries

Year	Total Spent Budget	Budget spent through SEDESOL (millions of current pesos)	Budget sent through CONAFE	Budget spent through the Ministry of Health ( c )	Family Beneficiaries (Active Register)
2007	36,769	15,853.2*	17,172	3,744 <sup>1</sup>	5'000,000
2008	41,361	20,513.2**	17,639	3,209 <sup>2</sup>	5'049,206
2009	47,845	25,909.6***	18,461	3,475 <sup>3</sup>	5'000,000 (goal)

\* Source: Report of Public Account 2007.

\*\* Source: Report of Public Account 2008.

\*\*\* Source: Budget of Federation Expenses 2009. The goal is to increase coverage to 200,000 additional families in urban areas

<sup>1</sup> National Commission for Health Security (definitive information at the year's close)

<sup>2</sup> National Commission for Health Security. Preliminary Information from December 2008. Does not include Chapter 1000 "Personal Services".

<sup>3</sup> Budget of Federation Expenses 2009, Annex 19

## External Evaluations: Main Results

Various external evaluations have demonstrated, through scientifically rigorous methodologies, that the Program has significant impacts on beneficiary families in terms of education, health, consumption, savings, investment, entrepreneurship and gender-based violence. For example:

### Impact

- 85% increase in registration rate for first year high school students in rural areas

Source: External Impact Evaluation, INSP, 2003

- Increases probability of children entering middle schools in rural areas (42% increase for boys and 33% increase for girls)
- Increases average schooling by 1 year compared to average expected schooling of youths 15 to 18 years old in rural areas
- Increase in preventative health checkups: 35% in rural areas and 20% in urban areas
- In rural areas the Program has reduced the average number of sick days per family :
  - By 20% for household members aged 0 to 5 (equivalent to 2 days annually) and
  - By 11% for household members aged 16 to 49 (equivalent to 6 days annually)
- 11% reduction in maternal mortality and 2% reduction in infant mortality

Source: External Impact Evaluation, INSP, 2004

- Increase in children's total size. Children under 24, 12 or 6 months incorporated into the Program before turning 6 months now measure, on average, 1.42 cm. more (in rural areas)

Source: Evaluación Externa de Impacto, INSP, 2001-2006

- Lower incidence of small size in rural areas incorporated into the Program, compared to unincorporated areas (12.4% difference)
- Increased families' total consumption: 22% in rural areas and 16% in urban areas
- 43% increase in probability of participation in microenterprise activities
  - Before joining the program, 7% of female heads of household participated in microenterprises
  - Once incorporated, 10% participated
- Promotes savings, investment and entrepreneurship:
  - On average, rural households invest or save 25 cents of every dollar they receive in transfers

Source: External Impact Evaluation, INSP, 2004

- The women account holders of Oportunidades report a lower incidence of gender-based violence (34.5%) compared to an external control group (40.4%)

The program Oportunidades examined from the Gender perspective, 2006

## Main operating achievements

By the end of 2008 the Program:

- Was present in all municipalities throughout Mexico
- Had attended 5 million 49 thousand 206 families, of which, 1 million 320 thousand 502 live in indigenous localities
- Had 5 million 30 thousand 241 grant recipients attending 121 thousand 216 schools, as well as 92 thousand 921 senior citizen beneficiaries
- 23.3 percent of beneficiary families received their aid through the Banking Institution BANSEFI

Source: Fourth Trimester Report 2008

## Important Links

Program Operating Rules:

[www.oportunidades.gob.mx](http://www.oportunidades.gob.mx) >

Reglas de Operación 2009

Register of Beneficiaries:

[www.oportunidades.gob.mx](http://www.oportunidades.gob.mx) >

Consulta Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# NUTRITION SUPPORT UNDER DICONSA S.A. OF C.V.

## DEVELOPMENT OF BASIC CAPABILITIES

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Improve nutrition levels of poor families not currently receiving support from Oportunidades, particularly among children under 5 and women who are pregnant or lactating.



Vivir Mejor

### How does the program meet its objective?

The Nutrition Support Program aims to meet its objective through the following actions:

- **Nutrition aid** (in cash or food) to raise families' food consumption
- **Instruction** to all beneficiaries through courses and workshops on topics such as hygiene, health and nutrition, among others
- **Nutritional supplements (Liconsa milk and/or formula)** to improve the nutrition of children under 5 and women who are pregnant or lactating
- **Nutritional monitoring** the Program monitors the nutritional progress of beneficiaries receiving nutritional supplements

To receive program aid, family beneficiaries must comply with various responsibilities, the most important being attendance to courses and workshops and periodic nutritional monitoring, if receiving nutritional supplements.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 3</b> Equality of Opportunity  <b>Objective 1</b> Significantly reduce the number of Mexicans in poverty with public policy that surpasses handouts by helping individuals to acquire skills and generate job opportunities
National Program of Social Development (Living Better)	<b>Line of Action 1</b> Development of basic capabilities
Sectorial Plan of Social Development	<b>Objective 1</b> Develop the basic capabilities of people living in poverty  <b>Strategy 1.1</b> Carry out a comprehensive nutrition policy that improves the nutrition of people living in poverty

### Types and Amounts of Assistance

- **Nutrition support**, in the form of a 530 peso cash-transfer per family delivered every two months (or the equivalent in basic products)
- **Living Better subsidy**, in the form of a 240 peso cash-transfer delivered every two months to compensate families for increases in food prices
- **Guidance and community promotion to advance family development**, covering topics such as hygiene, health, eating habits, nutrition, obesity prevention, legal identity and decision-making
- **Nutritional supplements**, including Liconsa Milk and/or formula for families with children under 5 years of age and women who are pregnant or lactating
- **Nutritional monitoring**, for families that receive nutritional supplements, including measuring weight, height, and anemia screening, as well as tests of neurodevelopment and early stimulation for children between 1 and 4 years of age

## Who can be a beneficiary?

The Nutrition Support Program supports families that are not beneficiaries of the Program Oportunidades and that meet one of the following criteria:

- Reside in a locality classified by the National Population Council (CONAPO) as having high or very high levels of exclusion
- Reside in a locality that does not have a CONAPO exclusion designation
- Live in assets poverty; when the household income is inadequate to buy the basic basket of foods, access health and education services and buy basic clothing, housing and transportation

To demonstrate the above, families must provide information to the Register of Socioeconomic Information.

The locality in which the family lives must be included in the Census and the Catalogue of Identification Numbers for states, municipalities and localities.

Detailed information pertaining to the selection of localities and beneficiaries can be found in point 3.3 of the Program Operating Rules.

## Brief program history

The Nutrition Support Program started in 2003 as an initiative of the Executive Branch to meet the basic needs of people facing poverty and exclusion and lacking access to other federal social programs. That year, SEDESOL directly managed Program operations.

Beginning in 2004, Program operations were transferred to DICONSA.

In 2009, an agreement between the Federal Government and the Legislature fused the Nutrition Support Program in Priority Areas (which operated in 2008) and the Nutrition Support Program (which had been operating since 2003) into one single program bearing the name of the latter.

## How does the program operate?

The Program generally operates in the following manner:

### a) Register creation

1. The Program identifies localities that comply with the criteria established in the Operating Rules.
2. The Program sends personnel to the chosen localities to collect household socioeconomic information through the Registers of Socioeconomic Information.
3. The information gathered is used to identify potential Program beneficiaries.

### b) Incorporation of beneficiaries

1. The Program sends social workers to chosen localities in order to notify beneficiaries of their incorporation into the Active Register, as well as the date and location of the first delivery of aid, and provide them with their affiliation card and stickers that accredit them as beneficiaries.

### c) Aid delivery in cash or kind

1. The Program verifies that beneficiary families have complied with all their corresponding responsibilities.
2. Every two months, beneficiary families receive aid so long as they comply with their responsibilities. To receive aid, the account holder of each family must show the credential and sticker accrediting him as a Program beneficiary.

### d) Guidance and community promotion

1. The social worker informs the beneficiaries of the place, date and time of the guidance and community promotional events.
2. Beneficiaries attend courses and workshops providing guidance and community promotion.

### e) Nutritional monitoring

1. The social worker visits families receiving nutritional supplements to conduct nutritional monitoring.

Detailed information pertaining to the Program operating structure can be found in points 3 and 4 of the Operating Rules.

## Main operating achievements

As of December 2008, the Nutrition Support Program reports the following results:

- The Register of Beneficiaries closed the year with 129,603 beneficiary households, surpassing the original goal by 12%
- Through 12,417 workshops, social workers trained 96,654 beneficiaries on the following topics: holistic health for men and women; cervical uterine cancer; breast cancer; prostate cancer; holistic health for the family; diabetes and high blood pressure

For its part, the Nutrition Support Program for Priority Areas achieved the following:

- Incorporated 150,000 families in extremely disperse areas that were not receiving aid from any other program. The Program sought to reach 400,000 families in 90,000 disperse localities (for an average of 5 families per locality)
- Incorporated 68,908 children and 14,778 women who were pregnant or lactating

Source: Fourth Trimester Report 2008

## External Evaluations: Main Results

Program aid, both in the form of food aid and cash, produces positive impacts (when comparing beneficiaries with a control group of identical characteristics that does not receive aid):

- Total household food intake is 14 to 16% higher
- Consumption of fruits and vegetables is 17% higher

Evaluation of nutritional status of children under 5 and their mothers, and families' food spending in marginalized localities in Mexico. Comparative analysis of food aid and cash transfers, by the National Public Health Institute, 2006

The beneficiary population has an 11% higher caloric intake than non-beneficiaries.

Evaluation of Transparency, Quality and Compliance with Objectives, Autonomous University, 2007

The Program attends people that lack access to other social programs providing food assistance or income transfers because of the type of localities they live in: rural, disperse and without access to healthcare and education.

External Evaluation of Design, Infant Hospital of México Federico Gómez, 2008

## Evolution of budget and beneficiaries

Year	Spent budget (millions of current pesos)	Family beneficiaries (Active Register)****
2007*	286	143,423
2008**	1,243	275,919
2009***	1,818	284,368 (goal)

\* Source: Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Fourth Trimester Report 2008. The figures correspond to the total spent budget and the beneficiaries of the programs Nutrition Support and Nutrition Support in High Priority Areas.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of beneficiaries corresponds to the goal for the year.

\*\*\*\* Corresponds to families or households.

## Important Links

Program Operating Rules:

[www.diconsa.gob.mx](http://www.diconsa.gob.mx) > Programas > Programa Alimentario > Reglas de Operación 2009

Register of Beneficiaries:

[www.diconsa.gob.mx](http://www.diconsa.gob.mx) > Programas > Programa Alimentario > Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# RURAL PROVISION UNDER DICONSA S.A. OF C.V.

## DEVELOPMENT OF BASIC CAPABILITIES

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Promote the development of basic capabilities by improving nutrition in rural areas through the provision of basic and complementary quality products in a way that is economical, efficient and timely.



Vivir Mejor

### How does the program meet its objective?

The Program, operated by the parastatal company DICONSA, supplies basic and complementary consumer goods to community stores in rural areas. In order to confer savings to beneficiaries, the Program ensures that products in these stores are sold at lower prices than in private establishments.

New stores are opened in localities classified by the National Population Council (CONAPO) as having high or very high exclusion levels.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 3</b> Equality of opportunity  <b>Strategy 1.3</b> Ensure that Mexicans in poverty are able to meet their nutritional and housing needs, with full access to basic services and quality education and healthcare
National Program of Social Development (Living Better)	<b>Line of Action 1</b> Development of basic capabilities
Sectorial Plan of Social Development	<b>Objective 1</b> Develop the basic capabilities of people living in poverty

### Types and Amounts of Assistance

Supply of food products (such as grains, flour, coffee, dry milk and canned foods, among many others), products for personal hygiene and health (including soaps, detergents and toilet paper, among others), as well as complementary products, sold at lower prices than in stores.

The complete list of products offered by the Program can be found in Annex 2 (basic basket DICONSA) and 3 (complementary products) of the Operating Rules.

The aid amount is equivalent to the savings the public accrues by shopping at the DICONSA stores. In 2009, the Program aims for families to save 3% on goods in the DICONSA basic basket.

### Who can be a beneficiary?

The Program supplies products to community stores in localities that meet one of the following criteria:

- a)** Be classified by the National Population Council as having high or very high levels of exclusion and have between 200 and 2,500 inhabitants;
- b)** Have functioning community stores that were installed previously; or
- c)** Be considered strategic by the Administration Council of DICONSA.

The community stores are accessible to any family interested in buying their products.

Detailed information can be found in point 3.3 of the Program Operating Rules.

## How does the program operate?

### Store Openings

1. The community drafts and submits a Store Opening Application Form to the nearest Warehouse Manager.
2. The applicants provide the store space that will be used for the Store. This space must already be equipped with shelves and racks.
3. Members of the community convene an Assembly (at the time and place agreed to by DICONSA and the applicants) in which they create the local Rural Provision Committee, name a Store Manager, decide on the location of the Store, its hours of operation and other relevant aspects.
4. The Store Manager and members of the Rural Provision Committee attend a training session given by DICONSA.
5. The Store Manager and a member of the Rural Provision Committee sign a promissory note covering the amount of the store's working capital and the assets under its control.
6. The applicants open the Community Store.

Detailed information pertaining to the operating structure can be found in point 4 of the Program Operating Rules.

## Evolution of budget and beneficiaries

Year	Spent budget (millions of current pesos)	Active stores	Savings margin transferred to beneficiaries
2007*	2,341	22,421	6.1
2008**	2,004	22,553	5.7
2009***	1,955	22,649 (goal)	5.5 (goal)

\* Source: Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Fourth Trimester Report 2008. This was the budget spent by the end of the year.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of active stores and the savings margin correspond to the goals for the year.

## Main operating achievements

In 2008, the Program achieved the following:

- Had 22,553 stores in 20,165 localities around the country
- Launched the sale of a fortified and enriched corn flour called "Mi Masa" (under the SEDESOL-DICONSA brand) that provides more protein, vitamins and minerals than conventional corn flour
- Sales in DICONSA stores increased by 19.7% (compared to 2008)

Source: Fourth Trimester Report 2008.

## External Evaluations: Main Results

Saving transfers via lower prices on basic and complementary products are an effective transfer mechanism.

Evaluation of Consistency, National College of Economists, 2007.

The Program infrastructure is used to facilitate other social programs, with LICONSA as the most important of these programs.

External Evaluation DICONSA, National College of Economists, 2004.

## Brief program history

The first institutional provision policy began in 1937 with the creation of the Committee to Regulate the Wheat Market, which sought to guarantee the supply and regulate the price of wheat. In March 1938, in light of the necessity of supplying a greater number of basic products, the Committee to Regulate the Market of Subsistence Items was established to regulate the production, distribution and price of basic consumption products, through the purchase, sale and storage of grains.

The most recent predecessor of Rural Provision, the Program CONASUPO-COPLAMAR, worked to guarantee the provision of basic products and incorporated elements of community participation such as assemblies and rural provision committees.

DICONSA itself was most recently preceded by the Subsistence Distribution Company (CODISUPO), which in 1964 was transformed into the Subsistence Distribution Company Conasupo (CODISUCO), which was then substituted by the Distributor Conasupo (DICONSA) in 1972. Between 1972 and 1999 the company went through several organizational changes until it took its present name and structure in 1999.

## Important Links

Program Operating Rules:

[www.diconsa.gob.mx](http://www.diconsa.gob.mx) > Programa de Abasto Rural > Reglas de Operación

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# SOCIAL PROVISION OF MILK UNDER LICONSA S.A. OF C.V.

## DEVELOPMENT OF BASIC CAPABILITIES

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Help develop basic capabilities by improving nutrition levels of people living in assets poverty.



Vivir Mejor

### How does the program meet its objective?

The Program sells quality fortified milk at a preferential price to households living in assets poverty with children, female adolescents, pregnant or lactating women, senior citizens and/or anyone who is chronically ill or disabled.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 3</b> Equality of Opportunity  <b>Strategy 1.3</b> Ensure that Mexicans in poverty are able to meet their nutritional and housing needs, with full access to basic services and quality education and healthcare
National Program of Social Development (Living Better)	<b>Line of Action 1</b> Development of basic capabilities
Sectorial Plan of Social Development	<b>Objective 1</b> Develop basic capabilities of people living in poverty

### Types and Amounts of Assistance

The Program supplies fortified milk at an affordable price for families with limited resources. The number of liters that each family can buy depends on the number of family members that comply with eligibility requirements according to the chart below:

Number of beneficiaries in family	Weekly amount (liters)
1	4
2	8
3	12
4	16
5	20
6 or more	24

In addition, the Program can enter into inter-institutional agreements to grant the same benefits to beneficiaries of other programs and federal entities.

Details pertaining to eligibility and selection criteria can be found in points 3.2 to 3.4 of the Program Operating Rules.

### Who can be a beneficiary?

Households in assets poverty with members that meet one of the following criteria:

- Boys and girls 6 months to 12 years of age
- Female adolescents between 13 and 15 years of age
- Women who are pregnant or lactating
- Women between 45 and 59 years of age
- Persons who are chronically ill or disabled and over 12 years of age
- Adults 60 years of age or over

A household is considered to be in assets poverty when the household income is inadequate to buy the basic food basket, access health and education services and purchase basic clothing, housing and transportation.

To demonstrate the above requirements, one must complete an application and submit all documents described in point 3.3 of the Program Operating Rules.

## How does the program operate?

The program generally operates as described below:

### 1. Incorporation of families

**a)** Interested heads of household go to the points of sale. At the points of sale, Program social workers collect socioeconomic information about all household members and receive verifying documentation.

**b)** In a period not exceeding 90 calendar days from the date that documents are received, social workers notify applicants of the results.

### 2. Aid delivery

Household beneficiaries acquire milk through one of the following distribution channels:

- Milk stores, external establishments opened for the purpose of distributing LICONSA milk, generally liquid milk

- Stores (not affiliated with DICONSA), small businesses that generally distribute powdered milk
- To acquire milk, beneficiaries must show their affiliation card when buying milk

### 3. Opening of milk stores:

**a)** Any person, group of people or government agency interested in opening a milk store should go to the regional LICONSA delegation and submit an application with the name of the organization or person, personal address and information regarding the potential location of the point of sale.

**b)** The regional LICONSA delegation determines the feasibility of setting up a milk store.

**c)** If the plan is deemed feasible, the milk store begins operating.

Detailed information pertaining to the Program's operating structure can be found in point 4 of the Operating Rules.

## Brief program history

The Social Provision of Milk program traces its beginnings to 1944 with the inauguration of the first milk store under the public company National Distributor and Regulator, S. A. of C. V. (NADYRSA).

In 1950, the responsibilities of milk production, distribution and sale of imported milk to families with scarce resources were transferred to the Mexican Exporting and Importing Company, S. A. (CEIMSA).

In 1954, a milk factory, which today is the biggest LICONSA factory, began operating in Tlalnepantla. In 1961, the Rehydrating Milk Company CEIMSA, S.A. was constituted. In 1963, its name changed to the Rehydrating Milk Company, S. A. and in 1972 it renamed itself Industrial Milk Conasupo, S. A. de C. V. In 1994, with the reorganization of SEDESOL, the program adapted its present name LICONSA, S. A. de C.V.

## Evolution of budget and beneficiaries

Year	Spent budget (millions of current pesos)	Number of beneficiaries
2007*	2,027	5'665,831
2008**	2,742	6'030,725
2009***	1,561	6'001,382 (goal)

\* Source: Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Fourth Trimester Report 2008. This was the budget spent by the end of the year. Only the fiscal resources of the Social Provision of Milk Program are registered.

\*\*\* Source: Budget of Federation Expenses 2009. The figure includes 50 million pesos for investment. This is the approved budget; the number of beneficiaries corresponds to the goal for the year.

## Main operating achievements

- By August 2008, the Program was serving over 6 million beneficiaries
- The Program closed 2008 with an acquisition of more than 600 million liters of milk from Mexico, surpassing the annual goal by 22%
- The preferential price of milk (\$4 pesos per liter) allows beneficiary households to save about \$2,249 pesos per year (Program's estimate based on the Profeco publication "Who is who in prices")

## External Evaluations: Main Results

It was demonstrated that fortified milk is an effective instrument to improve the nutrition of children beneficiaries.

External Impact Evaluation, National Institute of Public Health, 2006.

## Important Links

Program Operating Rules:

[www.liconsa.gob.mx](http://www.liconsa.gob.mx) > Programas > Programa de Abasto Social de Leche > Reglas de Operación

Register of Beneficiaries:

[www.liconsa.gob.mx](http://www.liconsa.gob.mx) > Programas > Programa de Abasto Social de Leche > Padrón de Beneficiarios de Liconsa

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# 70 AND OVER PROGRAM

## CREATION OF A SOCIAL SAFETY NET

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Help mitigate the social lags experienced by many senior citizens 70 and over through actions that promote their social security.



Vivir Mejor

### How does the Program meet its objective?

The Program provides direct cash transfers every two months in the amount of \$500 pesos per month (as a non-contributory pension fund). It also holds workshops, peer-based growth groups, information sessions, and coordinates with other programs and institutions to ensure that they provide necessary services to the beneficiaries of 70 and over.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal point 3</b> Equality of Opportunity  <b>Strategy 17.3</b> Focus aid to persons 70 and over, giving priority to seniors residing in communities of high exclusion or living in poverty conditions
National Program of Social Development (Living Better)	<b>Line of Action 2</b> Creation of a Social Safety Net
Sectorial Plan of Social Development	<b>Strategy 2.2</b> Provide social support to senior citizens in conditions of poverty or vulnerability, prioritizing seniors 70 and over who reside in rural communities with high exclusion indices

### Types and Amounts of Assistance

- **Direct cash transfers** provided every two months in the amount of \$500 pesos per month
- **Workshops, peer-based growth groups, and information sessions**, addressing topics such as nutrition, healthy habits, human rights, basic sanitation and the environment
- **Inter-institutional Coordination and Agreements** in order to give access to the beneficiaries of the Program to other programs and institutions

### Who can be a beneficiary?

To be eligible as a beneficiary one must:

- Be at least 70 years old
- Live in a locality of up to 30,000 inhabitants, according to the information published by INEGI (Census Agency)
- Must not be a beneficiary of the "Senior Citizen" component of the Program Oportunidades

To prove eligibility the applicant must submit his or her application along with the documents detailed in point 3.3 of the Program Operating Rules.

## How does the program operate?

### Locality Selection Process

1. The House of Representatives, through the Budget of Federation Expenses (PEF), establishes the Program's general coverage. For 2009 the PEF established that the Program will serve localities of up to 30,000 inhabitants, with the possibility of expanding coverage if budgetary resources so permit.
2. The Program identifies localities with up to 30,000 inhabitants in accordance with data published by INEGI (Census Agency).
3. Site visits are scheduled to localities that meet the requirements in order to receive applications from potential beneficiaries.

### Registration of Senior Citizens

1. The Federal Delegations of SEDESOL in each state, in conjunction with the Municipal Authority, provide notice of the time, date and place that the help desks will be operating.
2. The applicant appears at the help desk, identifies him or herself and turns in all the required documentation.
3. If the applicant meets all the criteria and requirements detailed in the Operating Rules of the Program, SEDESOL personnel fill out the necessary forms and inform the applicant that he or she will be added to the Active Registry of Beneficiaries in a time period not exceeding four months.

### Delivery of Cash Transfers

1. The Senior Citizen presents him or herself at the help desk every two months to pick up the cash transfer.
2. If the Senior Citizen cannot personally visit the help desk (due to disability or illness), he or she can have a representative collect the transfer on his or her behalf.

Details pertaining to the operating mechanics of the Program can be found in point 4 of the Operating Rules.

## Evolution of budget and beneficiaries

Year	Spent budget (millions of current pesos)	Number of Beneficiaries (Current Registry)
2007*	6,001	1'031,005
2008**	9,537	1'863,945
2009***	13,176	2'042,280

\* Source: Report of Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Report of Public Account 2008.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of subsidies corresponds to the goal for the year.

## Main operating achievements

As of November/December 2008, the Program:

- Was serving 1,863,945 Senior Citizens, of which 944,568 were women
- The program had completed 4,493 actions of social promotion and participation (workshops, peer-based growth groups and information sessions)

Source: Sources: Fourth Trimester Report 2008

## External Evaluations:

### Main Results

The program's design is based on national and international evidence demonstrating that cash transfers favorably affect senior citizens' nutrition, health and emotional state.

External Evaluation of Design, Autonomous University of Chapingo, 2007

## Brief Program History

This program was preceded by the Program of Attention to Senior Citizens in Rural Areas, which began in 2003 to improve the living conditions of senior citizens 60 and over who lived in food poverty in localities of up to 2,500 residents and considered by the National Council of Population to be of high or very high rates of exclusion.

The current program, which focuses on senior citizens 70 and over, launched in 2007 under the name Program of Attention to Senior Citizens 70 Years and Older in Rural Areas. At that time, the program served individuals 70 years and older living in localities of up to 2,500 inhabitants.

- The beneficiaries of the Program of Attention to Senior Citizens in Rural Areas that were at least 70 years old were transferred to the new program. The original program continued operating until 2007, limiting its attention to its original beneficiaries that were between 60 and 69 years of age
- 2007 was the last operational year of the original program

In 2008 the Program expanded its coverage to include localities of up to 20,000 inhabitants.

Coverage was again expanded in 2009 to include localities with up to 30,000 inhabitants.

## Important Links

Program Operating Rules:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa 70 y más > Reglas de Operación 2009

Registry of Beneficiaries:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa 70 y más > Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and the other elements prescribed by the Operating Rules of the program in question; it is only a document of quick consultation, meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in conformity with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# TEMPORARY EMPLOYMENT PROGRAM

## CREATION OF A SOCIAL SAFETY NET

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Improve the living situation of communities afflicted by the limited demand of labor or natural contingencies by offering temporary income support through their participation in projects beneficial to their families and their communities.



Vivir Mejor

### How does the Program meet its objective?

The Program provides cash support to people who lost their job or experienced a contingency-induced income shock in exchange for their temporary participation in projects beneficial to their community such as the construction and rebuilding of schools, rural roads, potable water systems, drainage, firebreaks, etc.

PET Inmediato (Emergency Temporal Employment), one of the components of the program, assists people suffering the effects of emergencies such as floods, earthquakes, and hurricanes, among others.

The Program is jointly operated by the Ministry of Social Development (SEDESOL), the Ministry of Communications and Transportation, the Ministry of the Environment and Natural Resources, and the Ministry of Labor and Social Provision.

In 2009, under the framework of the National Agreement to improve Family Finances and Employment for Living Better, the program budget was increased to extend its reach to localities with over 15,000 inhabitants in municipalities with high indexes of unemployment as determined by the National System of Employment.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 3</b> Equality of Opportunity  <b>Objective 17</b> Alleviate the marginalization and underdevelopment faced by vulnerable social groups in order to ensure that these groups possess the equal opportunities necessary for full and independent development
National Program of Social Development (Living Better)	<b>Line of Action</b> Creation of a Social Safety Net
Sectorial Plan of Social Development	<b>Sectorial Objective 2</b> Mitigate the lags that vulnerable social groups confront via social assistance strategies that allow them to develop their potential fully and independently

### Types and Amounts of Assistance

- **Economic assistance:** Provides economic aid in monetary form –a day's wage– equivalent to 99% of the current daily minimum wage salary in the project's economic area.<sup>1</sup> The Program can pay up to 176 day wages per beneficiary annually
- **Assistance for tools, materials or equipment:** Aid is offered for the purchase of materials and tools or to rent the machinery or equipment needed to carry out the project, without exceeding 28% of the Program's total budget
- **Social Promotion and Participation:** The Program also supports beneficiaries through actions geared towards promoting the beneficiaries' personal, familial, and communal development. These actions include encouraging participation in community activities and enrollment in other government assistance programs

<sup>1</sup> In Mexico, the minimum wage depends on the location. Mexico is separated into 3 areas, Areas A, B, and C. The daily minimum wages for 2009, respectively, are \$54.80 pesos, \$53.26 pesos and \$51.95 pesos

### Who can be a beneficiary?

To qualify one must:

- Be at least 16 years old on the project's start date
- Agree to assume all corresponding responsibilities of the project benefiting the family or community
- Not currently be employed by the government
- Submit a brief description of the project in which the applicant wishes to participate

To prove eligibility, the applicant must complete an application and submit all indicated documents in section 3.3 of the Program's Operating Rules.

## How does the Program operate?

### Application and approval of projects: localities of under 15,000 inhabitants

1. Applicants (individually or as a group) submit an application to participate to the Federal SEDESOL Delegation in the State, detailing the project in which they are interested in participating.
2. Within a maximum period of 30 working days, SEDESOL reviews the application to verify that it complies with the Program's Operating Rules; if the project is found to be technically and socially feasible, and if SEDESOL has the available resources to support the project. SEDESOL approves it.
3. The group of applicants forms a Committee of Social Participation, which becomes responsible for distributing resources to the beneficiaries.
4. The project is carried out with the corresponding assistance from SEDESOL.

### Application and approval of projects: localities of over 15,000 inhabitants

1. The applicants submit an application to participate in the Program to the offices of the National Employment Service in the States.
2. SEDESOL receives community project proposals from other SEDESOL programs (such as Habitat or Recovery of Public Spaces), as well as from other federal entities.
3. Within a maximum period of 30 working days, SEDESOL and the National Employment Service determine if the project is technically and socially viable and verify the availability of resources to support it. If these conditions are met, SEDESOL approves the project.
4. The group of applicants forms a Committee of Social Participation, which becomes responsible for distributing resources to the beneficiaries.
5. The project is carried out with corresponding assistance from SEDESOL.

Details pertaining to the operating mechanics of the Program can be found in point 4 of the Operating Rules

## Budget and beneficiaries 2007-2009\*

Year	Spent budget (millions of current pesos)	Beneficiaries	
		Temporary jobs generated	Number of day wages paid
2007*	486	265,731	9'265,143
2008**	365	156,716	4'894,614
2009***	343	40,578 (goal)	3'570,864 (goal)

\* Source: Report of Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Fourth Trimester Report 2008. This was the budget spent by the end of the year.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of subsidies corresponds to the goal for the year. The budgeted amount and goal do not factor in the expected increase to expand coverage to localities with more than 15,000 inhabitants.

## Main operating achievements

During 2008, a total of 6,199 projects were carried out.

- Of these, 1,059 were implemented in 245 municipalities with a high indigenous concentration and benefited 17,513 people

The Program served in 2008 a total of 156,716 beneficiaries who received 4,894,614 day wages.

- Under the Temporary Employment (non-emergency) component, the Program served 39,104 beneficiaries with 3,279,845 day wages
- Under the Emergency Temporary Employment component, the Program served 117,612 beneficiaries with 1,614,769 day wages

Source: Fourth Trimester Report 2008

## External Evaluations: Main positive results

- This program complements other programs, such as infrastructure programs, as a provider of manpower
- Its design incorporates a self-targeting mechanism, as it attracts only those individuals willing to work for a pay just below the minimum wage
- Internal evaluations demonstrate that the great majority of beneficiaries (96%) see the temporary employment projects as important and contributing to the community's development and well-being

External Evaluation of Consistency, FAO, 2007

## Brief program history

- This Program dates back to the 1970s when the then-Ministry of Communications and Public Works orchestrated projects in construction and rural road maintenance that relied heavily on local labor
- In 1995, with the aim of helping individuals to weather the prevailing crisis, the Special Employment Program (PEE) was implemented by SEDESOL in coordination with the Emerging Program for Conservation of Rural Roads under the Ministry of Communications and Transport
- In 1997 the current Temporary Employment Program (PET) commenced operations
- In 2009 the Program's Technical Committee agreed to expand its coverage to localities with over 15,000 inhabitants

Source: Directorate General of Attention to Priority Groups

## Important Links

Program Operating Rules:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de Empleo Temporal > Reglas de Operación 2009

Register of Beneficiaries:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de Empleo Temporal > Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.



Vivir Mejor

# ASSISTANCE TO MIGRANT FARM WORKERS PROGRAM

## CREATION OF A SOCIAL SAFETY NET

### Objective

Help mitigate the lags faced by migrant farm workers and their families through actions geared at generating equality of opportunity and capacity building.

### How does the program meet its objective?

The program meets its objectives through the following actions:

- The delivery of basic foodstuffs and articles of personal hygiene for migrant farm workers traveling from their areas of origin to areas of temporary employment
- The provision of aid that encourages the continued school attendance of the children of migrant farm workers
- The provision of comprehensive food and clothing packets for children under 5
- Co-financing the construction and rehabilitation of building aimed at migrant farm workers in their place of employment
- The provision of workshops and courses to promote personal, family and community development
- Coordination with other programs and institutions to encourage integrated assistance to meet the needs of migrant farm workers

The provision of some of these types of aid is dependent on the beneficiaries' compliance with specific conditions dictated by the program.

### Types and Amounts of Assistance

#### Incentives to encourage school attendance and continuity

- Economic aid in amounts ranging from \$145 to \$265 pesos monthly (depending on child's schooling level), contingent on children maintaining consistent class attendance
- Packet of school supplies and uniforms valuing up to \$850 pesos, contingent on children being registered in school
- Food vouchers valuing between \$400 and \$900 pesos (depending on the household size) contingent on the children being registered in school

#### Comprehensive packet for children under 5

- Hot breakfasts for children under 5 valuing up to \$480 pesos monthly
- Uniforms for children under 5 valuing up to \$300 pesos

**Subsidies for migration**, valuing between \$200 and \$800 pesos depending on the number of persons in the household that migrate.

#### Co-financing for infrastructure projects:

- Partial financing of recreation areas, centers of special attention, units for medical attention, shelters, temporary hous-

ing, basic social infrastructure, Units for Comprehensive Services, among other projects

**Workshops and courses**, targeting the personal, family and community development of beneficiaries

**Coordination and concerted interinstitutional effort**, to extend access to the services of other programs and institutions to migrant farm workers and their families.

Detailed information can be found in point 3.5 of the Program Operating Rules.s

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<p><b>Focal Point 3</b> Equality of Opportunity</p> <p><b>Objective 17</b> Alleviate the marginalization and underdevelopment that vulnerable social groups face to ensure that these groups possess the equal opportunities necessary for full and independent development</p>
National Program of Social Development (Living Better)	<p><b>Line of Action 2</b> Creation of a Social Safety Net</p>
Sectorial Plan of Social Development	<p><b>Objective 2</b> Mitigate the lags that vulnerable social groups confront via social assistance strategies that allow them to develop their potential fully and independently</p>

## Brief program history

The program began operating in 1990 in the locality of Villa de Juárez, Municipality of Navolato, Sinaloa, with the first actions and projects aimed at assisting Mexico's migrant workers. Since then, the program has provided diverse types of direct and indirect aid to diverse groups of migrant workers and has expanded its services to several States.

Source: Directorate General of Attention to Priority Groups

## Who can be a beneficiary?

To qualify, one must be a member of a household with at least one migrant farm worker and the household's place of origin and place of temporary employment must be within the Program's coverage areas.

To prove eligibility, applicants must provide Program social workers with the necessary socio-economic information to complete the Register for Migrant Farm Workers (Annex 2 of the Program Operating Rules).

Receiving aid for infrastructure projects requires that these projects be deemed priorities in the Regional Development Plan. This document, developed by federal government entities, civil organizations and representatives of producers, contractors and migrant farm workers, identifies the issues faced by migrant farm workers and lays out plans to mitigate these issues.

Detailed information can be found in point 3.3 of the Program Operating Rules.

## How does the program operate?

The program generally operates in the following manner:

### Diagnostic stage

1. Groups of State Coordination are established to conduct local and regional diagnostics in order to determine local priority actions and draft the Regional Development Plans to meet the needs of migrant farm workers and their families. These Groups are composed of representatives from the Ministry of Social Development (SEDESOL), the Ministry of Labor (STyPS), the Ministry of the Environment and Natural Resources (SEMARNAT), the National Council for the Promotion of Education (CONAFE), the Leave Healthy Return Healthy Program, the Mexican Social Security Institute (IMSS), the Ministry for Agrarian Reform (SRA), the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA), the Elementary School Program for Migrant Children (PRONIM), the Human Rights Commission (CDH), the Ministry of Health (SSA), the Agrarian Regulatory Agency, state entities, municipalities, Social and Civil Organizations, among others.

### Program promotion

1. The Federal Delegation of SEDESOL in the corresponding State promotes and disseminates information about the actions and services provided by the Program in its coverage area.

### Project submission and approval

1. Migrant farm workers, producers, state and municipal governments present their applications for aid to the SEDESOL Delegations.
2. SEDESOL reviews the applications, approves appropriate projects and releases the corresponding funds.

### Help desks

1. The SEDESOL Delegation installs help desks in the areas of migrant farm worker employment, transit or residence in order to provide information about the Program, create a register of beneficiaries and deliver economic aid.
2. Once potential beneficiaries agree to comply with program responsibilities, social workers fill out program registration materials with identifying information provided by migrant farm workers.

### Process of community promotion and participation

1. In areas of origin, the program identifies migrant farm workers and gives them information regarding their work and human rights.
2. In destination areas, the program identifies members of social networks to collaboratively plan actions targeting health, education and social auditing.
3. The Program designs and applies a model of sequential training for social workers and members of Social Networks to then train program beneficiaries and their families.

### Delivery of Economic Aid

1. The program certifies beneficiaries' compliance with their educational responsibilities.
2. Economic aid is given directly to beneficiaries once they are incorporated into the register of beneficiaries. Educational scholarships are delivered by liquidating institutions such as the National Bank for Financial Services (BANSEFI).

Detailed information pertaining to the Program's operating structure can be found in point 4 of the Operating Rules.

## Budget and beneficiaries 2007-2009

Year	Spent budget (millions of current pesos)	Migrant worker beneficiaries
2007*	152	585,842
2008**	154	650,277
2009***	228.3	662,055 (goal)

\* Source: Report of Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Fourth Trimester Report 2008. This was the budget spent by the end of the year.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of beneficiaries corresponds to the goal for the year.

## Main operating achievements

As of December 2008:

- The Program was active in 18 states and benefited a total of 650,277 migrant workers
- In Mexico, the Program has served 113,380 girls and 115,355 boys under 14 in order to disincentivize child labor in areas with agricultural migrant labor
- The Program has implemented 9,306 actions of community promotion and participation
- It has funded 10,838 investment projects including grants to keep 10,378 children of migrant workers in school

Source: Fourth Trimester Report 2008

## External Evaluations: Main Results

- The Program seeks to help a poor segment of the population that due to its mobility and ethnic diversity is marginalized from development opportunities and remains highly vulnerable
- The Program's methodology facilitates the involvement of migrant workers to successfully implement the program

External Evaluation of Consistency and Results, FAO 2007.

## Important Links

Program Operating Rules:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de Atención a Jornaleros Agrícolas > Reglas de Operación 2009

Register of Beneficiaries:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de Atención a Jornaleros Agrícolas > Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# ASSISTANCE TO STATE WOMEN'S AGENCIES TO IMPLEMENT PROGRAMS TO PREVENT VIOLENCE AGAINST WOMEN (PAIMEF)

## CREATION OF A SOCIAL SAFETY NET

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Help curb violence against women through actions aimed at the prevention, detection and attention of victims by the State Governments through the State Women's Agencies (IMEF).

The Program is operated by the National Institute of Social Development (INDESOL).



Vivir Mejor

### How does the program meet its objective?

The program provides resources to the IMEF to implement actions to prevent and detect violence against women and to help victims of gender violence.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 3</b> Equality of Opportunity  <b>Objective 16</b> Eliminate gender-based discrimination and guarantee equality of opportunity for women and men alike in order to fully develop their potential and to exercise equal rights
National Program of Social Development (Living Better)	<b>Line of Action 2</b> Creation of social safety net
Sectorial Plan of Social Development	<b>Strategy 2.3</b> Secure access to social protection agencies for persons in vulnerable situations

### Types and Amounts of Assistance

The Program focuses support on the following four aspects:

1. Professionalization of the IMEF, civil society organizations and institutions that participate in preventing, detecting and treating violence from a gender perspective.
2. Activities of prevention and detection of violence against all women, prioritizing women living in poverty and social exclusion.
3. Generating knowledge and information that can serve as a foundation for the design, execution and evaluation of public policy and support towards relevant programs.
4. Creating and/or fostering shelters, safe houses, attention centers, mobile units, information and attention modules, hotlines, information offices, as well as other spaces specializing in providing attention towards women that are victims of violence and their children.

Program resources are divided between the States through the application of a formula that takes into account both social lag and the prevalence of violence against women.

### Who can be a beneficiary?

The IMEF, which allocates economic resources to carry out actions of detection, prevention and attention to women victims of violence.

## How does the program operate?

The Program generally operates in the following manner:

- a) The IMEF submits project proposals to the INDESOL on the last business day in March of the current year.
- b) INDESOL verifies that the projects comply with general participation criteria and forms Revision Committees which are made up of three specialists, each one arising from Civil Society, academic institutions and the

Federal Government, in order to provide observations and recommendations on the conceptual framework, methodology, operations and financing scheme of the project.

- c) The IMEF incorporates the recommendations and resubmits the revised project to the INDESOL.
- d) The INDESOL comes to an agreement with the IMEF regarding project implementation and transfers funds.
- e) The IMEF exercise the funds and submit reports on project implementation to INDESOL.

## Evolution of budget and beneficiaries

Year	Spent budget (millions of current pesos)	IMEF beneficiaries (States)
2007*	185	32
2008**	196	32
2009***	197	32 (goal)

- \* Source: Public Account 2007. This was the budget spent by the end of the year.
- \*\* Source: Fourth Trimester Report 2008. This was the budget spent by the end of the year.
- \*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of beneficiaries corresponds to the goal for the year.

## Main operating achievements

From its inception to December 2008, the Program has achieved the following:

- Trained 152,422 people, among these public officials and members of civil society organizations and academic institutions, in appropriate prevention and detection of violence against women and attention to victims
- Produced 185 dissemination materials including research studies, diagnostics, texts of legislative harmonization, draft bills, systematizations of state information and a variety of publications promoting gender equality and the prevention of violence against women
- Provided direct aid to 867,017 users, through the creation and strengthening of Shelters for women in violent situations and their children, as well as the Units of External Attention

General Report PAIMEF. "Forum for the Gender Research Network REGEN. South America and Central America." Mérida Yucatán. Indesol, November 2008.

## External Evaluations: Main results

The amount of resources allocated by the Program makes it the most important governmental instrument to prevent and detect violence against women and provide attention to victims.

Evaluation of Design, Autonomous University of Mexico City, 2007.

## Brief program history

The PAIMEF began operations in 2006 under the framework of international conventions that the Federal Government became a signatory to in order to eliminate all forms of discrimination against Women, among these:

- Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)
- Beijing Declaration and Platform for Action
- The Inter-American Convention to Prevent, Punish and Eradicate Violence against Women (Convención de Belem Do Pará)
- National legislation promoting gender equality and the elimination of violence against women; National Law for Women's Access to Lives Free of Violence; the Law of the National Institute of Women; the National Law for Equality between Women and Men and the National Law of Social Development

## Important Links

Program Operating Rules:

[www.indesol.gob.mx](http://www.indesol.gob.mx) > Programa de Apoyo a Instancias de Mujeres > Reglas de Operación de PAIMEF 2009

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# CHILD DAY CARE CENTER PROGRAM

LINKS BETWEEN ECONOMIC DEVELOPMENT AND SOCIAL WELFARE

GOBIERNO  
FEDERAL

SEDESOL

## Objective

To ensure that women in households earning the equivalent of up to 6 minimum wages<sup>1</sup> and with children aged 1 to 3 years and 11 months, have the spare time necessary to allow them to begin or continue working as well as to pursue further educational opportunities.



Vivir Mejor

## How does the program meet its objective?

The program simultaneously encourages supply and demand for child day care services:

### Support for the Child Day Care Centers (Supply)

- Persons who meet DIF and SEDESOL requirements and are interested in operating a Child Day Care Center receive a subsidy to make the adjustments deemed necessary by SEDESOL and DIF to the proposed space. The Child Day Care Center can be operated in a retail space or a private residence.

### Support for Working Mothers (Demand)

- The program grants monthly subsidies to families that satisfy eligibility requirements to partially cover the service provided by the SEDESOL Child Day Care Centers. This monthly subsidy is submitted to the person in charge of the Day Care Center attended by the child.

## Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal point 3</b> Equality of Opportunity  <b>Strategy 16.6</b> Facilitate women's integration into the labor market by expanding the Network of Child Day Care Centers to Support Working Mothers
National Program of Social Development (Living Better)	<b>Line of Action 3</b> Links between Economic Development and Social Welfare
Sectorial Plan of Social Development	<b>Strategy 2.1</b> Expand the Network of Child Day Care Centers in order to facilitate women's integration into the labor market

## Types and Amounts of Assistance

### To establish Child Day Care Centers:

- Up to \$35 thousand (one-time grant)

### To partially cover the costs of childcare services:

- \$700 per child per month for families with income of up to 4 Minimum Wages
- \$450 per child per month for families with income between 4.1 and 6 Minimum Wages

The mother must make a monthly payment to the operator of the Child Day Care Center to cover the difference between the monthly cost of the service and the subsidy granted by SEDESOL.

<sup>1</sup> In Mexico, the minimum wage depends on the location. Mexico is separated into 3 areas, Area A, B, and C. The daily minimum wages for 2009, respectively, are \$54.80 pesos, \$53.26 pesos and \$51.95 pesos.

## Who can be a beneficiary?

### a) Support for Working Mothers (child registration)

To be eligible as a beneficiary, one must be:

- A mother (or single father) with at least one child aged 1 to 3 years and 11 months (1 day before turning 4 years old). Disabled children qualify for the Child Day Care Centers between the ages of 1 and 5 years and 11 months (1 day before turning 6 years old)
- Receive a family income not exceeding 6 minimum wages
- Lack access to childcare offered by IMSS, ISSTE or other public entities

Proving eligibility requires completing an application and submitting the documents described in point 3.3 of the Program Operating Rules.

## How does the program operate?

### Opening and operations of Child Day Care Centers

- a)** Persons interested in operating a Child Day Care Center fill out an application that they submit, along with the necessary documentation, to the appropriate SEDESOL state delegation.
- b)** Applicants take a psychological test to determine whether they have a vocation for childcare.
- c)** DIF and SEDESOL visit the space proposed by the applicants in order to determine whether the space is adequate for setting up a Child Day Care Center. If the space is deemed adequate, SEDESOL and DIF explain in detail the necessary adjustments to the space to fully meet security and hygiene requirements.
- d)** DIF and SEDESOL provide childcare trainings for the persons responsible for the Child Day Care Centers and their assistants.
- e)** The applicant submits to SEDESOL a budget for making the adjustments identified by SEDESOL and DIF.
- f)** SEDESOL grants the applicant a subsidy to pay for adjustments, taking into account the proposed budget and the adjustments deemed necessary by SEDESOL and DIF.
- g)** SEDESOL and DIF make a second visit prior to the Center's opening to verify that the adjustments were made and that the space is in adequate condition to begin providing childcare.
- h)** The person in charge of the Child Day Care Center publicizes the services being offered.

### b) Support for Child Day Care Centers

Persons or groups interested in operating a Child Day Care Center must:

- Be interested in offering childcare services to the children in the Program, complying with the requirements described in the Program Operating Rules
- Have studied at least through middle school
- Have a space large enough to provide care to at least 10 children (with at least 2 square meters per child), and which is deemed appropriate by SEDESOL and DIF
- Be responsible, honest and reliable
- Pass the psychological evaluations and trainings administered by SEDESOL and DIF

Proving eligibility requires completing an application and submitting the documents described in point 3.3 of the Program Operating Rules.

**i)** SEDESOL processes applications submitted by mothers interested in using Child Day Care Center services.

**j)** The Child Day Care Center begins operating.

**k)** The person in charge of the Child Day Care Center reports on children's attendance.

**l)** SEDESOL pays the responsible person a monthly subsidy based on the child's attendance.

**m)** DIF and SEDESOL visit the Child Day Care Centers periodically to monitor compliance to the Operating Rules and to ensure that children are receiving proper care.

**n)** The caretakers of the Child Day Care Center attend complementary trainings at least once per month.

### Children's registration

**a)** The child's mother or guardian can visit (or call) the State's SEDESOL delegation to request information about Child Day Care Centers near her home or workplace.

**b)** The mother or guardian fills out an application, and turns it in to the State's SEDESOL Delegation. If the mother already knows the Child Day Care Center she is interested in, she can turn in the application to the person in charge of the Center who then sends the application to SEDESOL.

**c)** SEDESOL verifies that the family meets the eligibility requirements. If it does, SEDESOL notifies the mother that she can begin to send her child to the Child Day Care Center of her choice.

Detailed information pertaining to the Program's operating structure can be found in point 4 of the Operating Rules.

## Brief program history

The program began operations on January 11, 2007 under the name of Program of Nurseries and Child Day Care Centers to Support Working Mothers.

In 2009, the name was changed to Program of Child Day Care Centers to Support Working Mothers.

## Evolution of budget and beneficiaries

Year	Spent budget (millions of current pesos)	Children registered in the Network
2007*	731	125,359
2008**	1,711	244,387
2009***	2,522	272,000 (goal)

\* Source: Report of Public Account 2007. This was the budget spent by the end of the year

\*\* Source: Report of Public Account 2008

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of subsidies corresponds to the goal for the year.

## Main operating achievements

By December 2008, the Program:

- Was operating 8,161 Child Day Care Centers
- Was assisting 244,387 children of 222,103 mothers and 4,016 single fathers
- Had significantly expanded the country's public child day care capacity:
  - The number of children assisted by the Program by the end of 2008 was equivalent to 100.9% of the number of children that IMSS and ISSSTE assisted in August 2008
- Had generated 42,437 sources of income (Child Day Care Center caretakers and their assistants)
- Had the participation of 1,107 municipalities at the national level
- Had Child Day Care Centers in 33 of the 250 municipalities with the lowest Human Development Index (19 of which were municipalities targeted by the Strategy 100 x100) and in 376 municipalities classified as predominantly indigenous by the National Commission for the Development of Indigenous Peoples (CDI)

Sources: Fourth Trimestral Report 2008 y Report to the President, December 2008

### Important Links

Program Operating Rules:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de Estancias Infantiles para Apoyar a Madres Trabajadoras > Reglas de Operación 2009

Register of Beneficiaries:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de Estancias Infantiles para Apoyar a Madres Trabajadoras > Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

## External Evaluations: Main Results

The Program promotes equality of opportunity in the labor market, eliminating two important barriers that working mothers and single fathers face: the insufficient supply of childcare services and their high cost.

External Evaluation of Design, National Institute of Public Health, 2008.

An external impact evaluation of the Program, headed by the National Institute of Public Health, is currently in progress. This evaluation will demonstrate, through application of rigorous scientific methods, the impacts that the Program has on mothers' access to the labor market, their incomes and the well-being of the assisted children, among other topics of interest.

External companies that carried out perception surveys found the following results (not attributable solely to the program):

### Mothers' perception regarding the program's impact on their work life

- Before entering the program, 45% of the mothers did not have employment. Of these, 85% had obtained a job by the time of the survey\*\*
- Of the beneficiaries who were working at their first job at the time of the survey, 72% said that they had not worked before because they had nowhere to leave their children\*
- 92 percent of the beneficiaries expressed that their incorporation into the program positively impacted their situation and labor stability\*
- Mothers who joined the program had a 35% higher total income than their total income before joining the program\*

### Mothers' perception regarding the program's impact on their finances

- 87 per cent of the mother beneficiaries considered that their economic situation had improved since joining the Program\*
- 94 per cent of the beneficiaries stated that their participation in the program had a positive impact on their family situation\*

### Mothers' perception regarding the program's impact on their children

- 99 per cent of the surveyed beneficiaries considered that the Child Day Care Centers are safe places to leave their children at. They were also satisfied with the service\*
- 95 per cent of the mother beneficiaries considered that the Child Day Care Centers have had a positive impact on the language, social skill, and motor development of their children\*
- 94 per cent of the mother beneficiaries believed that the Child Day Care Center had positively impacted the emotional health of their children\*
- 96 per cent of the mother beneficiaries considered that the Child Day Care Center had produced a positive impact on the independence and self-sufficiency of their children\*
- 81 per cent believed that the Child Day Care Center had positively impacted their children's nutrition\*

\* External Evaluation of Design, National Institute of Public Health, 2008

\*\* External survey executed by the company Invespop in December 2008

# Income Generating Options Program

LINKS BETWEEN ECONOMIC DEVELOPMENT AND SOCIAL WELFARE

GOBIERNO  
FEDERAL

SEDESOL

## Objective

Gives individuals living in poverty access to sustainable income sources by providing economic aid to start or consolidate income-generating projects, as well as providing technical and organizational assistance for these projects.



Vivir Mejor

## How does the Program meet its objective?

The Program provides assistance to income-generating projects initiated by individuals living in assets poverty; the Program also assigns mentors to accompany these individuals throughout the process of establishing the project and funds the training and creation of income-generating groups.

A household is considered to be in assets poverty when the total household income is too low to purchase the basic basket of foods, access health and education services and purchase basic necessities in clothing, housing and transportation.

## Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal point 3</b> Equality of Opportunity  <b>Objective 1</b> Significantly reduce the number of Mexicans in poverty with public policy that surpasses handouts and helps individuals to acquire skills and generate job opportunities
National Program of Social Development (Living Better)	<b>Objective 4</b> Raise individuals' productivity to assist them in qualifying for better employment opportunities and higher income as a means to pull themselves out of poverty  <b>Line of Action 3</b> Links between economic development and social welfare
Sectorial Plan of Social Development	<b>Objective 1</b> Develop basic capabilities of individuals living in poverty  <b>Strategy 1.4</b> Encourage the development of capabilities to expand access to better income sources

## Types and Amounts of Assistance

### Co-financing Fund

- Aid is given to viable, sustainable, income-generating projects run by individuals or groups. Aid is granted in the form of subsidies rather than credit; the beneficiaries must demonstrate that they were able, in a certain time frame, to recover the initial aid amount and put it into a savings account or reinvest it in the project
- The maximum aid granted is \$25,000 pesos per beneficiary, with a cap of \$300,000 pesos for a single project (in the case of a group).
- The beneficiaries must also make personal contributions to the project, with the minimum amount depending on their place of residence and gender

### Integrated Projects

- Aid is given to viable, sustainable, income-generating projects run by groups of at least 50 people living in assets poverty. Aid is granted in the form of subsidies rather than credit; the beneficiaries must demonstrate that they were able, in a certain time frame, to recover the initial aid amount and put it into a savings account or reinvest it in the project
- The maximum aid granted is \$25,000 pesos per beneficiary, with a cap of \$5 million pesos for a single project
- The beneficiaries must also make personal contributions to the project, with the minimum depending on their place of residence and gender

## Who can be a beneficiary?

Beneficiaries are individuals that fit one of the following descriptions: individuals living in assets poverty in one of the municipalities with high or very high exclusion indices (High Priority Rural Areas), or in localities with 15,000 or fewer inhabitants considered to be communities with high or very high exclusion indices (independent of whether the respective municipality has a high exclusion index), or predominately indigenous. The full list of municipalities and localities that qualify for the Program can be found at [www.sedesol.gob.mx](http://www.sedesol.gob.mx).

There are also additional criteria for each specific sub-program:

- **Co-financing Fund:** applicants must present an income-generating project and have recovered any earlier investments if they had received Program aid previously
- **Integrated Projects:** applicant groups must present an economically viable and sustainable project that includes and/or improves more than one income-generating process; the group must be legally constituted with at least 50 members and must not have any outstanding debt with other similar programs
- **Local Development Agencies:** these organizations must present a work plan and contribute at least 15% of the amount authorized by SEDESOL. The organizations receiving aid must be legally constituted for at least one year before the Program begins accepting proposals and must have experience in the geographic areas served by the Program
- **Mentor Network:** the mentors must have at least a high school degree and experience in the geographic areas served by the Program; they must participate in SEDESOL training activities and pass an evaluation

For each sub-program, the respective application must be submitted along with all supporting documentation described in the official program announcement and in point 3.3 of the Operating Rules.

## Local Development Agencies

- The Program also dedicates funds to helping civil society organizations generate, scale and integrate income-generating projects into local and regional economic development (among other goals) for persons in assets poverty
- The maximum aid amount for such a project is \$1.5 million pesos, with a cap of \$3,000 pesos per beneficiary

## Mentor Network

- The Program selects and forms networks of professionals and technicians interested in supporting income-generating groups
- A mentor can receive up to 20% of the resources allocated by SEDESOL to these projects, with an annual cap of \$120,000 pesos per mentor

## Complementary Support

- For projects receiving aid through the Co-financing Fund and Integrated Projects, the Program can provide complementary assistance in order to improve products (i.e., trademark registry, packaging design, among others). Under Complementary Support, projects are eligible for amounts not exceeding 20% of the first subsidy, with a cap of \$80,000 pesos per project

Additional details can be found in point 3.5 in the Program Operating Rules.

## How does the program operate?

Information regarding all sub-programs is available at [www.sedesol.gob.mx](http://www.sedesol.gob.mx). The operating procedure is as follows:

- a) SEDESOL announces the details and requirements of each sub-program.
- b) Interested individuals register their proposals on the site <http://opciones.sedesol.gob.mx>  
Applicants can also request assistance from the Federal Delegation of SEDESOL in their respective states.
- c) Interested individuals submit the required documentation to their respective SEDESOL Delegation office.
- d) SEDESOL evaluates the projects and work plans.
- e) SEDESOL disseminates the lists of chosen projects, mentors and work plans.
- f) A formal agreement is signed with the beneficiaries and SEDESOL, who disburses the resources.
- g) Certain projects that receive assistance from the Co-financing Fund program may also be assigned mentors.
- h) Projects and work plans are executed.
- i) Beneficiaries deposit profits, in the amount of the SEDESOL subsidy granted, into savings accounts or reinvest the amount into the same project or a new one.
- j) Before every January 15th, beneficiaries report annually to SEDESOL on the state of their returns.

Details pertaining to the operating mechanics of the Program can be found in point 4 of the Operating Rules.

## Budget and beneficiaries

Year	Spent budget (millions of current pesos)	Beneficiary Projects			
		Co-financing Fund	Mentor Network (mentors)****	Development Agency Network	Integrated Projects
2007*	864	8,840	809	84	88
2008**	1,157	8,657	338	153	63
2009***	998	7,450	372	58	27

\* Source: Report of Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Report of Public Account 2008.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of subsidies corresponds to the goal for the year.

\*\*\*\* The number of projects assisted by a Mentor does not equal the total number of projects financed by the Program.

## Main operating achievements

Field monitoring in 2008 found that 77% of projects supported in 2006 with at least \$60,000 pesos were still in operation.

In 2008:

- All sub-programs began accepting applications on the first business day of the fiscal year, making resources readily available for projects
- In 2008 over 8,873 projects were granted aid
- \$244 million pesos were allocated to projects in the 250 municipalities with the lowest Human Development Index

## External Evaluations: Main Results

- 75% of projects under the component Social Credit (currently Co-financing Fund) continue operating 18 months after receiving aid
- 61.9% of interviewed beneficiaries said that their income improved due to Program support
- Because of its focus on productivity and entrepreneurial capacity-building, the project encourages joint financing by beneficiaries, federal and local governments

Source: External Evaluation of Consistency, FAO, 2007

## Brief Program History

The Program was launched in 2002 under the name Income Generating Opportunities and contained 5 sub-programs to assist individuals in poverty.

Since its inception the Program has evolved, gradually improving its structure and sub-programs.

Since its founding, the Program has had an integrated perspective, seeking not only to offer economic support for income-generating activities, but also recognizing the importance of building producers' capital, recovering initial investments and strengthening projects by providing training and mentor accompaniment.

In 2003 the Program became known as the Income-Generating Options Program.

## Program Links

Program Operating Rules:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de Opciones Productivas > Reglas de Operación 2009

Register of Beneficiaries:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de Opciones Productivas > Padrón de Beneficiarios

Coverage:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de Opciones Productivas > Cobertura

This Guide only explains the objectives, criteria, rules, requirements and the other elements prescribed by the Operating Rules of the program in question; it is only a document of quick consultation, meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in conformity with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# National Fund to Promote Crafts (Fonart)

LINKS BETWEEN ECONOMIC DEVELOPMENT AND SOCIAL WELFARE

GOBIERNO  
FEDERAL

SEDESOL

## Objective

Expand income sources for artisans in assets poverty\* by improving their productivity.



Vivir Mejor

## How does the Program meet its objective?

The program provides training and technical assistance, and subsidies to artisans to purchase raw materials and to cover expenses related to craft production. It also sponsors art contests and purchases crafts for their resale in specialty Program stores.

## Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 3</b> Equality of Opportunity  <b>Objective 2</b> Help to boost incomes and improve the quality of life for the poorest Mexicans by promoting and supporting the creation of income-generating projects
National Program of Social Development (Living Better)	<b>Line of Action 3</b> Links between economic and social welfare
Sectorial Plan of Social Development	<b>Objective 1</b> Develop basic capacities of people in poverty

## Types and Amounts of Assistance

**Training and Technical Assistance:** training and technical assistance improve the design, manufacture, materials and tools used to produce crafts. Additionally, the training restores craft-making techniques that have fallen into disuse. Subsidies are provided up to the amounts listed below:

- \$8,000 pesos for a diagnosis
- \$12,000 pesos for comprehensive training.
- \$6,000 pesos for technical assistance.

**Financing Production:** the Program purchases crafts from individual artisans up to three times a year, so long as the total amount does not exceed \$12,000 pesos or \$5,500 pesos per purchase. The purchased crafts are then sold by FONART through their chain of stores in Mexico and abroad.

**Purchasing of Crafts:** the Program purchases crafts from individual artisans up to three times a year, so long as the total amount does not exceed \$12,000 pesos or \$5,500 pesos per purchase. The purchased crafts are then sold by FONART through their chain of stores in Mexico and abroad.

**Popular Art Contest:** program contests encourage artisans to improve their craft-making techniques and sustainably use materials from their natural environments. The maximum prize amounts for the contests are as follows:

- \$125,000 pesos for national contests
- \$15,000 pesos for state contests
- \$10,000 pesos for municipal contests

\*A household is considered to be in assets poverty when the household income is inadequate to buy the basic basket of foods, access health and education services and purchase basic clothing, housing and transportation.

## Who can be a beneficiary?

To qualify, the applicant must meet the following criteria:

- Be a Mexican citizen
- Be an artisan
- Submit a letter (except in the case of art contests) describing the aid being requested
- Live in assets poverty

To demonstrate the above, applicants must complete an application and submit the documents described in point 3.3 of the Program Operating Rules.

For particular contests, eligibility criteria are described in corresponding official announcements.

## How does the program operate?

### Training and Technical Assistance

- a)** An interested artisan submits an application to FONART at one of its offices or regional centers (office addresses can be found at [www.fonart.gob.mx](http://www.fonart.gob.mx)).
- b)** FONART evaluates the viability of the application and responds in a time period not exceeding 60 days.
- c)** Training and technical assistance are provided by FONART's Technical Trainers at a place agreed to by FONART and the artisans.
- d)** During the training sessions, artisans create sample products that are given to FONART for valuation.
- e)** If products earn FONART approval, artisans begin production under trainers' supervision and submit finished products to FONART with corresponding technical specifications and labels.
- f)** If products are inadequate for sale, FONART may modify training for these artisans.

### Financing Production

- a)** An interested artisan submits an application to FONART at one of its offices or regional centers (office addresses can be found at [www.fonart.gob.mx](http://www.fonart.gob.mx)).
- b)** FONART evaluates the viability of the application and responds in a time period not exceeding 45 days.

- c)** If the application is approved, funds are transferred within 5 business days.
- d)** The beneficiary proves that funds were used for craft production within 60 business days of receiving the subsidy.

### Purchasing of Crafts

- a)** An interested artisan submits an application to FONART at one of its offices or regional centers (office addresses can be found at [www.fonart.gob.mx](http://www.fonart.gob.mx)).
- b)** FONART evaluates the viability of the application and responds in a time period not exceeding 45 days.
- c)** If the application is approved, FONART and the artisan establish purchase terms and conditions. The artisan is paid in cash, check, or through a bank transfer upon FONHAPO's receipt of merchandise.

### Popular Art Contests

- a)** FONART and other participating institutions announce the contest and publish it at [www.fonart.gob.mx](http://www.fonart.gob.mx).
- b)** Artisans register their personal information and the piece they will submit in accordance with the date and place stated in the official contest announcement.
- c)** A group of independent specialists declare a final winner (the decision cannot be appealed).
- d)** Prizes are awarded in person to the winning artisans.

The details of the Program Operating Structure can be found in point 4 of the Operating Rules.

## Brief program history

The National Fund to Promote Crafts is a public trust established by the federal government and overseen by the Ministry of Social Development to promote the human, social, and economic development of Mexican artisans.

It was created on May 28, 1974 by an executive federal mandate with the social objective of fomenting crafts production in Mexico by creating income-generating opportunities for artisans and their families.

FONART views the crafts phenomenon from a multidimensional perspective, factoring in the social, economic and cultural aspects of crafts production and considering artisans as the stewards of their destinies and, as a group, highly socially profitable.

## Budget and beneficiaries 2007-2009

Year	Spent budget (millions of current pesos)	Number of Artisans Aided
2007*	96	40,024
2008**	102	21,624
2009***	76	17,649 (goal)

\* Source: Public Account 2007. This was the budget executed by the end of the year.

\*\* Source: Public Account 2008. This was the budget executed by the end of the year.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of subsidies corresponds to the goal for the year.

## Main operating achievements

As of December 2008:

- 3,583 artisans were trained, surpassing the goal of 2,250
- 7,161 artisans received financial aid, surpassing the goal of 6,990
- 9,267 artisans benefited from the purchase of their crafts, surpassing the goal of 6,000
- 1,613 artisans won awards in regional art contests

During the period between January to December of 2008, 69% of the total beneficiaries were women. In addition 50% were of indigenous origin living within one of the 251 indigenous municipalities.

Source: Public Account Report 2008; \*Report to the President, December 2008.

## External Evaluations: Main Results

The components of the Program – Training and Technical Assistance, Production Financing, and Purchasing of Crafts – provide holistic support and help beneficiaries introduce their products into the market.

Training improves product quality and expands knowledge of new production techniques, which in turn increases beneficiaries' incomes.

Contests improve the quality of crafts. Prizes are used to improve craft shops and purchase materials, offset household expenses and, to a lesser degree, cover goods and travel.

"Evaluation of Design, Coverage and Focus, Operation, Results, and Perception of the Beneficiaries" 2006. Consulting Group "Alternatives in Economics".

This Guide only explains the objectives, criteria, rules, requirements and the other elements prescribed by the Operating Rules of the program in question; it is only a document of quick consultation, meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in conformity with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

## Program Links

Program Operating Rules:

[www.fonart.gob.mx](http://www.fonart.gob.mx) > Reglas de Operación 2009

Art Contests:

[www.fonart.gob.mx](http://www.fonart.gob.mx) > Concursos Artesanales

# DEVELOPMENT OF PRIORITY AREAS PROGRAM

## DEVELOPMENT AND IMPROVEMENT OF PHYSICAL AND SOCIAL ENVIRONMENTS

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Reduce regional inequalities through the creation or improvement of basic social infrastructure and services, as well as actions to improve housing, as a means to integrate poor and marginalized areas into development processes.



Vivir Mejor

### How does the Program meet its objective?

The Program funds the implementation of projects to install basic infrastructure and services such as potable water, drainage and sanitation (among others), as well as improvements to housing.

Infrastructure projects are carried out in areas designated Areas of Priority Attention, which are chosen based on the following criteria:

- Municipalities with high and very high indices of exclusion
- Municipalities classified as being predominately indigenous, according to the criteria established by the Population Council (CONAPO), independently of exclusion index (40% or more of the population 5 years or older speaks an indigenous language)
- Localities identified as being strategic for powering regional development in areas and their spheres of influence designated by the Decree on High Priority Areas
- Localities with high and very high levels of exclusion located within municipalities with average, low, and very low exclusion rates, so long as PDZP activities do not replicate projects and actions provided under the Program Habitat

High priority areas merit special attention as they are defined, in accordance to Art. 29 of the General Law of Social Development as area registering high indices of poverty and exclusion. These conditions limit the right towards social development. The Executive Branch, through SEDESOL, creates an annual list of High Priority Areas which is shared with the House of Representatives for its publication and dissemination.

The Program is SEDESOL's<sup>1</sup> main instrument to meet the goals outlined in the Sectorial Plan of Social Development including access to hard floor, sanitation projects, potable water, connectivity and electrification.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal point 3</b> Equality of Opportunity  <b>Strategy 1.2</b> Prioritize development for municipalities with the highest levels of exclusion through the effective channeling of resources and by coordinating efforts between the Federal Government and other levels of government
National Program of Social Development (Living Better)	<b>Line of Action 4</b> Development and improvement of physical and social environments
Sectorial Plan of Social Development	<b>Objective 3</b> Reduce regional disparities through territorial planning and social infrastructure that facilitate the integration of high-exclusion regions into the development process and unleashing their productive potential  <b>Strategy 3.3</b> Promote regional planning and development by coordinating actions between federal, state and municipal government, and with civil society

<sup>1</sup>The Program is the principal but not exclusive tool used to meet these goals. There are other programs within SEDESOL (such as FONHAPO) as well as programs under other federal entities that carry out these types of actions.

## Types and Amounts of Assistance

### a) Social Infrastructure and Services

Develop technical studies or project plans for the construction, expansion, improvement, equipping or rehabilitation of:

- Systems providing potable water
- Sanitation public works including: street sewers, drainage, collector sewers and water treatment plants for sewage
- Landfills or similar facilities
- Power lines and systems
- Educational infrastructure
- Health centers or similar facilities
- Income-generating infrastructure for community
- Communications systems (telephone and digital connectivity, among others)
- Digital community centers and other spaces for community development

### b) Housing Improvement

Support will primarily be granted for the construction or installation of:

- Hard floors (replacing dirt floors)
- Sanitation services (bathrooms, latrines, septic tanks, soakways or similar equipment)
- Elevated camp fire cook sites, rustic stoves or similar equipment
- Reinforced walls and ceilings

### c) Other Complementary Support

The maximum amount of federal support granted for water treatment plants or electrification projects is \$4.5 million pesos; for all other types of projects, works or actions the maximum amount of available federal support is \$2.5 million pesos.

The Program can finance up to 100% of the cost of each project (there is no minimum contribution amount required of local governments).

Additional details related to the types and amounts of assistance can be found in point 3.5 in the Program Operating Rules.

## How does the program operate?

Generally the Program operates in the following way:

- a) The municipality presents a project to the Federal Delegation of SEDESOL located in the state.
- b) SEDESOL analyzes the project and informs the municipality in writing of the project's feasibility.
- c) SEDESOL signs an agreement to execute the project with the selected executing agencies (typically the municipality).
- d) The Program disburses the funds.
- e) The selected entity executes the project.

Detailed information pertaining to the Program's operating structure can be found in point 4 of the Operating Rules.

## Who can be a beneficiary?

Beneficiaries are inhabitants of localities within the areas of coverage (see details in section "How Does the Program Meet Its Objective?").

Projects and actions supported by the Program must generally adhere to the following:

- In the case of actions aimed at improving housing (for example, installing a hard floor), the houses to receive hard floors must have a need for the action (for example, having a dirt floor). The situation of the house to receive the intervention is verified through site visits and the application of a socioeconomic survey (CIS)
- For projects aimed at improving social infrastructure and basic services, local authorities are required to present an investment proposal that meets the following requirements:
  - Matches one of the types of support detailed in the Operating Rules
  - Includes a technical study or project plan
  - Has the support of all entities involved in providing the service
  - Includes a maintenance and conservation program

Additional information can be found in point 3.3 of the Operating Rules.

## Brief Program History

The Development of Priority Areas Program is the result of the fusion of the Program for Local Development (Microregions) and the Program Support for Priority Areas. The former operated from 2002 to 2008 and the latter operated in 2008.

In its design the Program integrates lessons gleaned from these two earlier programs as well as the Mexican Government's previous experience with regional development.

## Budget and Projects 2007-2009

Year	Program	Spent budget (millions of current pesos)	Projects and Actions Executed
2007*	Program for Local Development (Microregions)	1,017.0	3 thousand 161 projects/actions
2008**	Program for Local Development (Microregions)	1,998.3	Among other actions: <ul style="list-style-type: none"> <li>29 thousand 319 homes were provided with hard floors<sup>a</sup></li> <li>88 thousand 664 homes were given access to water systems</li> <li>6 thousand 152 homes were provided with sanitation system</li> </ul>
	Program Support for Priority Areas	3,854.8	Among other actions: <ul style="list-style-type: none"> <li>515 thousand 567 homes were provided with hard floors<sup>a</sup></li> <li>9 thousand 776 homes were given access to water systems</li> <li>1 thousand 678 homes were provided with sanitation system</li> </ul>
2009***	Development of Priority Areas Program	8,161.0	Expected contribution of the DPA Program towards the goals included in the Sectorial Program for Social Development <ul style="list-style-type: none"> <li>565 thousand households located in any of the country's localities, were provide with hard floor<sup>a</sup></li> <li>13 thousand 500 households were given access to water systems</li> <li>13 thousand 400 households were provided with sanitation system</li> <li>11 thousand 50 households were provided with electricity</li> <li>300 public computer centers</li> <li>275 rehabilitation works</li> </ul>

\* Source: Report of Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Report of Public Account 2008.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of subsidies corresponds to the goal for the year.

<sup>a</sup> Note related to Hard Floor: The Federal Government has several programs that provide houses with Hard Floors. In 2008, these programs together installed 647,000 hard floors in the same number of houses (preliminary data), in addition to the 99,000 installed in 2007, for a total of 746,000 Hard Floors installed under the current federal administration.

## Main operating achievements

The Program for Local Development (Microregions) contributed to improving the lives of individuals residing in municipalities with very high exclusion rates: 86 municipalities that in 2000 were classified as having High Exclusion (inhabited by 1.8 million individuals) were no longer classified as such by 2005.

Source: Fourth Trimester Report 2008

### External Evaluations:

#### Main Results

##### Program Support for Priority Areas

- The channeling of resources is adequate and will help to correct regional development inequalities in the medium term
- Complementary provision of private goods (related to housing conditions) and public goods (basic infrastructure package) at the local and household level creating synergies that improve the quality of life and create opportunities for the development of residents of the targetted areas

Source: External Evaluation of Design 2008 for Program Support for Priority. CIDE, December 2008.

##### Program for Local Development (Microregions)

- Coordination between the three levels of government (federal, state, local), and diverse

sectors and society has led to focusing and concentrating efforts and resources to aid the development of the neediest regions in the country

Source: *Evaluation of Consistency and Results 2007, Final Report. FAO, March 2007.*

##### Impact of Hard Floor Actions

- The replacement of dirt floors with concrete floors reduces the incidence of parasites by 78%, anemia by 80% and diarrhea by 49% in children under 5
- These actions also have a positive impact on the cognitive development of children and adolescents (between 36% and 96% depending on the age range)

Source: *Cattaneo et al, Housing, Health and Happiness; World Bank Policy Research Working Paper 4214, April 2007.*

## Program Links

Program Operating Rules:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa para el Desarrollo de Zonas de Atención Prioritaria (PDZP) > Reglas de Operación 2009

Register of Beneficiaries:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Padrón de Beneficiarios > Programa para el Desarrollo de Zonas de Atención Prioritaria (PDZP)

This Guide only explains the objectives, criteria, rules, requirements and the other elements prescribed by the Operating Rules of the program in question; it is only a document of quick consultation, meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in conformity with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# HABITAT PROGRAM

## DEVELOPMENT AND IMPROVEMENT

### OF THE PHYSICAL AND SOCIAL ENVIRONMENT

GOBIERNO  
FEDERAL

SEDESOL

#### Objective

Help reduce poverty and improve the quality of life for residents living in marginalized urban areas by improving their physical and communal environments well as by encouraging their integration into the cities' dynamics.



Vivir Mejor

#### How does the program meet its objective?

Habitat promotes the implementation of projects and actions within the Habitat Polygons. Marginalized urban areas with over fifteen thousand residents and a high concentration of households living in assets poverty.

The Program has three main components comprised of the following lines of action:

##### Component "Improvement of Urban Environment"

- Construction or improvement of basic urban infrastructure: potable water, drainage and electricity
- Establishment or improvement of public lighting, pavement of roads, laying down of cobblestone, curbs, sidewalks and ramps for wheelchairs
- Construction or improvement of roads in the Habitat Polygons, as well as those connecting them to the city
- Installation or reinforcement of systems for the collection, recycling and disposal of solid waste and for water drainage, as well as support for ravine cleanup and recovery
- Construction, improvement and outfitting community development centers designed to offer care to victims of violence, and shelters for migrants in border cities
- Construction or improvement of community gardens and athletic fields
- Realization of new or follow-up studies to prevent and mitigate natural disasters by continually updating an atlas of natu-

ral risk areas at municipal, city and metropolitan levels

- Implementation of projects that prevent or mitigate risks, reducing the vulnerability of human settlements
- Training for residents to improve the environment and prevent or eventually confront risky situations occasioned by natural disasters
- Relocation of poor families that reside in properties or areas of unmitigable high risks; assistance provided in form of construction materials or financial support for the acquisition of adequate housing

##### Component Social and Community Development

- Development of individual and community capacities and promotion of gender equality and social capital
- Creation and updating of development plans for Habitat Polygons
- Facilitation of community service by high school and university students in activities linked to Program objectives
- Installation of help desks to encourage actions by other federal and local programs in the Habitat Polygons

##### Component Promotion of Urban Development

- Creation and updating of municipal plans and programs for urban development and urban planning
- Launch and update studies that contribute to the alleviation of urban poverty
- Establishment and strengthening of Local Urban Observatories and Urban De-

velopment Agencies in cities and metropolitan areas

- Training and technical assistance for municipal governments to help them carry out Program actions
- Support for the acquisition of properties with basic services (potable water, drainage, electricity and vehicle access) for households living in assets poverty

In order to attend the needs of Habitat Polygon residents in an orderly manner, the Program establishes priorities for its lines of action. Projects to establish or improve basic urban infrastructure (potable water, drainage and electricity) are considered to be Priority 1. The lines of action of Priority 2 (which include, among other projects, the establishment or improvement of public lighting, paving roads, as well as the construction or improvement of community development centers) are conditioned upon first providing 85% of the households in the Habitat Polygon with the services that comprise Priority 1.

For additional related information, please consult point 3.5.1 of the Operating Rules.

The Program also allocates resources to the protection, conservation and revitalization of historical centers and cites of UNESCO World Heritage Sites: Campeche, Mexico City – including Xochimilco-, Guanajuato, Morelia, Oaxaca, Puebla, Querétaro, San Miguel de Allende, Tlacotalpan and Zacatecas.

## Alignment with planning instruments

Instrument	Alignment
National Development Plan	<p><b>Focal point 3</b> Equality of Opportunity</p> <p><b>Objective 1</b> Significantly reduce the number of Mexicans living in poverty through public policy that surpasses handouts and helps individuals to acquire skills and generate job opportunities</p> <p><b>Line of action 4</b> Environmental Sustainability</p> <p><b>Objective 1</b> Increase access to potable water and sewage throughout the country</p>
National Program of Social Development (Living Better)	<p><b>Line of action 4</b> Development and Improvement of the Physical and Social Environment</p>
Sectorial Plan of Social Development	<p><b>Objective 4</b> Improve the quality of life in cities with an emphasis on bettering conditions for social groups in poverty, through the provision of social infrastructure and adequate housing, as well as the consolidation of efficient, safe and competitive cities</p>

## How does the program operate?

The municipalities are the main executing agencies of Program projects and actions. State governments and the government of the Federal District, as well as Delegations of SEDESOL and other federal entities can also serve as executing agencies.

To participate in the Program, the state government and municipalities sign a coordination agreement with SEDESOL in which they indicate the chosen cities and Habitat Polygons and enumerate the contributions expected of the three levels of government.

The operating procedure is summarized below:

- a) The Executing Agency promotes locals' participation to identify the priority actions for each Habitat Polygon.
- b) The Executing Agency devises proposals for projects and actions which are submitted to the appropriate SEDESOL Delegation.
- c) The SEDESOL Delegation and the Attention Unit of Urban Poverty Programs evaluate if the projects and plans proposed by the Executing Agencies comply with legal and technical requirements applicable to each project. If the proposals meet these requirements, the Delegation approves the execution of these projects and actions.
- d) The Executing Agency carries out the projects and actions and receives the resources to make any necessary payments.

Detailed information pertaining to the Program's operating structure can be found in point 4 of the Operating Rules and point 5 of the Operation Guidelines.

## Types and Amounts of Assistance

The maximum amount of federal aid depends on the type of project; these can be found in point 3.5.2 of the Operating Rules.

The annual amount of federal resources allocated to a particular Habitat Polygon cannot exceed the amount produced by multiplying the number of households in assets poverty residing in the area, by the amount of \$5,000 pesos. Local governments are required to contribute 50 percent of the total cost of each project.

## Who can be a beneficiary?

The Program focuses on the development of marginalized urban areas with a high concentration of poverty (Habitat Polygons) for the benefit of families who reside in these Polygons. To receive program benefits, areas must meet the following criteria:

- Be located in cities with over 15 thousand inhabitants
- At least 50% of households must be in assets poverty (insufficient income to afford the basic basket of foods, cover health, education, clothing, housing and transportation costs)
- Have unmet needs in urban infrastructure, equipment and services
- 80 percent of properties must be occupied
- Be situated within the limits of the urban perimeter of a municipality or in a Delegation of the Federal District, in accordance with the current urban development plan or program
- Not be in an irregular situation with respect to land ownership
- Be located outside of ecological reserves, archeological areas and protected natural areas

## Budget, and polygons and municipalities served 2007-2009

Year	Spent budget (millions of current pesos)	Polygons served	Municipalities served
2007*	3,062	1,171	328
2008**	1,886	1,179	355
2009***	2,746	1,453	355

\* Source: Report on Federal Public Treasury Account 2007.

\*\* Source: Fourth Trimester Report 2008

\*\*\* Source: Budget of Federal Expenses 2009. The amount is the approved budget

## Main operating achievements and results

In 2008 the Program directed resources to projects in 245 cities, 1,179 Habitat Polygons, and 355 municipalities and delegations of the Federal District.

Source: Fourth Trimester Report 2008

### External Evaluations:

#### Main Results

- The program appropriately channels resources in urban areas with a high concentration of assets poverty
- Promotes the continuity of actions undertaken in the Habitat Polygons
- Program projects and actions simultaneously articulate urban development and community and social development policies

External Evaluation of Consistency and Results of Program Habitat, CIESAS, 2007.

- Each peso invested in basic infrastructure in the Habitat polygons raises the value of the property by \$2.58 pesos

Study on real estate appreciation generated by Habitat Program infrastructure investments, INDAABIN, 2007.

- The community development centers supported by Habitat give residents of marginalized urban areas access to services, courses and workshops that serve to improve their quality of life, while also serving as social and recreational centers that strengthen social and familial bonds

Evaluation of the Community Development Centers supported by the Habitat Program, Colegio de México, 2007.

## Brief program history

The programs Overcoming Urban Poverty and Mother Heads of Household were the antecedents of Habitat.

The program Habitat began operations in 2003 in 32 cities with over 100 thousand inhabitants. It launched with the goal of aligning SEDESOL objectives of social policy with those of regional and urban development.

Beginning in 2004, the Program extended its coverage to cities with over 15 thousand inhabitants.

In 2008, Habitat served 245 cities.

## Important Links

Program Operation Rules and Guidelines:  
[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa Hábitat > Reglas de Operación y Lineamientos 2009

List of cities that participate in Habitat:  
[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa Hábitat > Ciudades seleccionadas

List of Habitat Polygons:  
[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa Hábitat > Polígonos Hábitat

Register of Beneficiaries:  
[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa Hábitat > Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# RECOVERY OF PUBLIC SPACES PROGRAM

## DEVELOPMENT AND IMPROVEMENT OF PHYSICAL AND SOCIAL ENVIRONMENTS

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Recover and restore public spaces afflicted by deterioration, abandonment and insecurity in cities and urban localities in metropolitan areas to permit their use and enjoyment by the community and to encourage socialization between community members.



Vivir Mejor

### How does the program meet its objective?

The Program's aim is to construct and physically improve athletic spaces, plazas, gardens, parks, and other public spaces, in order to promote community participation and public safety.

The Program component *Physical Improvement* supports the construction, rehabilitation and improvement of:

- Athletic spaces, plazas, parks, green areas, gardens, as well as other spaces designated for athletic, recreational or cultural community activities
- Lighting, sidewalks, and ramps for wheelchairs
- Street furniture and urban equipment
- Pedestrian access and roads, establishment of safe routes, paths and rest areas.

Meanwhile the component *Community Participation and Security* furthers the organization and community involvement of children, young adults and adults, men and women, through the creation of social networks, which select the space to recover, proposing its design, and actively taking part in the athletic, civic, recreational and artistic-cultural activities that the recovered public space then allows. The aim of this component is to contribute to the conservation and maintenance of the space and to foster a sense of community ownership and belonging.

These actions also prevent risky and antisocial behaviors (such as participation in gangs and drug addiction); they strengthen community relations, bonds of mutual understanding and social identity (community fabric and social capital) and reinforce equity and togetherness among community members.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 1</b> Rule of Law and Security  <b>Objective 16</b> Promote a higher level of development and improved living conditions that prevent crime in communities and urban spaces and guarantee community members' full exercise of their rights and liberties
National Program of Social Development (Living Better)	<b>Line of Action 4</b> Development and improvement of physical and social environments: Public Safety
Sectorial Plan of Social Development	<b>Objective 4</b> Improve the quality of life in cities, with an emphasis on bettering conditions for social groups in poverty, through the provision of social infrastructure and adequate housing, as well as the consolidation of efficient, safe and competitive cities

### Types and Amounts of Assistance

The maximum aid amounts for projects depend on the type of space (for example, walkways vs. parks) as well as the type of intervention (first-time support vs. support to improve on interventions from past years).

- For the Component Community Participation and Security the amount of federal aid available ranges from \$60 to \$600 thousand pesos
- For the Component Physical Improvement the aid ranges from \$300 thousand to \$3 million pesos

Detailed information can be found in point 3.5.2 of the Program Operating Rules.

Local authorities (state or municipal entities) and the community must contribute a minimum of 50% of the total cost of the entire project.

## Who can be a beneficiary?

To be eligible for Program aid, public spaces must comply with the following requirements:

- Be located in localities or metropolitan areas with a population of over 50,000 residents and forming part of the National Urban System (register of cities in Mexico)
- Have suffered deterioration, abandonment and insecurity
- Be designated in the Integral Plan for Municipal Action to Prevent Insecurity
- Have developed a comprehensive project plan (which includes projects in the areas of Physical Improvement, as well as Community Participation and Security)
- The Executing Agency must justify the project with a diagnostic endorsed by community representatives that documents the physical deterioration of the public spaces in question and the social problems this causes for the community
- The project plan must be validated by community representatives

Detailed information pertaining to selection criteria and requirements can be found in point 3.3 of the Operating Rules.

## Budget and beneficiaries 2007-2009

Year	Spent budget (millions of current pesos)	Recovered Public Spaces
2007*	982	850
2008**	1,283	1,005
2009***	1,280	1,000 (goal)

\* Source: Report of Public Account, 2007. The difference between the number of recovered public spaces versus the number in the Report is attributable to separate reporting by diverse executing agencies.  
 \*\* Source: Fourth Trimester Report 2008.  
 \*\*\* Source: Budget of Federation Expenses 2009.

## Main operating achievements

In 2008 the Program improved a total of 1,271 public spaces. Of these actions:

- 1,005 were first-time actions
- 266 were follow-up actions on earlier interventions in 2008 to promote community participation

From 2007 to the present, the Program has recovered 1,855 public spaces.

It is estimated that the Program has benefited more than 9 million people.

## External Evaluations: Main Results

- Evidence from international studies and investigations shows that the services and products offered by the program are well tailored to meeting its objectives
- International experience has demonstrated that successful public space recovery projects in urban areas transforms the locals' perception of risk factors when the community is involved in the public space recovery from its design stage through project execution and maintenance stages
- By helping to strengthen the social fabric the Program directly contributes to preventing criminal behavior and mitigating risks to the community

External Evaluation of Design, El Colegio Mexiquense, 2007.

## How does the program operate?

The Program generally works as described below:

- a)** Taking its cue from a formula that prioritizes service to the most marginalized localities with the highest incidence of insecurity, the SEDESOL creates an estimate of the appropriate distribution of resources by state and municipality. This distribution is adjusted based on the contributory capacity of local governments, with the goal of determining the cities and metropolitan areas to serve and the contributions required by each actor in the project (federal, state and local governments and community).
- b)** The Executing Agency, generally the municipality, identifies the projects and actions to be carried out, collects the necessary paperwork and submits these to the state's Federal Delegation of SEDESOL for review.
- c)** The SEDESOL evaluates each project and upon approval transfers funds to the Executing Agency.
- d)** The Executing Agency implements the respective projects and actions.

Detailed information pertaining to the operating mechanics of the Program can be found in point 4 of the Operating Rules.

## Brief program history

The Program began operating in 2007 as part of the Let's Clean Mexico Strategy, an inter-institutional effort to provide infrastructure and improve security in cities and urban areas in order to recover public spaces used for criminal activity and to reinforce a culture of (risk and crime) prevention.

## Important Links

Program Operating Rules:  
[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales >  
 Programa Rescate de Espacios Públicos >  
 Reglas de Operación 2009

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# 3x1 FOR MIGRANTS PROGRAM

DEVELOPMENT AND IMPROVEMENT  
OF PHYSICAL AND SOCIAL ENVIRONMENTS

GOBIERNO  
FEDERAL

SEDESOL

## Objective

Strengthen the ties between Mexicans abroad and their communities of origin through concerted actions between migrants and the three levels of government in order to improve the quality of life in these communities.



Vivir Mejor

## How does the program meet its objective?

The Program grants subsidies in order to carry out projects related to infrastructure, community services and economic activities. For each peso that migrants contribute, the federal, state and municipal governments contribute three additional pesos.

Beginning in 2009, the Program is supporting projects proposed by migrants that contribute to income generation and employment in their origin communities.

## Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 5</b> Effective Democracy and Responsible Foreign Policy
National Program of Social Development (Living Better)	<b>Line of Action 4</b> Development and improvement of physical and social environments

## Types and Amounts of Assistance

The Program offers support for two categories of projects:

### 1. Infrastructure, Equipping and Community Service Projects:

The Program co-finances projects related to:

- Environmental cleaning and conservation of natural resources
- Education, health, athletics
- Potable water, drainage and electrification
- Communication, roads and highways
- Culture and recreation
- Urban improvement
- Productive community projects
- Community service projects

SEDESOL contributes up to \$800 thousand pesos per project (corresponding to 25% of the total cost). Migrant clubs and organizations contribute another 25%, and state and local governments cover the remaining 50%.

### 2. Productive Projects to Strengthen Assets:

In this category, the Program supports productive projects proposed by migrants that contribute to income generation and employment in their communities of origin. SEDESOL contributes up to \$300 thousand pesos (corresponding to 50% of the total), while migrants contribute the other 50%. State and municipal governments can make additional contributions. The beneficiaries of these projects must reintegrate received aid by investing in infrastructure, equipment and community service projects under the framework of the 3x1 Program.

Detailed information pertaining to the types and amounts of assistance can be found in point 3.5 of the Program Operating Rules.

## Who can be a beneficiary?

The Program is targeted at the population residing in origin communities and localities that migrants are interested in helping and which present conditions of poverty, underdevelopment or exclusion.

The criteria to receive aid for the two categories of projects are the following:

### 1. Infrastructure, Equipping and Community Service Projects

Projects must:

- Respond to the initiatives of migrants living abroad
- Have financial support from migrant clubs or organizations, the Federation, the corresponding states and municipalities

- Contribute to solving shortages in basic infrastructure or services and generate sources of employment and income for local residents

### 2. Productive Projects to Strengthen Assets

Migrants must have Mexican nationality; they must submit a basic description of the productive project and demonstrate financial solvency to be able to cover all corresponding contributions for the project's implementation.

Both categories of projects require the submission of an application with a series of documents that are described in point 3.3 of the Program Operating Rules. Details regarding Productive Projects to Strengthen Assets ("Productive Fund for Migrants") can be found in section 3.1 of the Operating Guidelines.

## How does the program operate?

### Presentation of Proposals

**a)** The migrant clubs or organizations, through a representative, submit applications to a SEDESOL Delegation with copies to their corresponding municipal and State Governments. For Productive Projects, applications can be submitted to Mexican Consulates abroad or to SEDESOL Representatives in the United States.

### Selection and Prioritization

**b)** Each participating state forms a Committee on Validation and Attention to Migrants (COVAM). The Committee is comprised of representatives from the migrant clubs or organizations, SEDESOL and the state and municipal governments.

**c)** COVAM reviews the applications from technical, normative and budgetary perspectives. Productive Projects are reviewed by an internal Subcommittee of COVAM.

**d)** If a project is approved, the migrant clubs and three levels of government sign an Agreement of Cooperation guaranteeing their respective financial contributions to the project. For Productive Projects the agreement can be signed exclusively by SEDESOL and the migrant.

### Implementation and Close

**e)** SEDESOL and the other participating entities release funds.

**f)** The project is completed. The executing agency (normally the municipality) provides updates every three months on progress in implementation and financing.

**g)** Once the project is completed, the executing agency submits an Act of Delivery-Receipt.

### Brief program history

3x1 was preceded by several earlier programs:

- The programs 1x1 (Migrants-State) and 2x1 (Migrants-State and Municipality) which have operated mainly in the state of Zacatecas since 1992
- In 2001, the Program Citizen Initiative 3x1 was established with the goal of realizing projects that benefited the inhabitants of origin or poor communities through concurrent investments by the three branches of governments and organized citizens

In 2004, the Program changed its name to 3x1 for Migrants.

## Budget and executed projects 2007-2009

Year	Spent budget (millions of current pesos)	Number of approved projects
2007*	244.8	1,598
2008**	488.5	2,457
2009***	562.3	1,500

\* Source: Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Fourth Trimester Report 2008. This was the budget spent by the end of the year.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of projects corresponds to the goal for the year.

## Main operating achievements

As of December 2008:

- The program has approved 2,457 projects
- Of these, 1,975 were projects with a social impact focus

The constant growth of migrant investment is evidence of increasing trust in federal, state and municipal governments.

The program is internationally recognized as one of the best policies globally and is likely to be emulated in various countries.

Source: Fourth Trimester Report 2008 (preliminary information)

## External Evaluations: Main Results

The Program is known for successfully linking migrant clubs and organizations to development in their communities of origin under a framework of shared responsibility not only in terms of financing, but also in the selection of projects and benefiting localities.

External Evaluation of Consistency and Results 2007, Center of Economic Research and Instruction, A. C. (CIDE)

## Important Links

Program Operating Rules:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa 3x1 para Migrantes > Reglas de Operación 2009

Register of Beneficiaries:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales > Programa de 3x1 para Migrantes > Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

**SUPPORT TO RESIDENTS IN ASSETS POVERTY  
FOR THE REGULARIZATION OF HUMAN SETTLEMENTS (PASPRAH)  
DEVELOPMENT AND IMPROVEMENT OF PHYSICAL AND SOCIAL ENVIRONMENT**

**GOBIERNO  
FEDERAL**

**SEDESOL**

### Objective

Assist households living in assets poverty that reside in irregular human settlements by regularizing their property and patrimony.



**Vivir Mejor**

### How does the program meet its objective?

The Program provides economic aid to persons living in assets poverty who need to regularize the properties of their lots.

- A household lives in assets poverty if it has insufficient income to procure the basic basket of goods, afford healthcare, education, basic clothing, housing and transportation.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 3</b> Equality of Opportunity  <b>Strategy 3.1</b> Promote zoning, judicial certainty in land ownership and public safety in marginalized urban areas
National Program of Social Development (Living Better)	<b>Line of Action 4</b> Development and improvement of physical and social environment
Sectorial Plan of Social Development	<b>Strategy 4.4</b> Deter the chaotic expansion of urban areas by providing appropriate land for urban development while taking advantage of the dynamism, strength and richness of cities to drive regional development

### Types and Amounts of Assistance

- **Aid to regularize beneficiary's property** amount equivalent to the cost of property regularization, up to a maximum of 8 thousand pesos

### Who can be a beneficiary?

To participate in the program households must meet the following criteria:

- Live in a situation of assets poverty
- Possess an irregular lot in a property being regularized by CORRETT
- Not have received prior subsidies from the Program

To accredit the above, applicants must fill out an application and submit all documents indicated in point 3.3 of the Program Operating Rules.

## How does the program operate?

The Program's main executing agency is the Commission for the Regularization of Land Ownership (CORETT).

The Program generally operates in the following manner:

- a) Interested residents of the property submit an application to the local office of the Executing Agency.
- b) The Executing Agency visits the applicants and collects their identifying information for the Register of Socioeconomic Information.
- c) The registers are scored to verify that the applicants meet Program requirements. The SEDESOL Delegation notifies applicants that meet requirements.
- d) Beneficiaries attend a training hosted by the SEDESOL Delegation.
- e) If the cost of regularization exceeds 8 thousand pesos, the Executing Agency asks the beneficiary to pay the difference.
- f) Once the cost of regularization is covered, the Executing Agency submits to the beneficiary a clear title certifying that no money is owed for the lot; the Agency also releases any corresponding paperwork and processes the lot's registration into the Public Register of Property.
- g) Once processed, all paperwork is submitted to the beneficiary

Detailed information pertaining to the Program's operating structure can be found in point 4 of the Operating Rules.

## Main operating achievements

In the Program's first year, it issued 43,825 clear titles for an equal number of regularized lots.

## External Evaluations: Main Results

By accrediting property ownership, the Program can serve as a starting point for other public programs such as those developed by FONHAPO to improve and expand housing.

Autonomous Metropolitan University, Xochimilco; Evaluation of Design, 2008

## Brief program history

The program began operating in 2008.

## Budget and beneficiaries 2008-2009\*

Year	Spent budget (millions of current pesos)	Beneficiaries
2008*	296	43,825
2009**	360	42,000 (goal)

\* Source: Fourth Trimester Report 2008

\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of beneficiaries corresponds to the goal for the year.

## Important Links

Program Operating Rules:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales  
> Programa de Apoyo a los Vecindados en Condiciones de Pobreza Patrimonial para Regularizar Asentamientos Humanos Irregulares  
> Reglas de Operación 2009

Register of Beneficiaries:

[www.sedesol.gob.mx](http://www.sedesol.gob.mx) > Programas Sociales  
> Programa de Apoyo a los Vecindados en Condiciones de Pobreza Patrimonial para Regularizar Asentamientos Humanos Irregulares  
> Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# YOUR HOUSE PROGRAM

DEVELOPMENT AND IMPROVEMENT  
OF PHYSICAL AND SOCIAL ENVIRONMENT

GOBIERNO  
FEDERAL

SEDESOL

## Objective

Improve the living conditions of Mexican families living in assets poverty.



Vivir Mejor

## How does the program meet its objective?

The Program grants economic aid to families living in assets poverty to help them acquire basic housing or expand or improve the housing they have.

- A household lives in assets poverty if it has insufficient income to procure the basic basket of goods, afford healthcare, education, basic clothing, housing and transportation.

## Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 3</b> Equality of Opportunity  <b>Objective 1</b> Significantly reduce the number of Mexicans in poverty with public policy that surpasses handouts and helps individuals to acquire skills and generate job opportunities
National Program of Social Development (Living Better)	<b>Line of Action 4</b> Development and improvement of physical and social environment
Sectorial Plan of Social Development	<b>Strategy 3.1</b> Assist the most marginalized regions in the country to close regional development gaps  <b>Strategy 3.4</b> Prevent and respond to natural disasters through actions coordinated with civil society  <b>Strategy 4.2</b> Improve housing conditions to enhance poor households' assets

## Types and Amounts of Assistance

The maximum amount of federal aid depends on the type of aid that is requested and the area in which the applicant family lives:

- In **rural areas** (up to 2,500 inhabitants) aid amounts are the following:

Type of Assistance	Contributions		
	Federal Subsidy up to	State or Municipal Governments	Beneficiary
Acquisition	\$40,000	At least 30% of the total value (with possible loan to beneficiary)	\$1,650
Expansion	\$20,000		5% of total value of action
Improvement	\$15,000		5% of total value of action
			(plus value of credit, if exists)

- In **urban areas** (more than 2,500 inhabitants) aid amounts are the following:

Type of Assistance	Contributions		
	Federal Subsidy up to	State or Municipal Governments	Beneficiary
Acquisition	\$53,000	At least equal to federal contribution (with possible loan to beneficiary)	\$8,250
Expansion	\$20,000		10% of total value of action
Improvement			
			(plus value of credit, if exists)

Detailed information pertaining to the types and amounts of assistance can be found in point 3.5 of the Operating Rules.

## Who can be a beneficiary?

To participate in the program, applicants must comply with the following criteria:

- Living in assets poverty
- Have at least one economic dependent
  - With the exception of senior citizens 60 years of age or over, who can solicit aid without having dependents
- If seeking aid to expand or improve housing, must accredit the property. If living in an urban locality, must be up to date with payments for public services
- If seeking aid to acquire housing, must not have personal property (neither the applicant nor his or her spouse)
- Not have received any federal subsidy before to acquire or build a house

To demonstrate the above, applicants must complete applications and submit the documents described in point 3.3 of the Program Operating Rules.

## How does the program operate?

The program generally operates in the following manner:

- The Executing Agencies (which can be Federal Sedesol Delegations in the States, State or Municipal Governments or their respective Housing Institutes) sign an agreement of implementation with Fonhapo, in which they establish the contributions of each entity and the actions to be carried out that year.
- The Executing Agency presents an Annual Work Plan (PTA), which is revised and validated by Sedesol.
- The applicants submit their application to the Executing Agency.
- Sedesol evaluates each application; if the application meets the requirements, Sedesol grants the subsidy to the beneficiary.
- The beneficiary endorses the subsidy voucher on behalf of the Executing Agency and submits his or her contribution.
- Sedesol submits subsidies to the Executing Agency.
- The Executing Agency carries out the corresponding actions (construction, expansion or improvement) and turns in housing to the beneficiary.

Detailed information pertaining to the Program's operating structure can be found in point 4 of the Operating Rules.

## Budget and beneficiaries 2007-2009

Year	Spent budget (millions of current pesos)	Beneficiary families	
		Expansion/improvement	New housing
2007*	1,779	125,934	32,953
2008**	1,606	136,951	21,052
2009***	1,773	66,773 (goal)	18,687 (goal)

\* Source: Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Fourth Trimester Report 2008. Preliminary figures.

\*\*\* Source: Budget of Federation Expenses 2009. The figure includes 50 million pesos for investment. This is the approved budget; the number of beneficiaries corresponds to the goal for the year.

## Main operating achievements

- In 2008 the Program "Your House" spent a subsidy budget of \$1,561.3 million pesos and granted 158,003 subsidies. Of these:
  - 21,052 vouchers (valuing \$821.2 million pesos) correspond to subsidies for new housing
  - 136,951 vouchers (valuing \$740.1 million pesos) correspond to actions to expand or improve existing housing
- Of exercised resources, \$521 million pesos were spent in urban areas while

\$1,000.2 million were spent on rural projects. In addition, \$40 million pesos were dedicated to urban areas in the States of Puebla and San Luis Potosi to help families affected by natural disasters

- 56% of the resources were granted to female heads of household
- The Program granted 52,029 subsidies to municipalities catalogued as indigenous by the CDI (National Commission for Development of Indigenous Towns), benefiting an equal number of families with projects valuing \$337.4 million pesos

Source: Fourth Trimester Report 2008 and information from FONHAPO.

## External Evaluations: Main Results

- The program is highly systematized in its administration and operation, allowing it to carry out activities in compliance with program standards
- The Program's territorial focus is appropriate, with 80% of the budget targeting municipalities with a high concentration of households living in assets poverty

Source: External Evaluation of Consistency and Results 2007, Center of Economics Research and Teaching.

## Brief program history

The program Your House began as the Program of Savings and Subsidies for Progressive Housing ("ViVAh") under SEDESOL between fiscal years 1998 and 2001; it was transferred to FONHAPO in fiscal year 2002.

In 2003 FONHAPO changed the program name to Program of Savings, Subsidies and Credit for Progressive Housing "Your House".

In 2007 the Program adopted its current name Program of Savings and Subsidies for Housing "Your House".

## Important Links

Program Operating Rules:

[www.fonhapo.gob.mx](http://www.fonhapo.gob.mx) > Programas > Reglas de Operación > Reglas de Operación "Tu Casa" 2009

Register of Beneficiaries:

[www.fonhapo.gob.mx](http://www.fonhapo.gob.mx) > Estadísticas > Padrón de Beneficiarios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# RURAL HOUSING PROGRAM

## DEVELOPMENT AND IMPROVEMENT OF PHYSICAL AND SOCIAL ENVIRONMENT

GOBIERNO  
FEDERAL

SEDESOL

### Objective

Use housing improvements to raise the standard of living for rural indigenous families living in assets poverty.



Vivir Mejor

### How does the Program meet its objective?

The program provides subsidies to families in assets poverty that reside in rural localities with high and very high levels of exclusion in order to construct, expand and improve their dwellings.

A household is considered to be in assets poverty when the household members' income is inadequate to afford the basic basket of foods, access health and education services and purchase basic necessities, primarily clothing, housing and transportation.

### Who can be a beneficiary?

To participate in the program, applicants must meet the following criteria:

- Be in a situation of assets poverty
- Be the head of household with at least one economic dependent
- Senior citizens 60 and over are exempted from this rule and can apply for assistance irrespective of whether they have an economic dependent
- Accredited one's identity and Mexican nationality (with copy of the CURP identification card of the applicant and his/her spouse)
- Reside in a rural or indigenous locality of under 5,000 inhabitants, which is classified as High Exclusion or Very High Exclusion

To demonstrate the above, applicants must complete an application and submit the documents described in point 3.3 of the Program's Operating Rules.

### Alignment with planning instruments

Instrument	Alignment
National Development Plan	<p><b>Focal point 3</b> Equality of Opportunity</p> <p><b>Objective 1</b> Significantly reduce the number of Mexicans in poverty through public policy that surpasses handouts and helps individuals to acquire skills and generate job opportunities</p>
National Program of Social Development (Living Better)	<p><b>Line of Action 4</b> Development and improvement of physical and social environment</p>
Sectorial Plan of Social Development	<p><b>Objective 3</b> Lessen regional disparities through territorial planning and social infrastructure</p> <p><b>Strategy 3.1</b> Aid the country's more marginalized regions to bridge regional gaps in human development</p>

### Types and Amounts of Assistance

Type of Assistance	Contributions		Beneficiary
	Federal Subsidy maximum	State or Municipal Government	
Construction	\$40,000	30% of the total value of the housing action	5% of total value of action in cash or labor
Expansion	\$20,000		
Improvement	\$15,000		

## How does the program operate?

The program is jointly operated by SEDESOL, FONHAPO, diverse Implementing Institutions (state and municipal governments, Federal Delegations of SEDESOL), Assistants (Federal Delegations of SEDESOL) and Aid Institutions (civil society organizations).

Generally the program operates in the following manner:

- a) An announcement is issued in the locality where the program is to be applied.
- b) Applicants individually complete applications with the Implementing Institution no later than February 28th.
- c) The Implementing Institution submits an Annual Business Plan (PTA) which is subse-

quently revised and validated by SEDESOL no later than February 28th.

- d) FONHAPO evaluates each application and notifies the Implementing Institution as to which individuals meet all the requirements.
- e) The Implementing Institution publishes a list of the approved applicants in the local SEDESOL Delegation or in the office of the Municipal President, no later than July 31st.
- f) The assisting institution prints the Subsidy Certificates to turn these in to each beneficiary in coordination with the Implementing Institution and the Aid Institutions as necessary.
- g) The beneficiaries submit to the Implementing Institution the Subsidy Voucher endorsed in their favor and their signature on the Contract of Implementation.
  - When the Implementing Institutions are the State or Municipal Governments, the beneficiaries sign a Private Contract of Implemen-

tation with the Government Institution establishing that the Implementing Institution is committed and obligated to carry out the housing action

- When the Implementing Institution is the Delegation, each beneficiary can choose his provider, taking into account costs, quality and service. The beneficiary signs a Contract of Implementation with the Implementing Institution and the Provider
- h) The Implementing Institution is responsible for the submission of the packet of materials or for carrying out actions as appropriate (construction, expansion or improvement) for the beneficiary, in accordance with the agreement

The details of the Program Operating Structure can be found in the fourth Numeral of the Operating Rules.

## Budget and beneficiaries 2007-2009

Year	Spent budget (millions of current pesos)	Number of awarded subsidies
2007*	215	27,470
2008**	591	64,033
2009***	380	16,433 (goal)

\* Source: Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Public Account 2008. This was the budget executed by the end of the year.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of subsidies corresponds to the goal for the year.

## Main operating achievements

As of December 2008:

- The program has dispensed 64,033 subsidies for the expansion and improvement of housing for families in rural or indigenous localities, disbursing a budget of 591 million pesos
  - This represents 65.18 % of the families residing in eligible areas who applied for subsidies in 2008
- The program installed 20,400 hard floors
- 31.38% of the subsidies were given to families in indigenous municipalities

Source: Fourth Trimester Report 2008.

## External Evaluations:

### Main results

- The social need addressed by the program is correctly identified and clearly defined
- The program contributes to the reduction of illness and raises beneficiaries' family assets
- The program uses standardized processes and works with information in a systematic way

External Evaluation of Design, Colegio de México, 2007.

## Brief Program History

- The Program began operations in November 2003 in light of the National Agreement for the Country (rural areas)
- Initially the program was directly operated by SEDESOL; operation switched hands in 2006 to the National Fund for Low-Income Housing (FONHAPO)

Source: FONHAPO

## Program Links

Program Operating Rules:

[www.fonhapo.gob.mx](http://www.fonhapo.gob.mx) > Programas > Reglas de Operación > Reglas de Operación "Vivienda Rural" 2009

Manual of Program Operations:

[www.fonhapo.gob.mx](http://www.fonhapo.gob.mx) > Programas > Reglas de Operación > Manual de Operación "Vivienda Rural" 2009

Register of Beneficiaries:

[www.fonhapo.gob.mx](http://www.fonhapo.gob.mx) > Programas > Estadísticas > Padrones de Subsidios

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.

# SOCIAL CO-INVESTMENT PROGRAM

DEVELOPMENT AND IMPROVEMENT  
OF PHYSICAL AND SOCIAL ENVIRONMENT

GOBIERNO  
FEDERAL

SEDESOL

## Objective

Strengthen social actors through financial support to projects that meet their groups' needs by building social capital.



Vivir Mejor

## How does the program meet its objective?

The Program provides economic aid to projects proposed by Social Actors (Organizations of Civil Society, municipalities, research centers or academic institutions) that are directed at reducing poverty and providing attention to vulnerable groups.

The Program requires that its contributions be complemented by the corresponding Social Actors' contributions.

The Program is operated by the National Institute of Social Development (INDESOL).

## Alignment with planning instruments

Instrument	Alignment
National Development Plan	<b>Focal Point 3</b> Equality of Opportunities
National Program of Social Development (Living Better)	<b>Línea de Acción 4</b> Development and improvement of physical and social environment
Sectorial Plan of Social Development	<b>Objective 2</b> Mitigate the lag faced by vulnerable social groups through social assistance strategies that allow them to develop their potential fully and independently

## Types and Amounts of Assistance

The Program supports projects in three areas:

1. Promotion of Human and Social Development
2. Strengthening and professionalization
3. Research

The Social Actors submit their project proposals to a public competition coordinated by INDESOL.

The maximum amount that a project receives is established in each competition, depending on its characteristics and objectives; the amount cannot exceed \$1 million pesos per project.

The contributions from the of Social Actors must be equivalent to at least twenty per cent of the total project cost. This contribution can come in the form of money or in kind.

Detailed information pertaining to the types and amounts of assistance can be found in point 3.5 of the Program Operating Rules.

## Who can be a beneficiary?

Social Actors (Organizations of Civil Society, municipalities, research centers or academic institutions) focused on serving vulnerable groups and that meet all criteria and requirements of program participation.

Detailed information can be found in point 3.2 of the Program Operating Rules.

## Brief program history

The predecessor of PCS, the Fund for Social Co-Investment, was created in 1993 to support and promote aid and social development actions carried out by OSC for the benefit of third parties.

In 1995 the Fund began to be administered by the National Institute for Social Development (INDESOL). In 2001 it evolved into the Program of Social Co-Investment (PCS).

## How does the program operate?

The program accepts submissions through public competitions that it posts on its website [www.indesol.gob.mx](http://www.indesol.gob.mx). The Program generally operates as described below:

### a) Promotion

INDESOL publishes grant competitions in the Official Bulletin of the Federation and on its website [www.indesol.gob.mx](http://www.indesol.gob.mx).

### b) Selection process for projects

INDESOL forms Selection Commissions (comprised of public officials, members of OSCs, academics or specialists in the topics of the corresponding competition). These commissions identify eligible projects based on technical viability, methodology, financing as well as their social impact. The commissions also sometimes make recommendations for adjustments to improve the projects.

## Main operating achievements

In 2008, the Program hosted 13 competitions, supporting 1,441 projects that benefited a total of 1,136,159 people.

Source: Fourth Trimester Report of the activities of the Social Co-Investment Program 2008.

## External Evaluations: Main Results

- The Program Design promotes the development of social capital among participants of the civil society organization. For example 36% of the projects supported by PCS generate or reinforce social capital
- The Program Design promotes cooperation networks between civil society organizations

External Evaluation of Design, Covarrubias y Asociados, S.C., 2006.

- The shared responsibility framework in PCS reduces the cost of creating programs, thus expanding attention to a greater number of vulnerable groups

External Evaluation of Consistency and Results, UAM-Iztapalapa, 2007.

### c) Resource prioritization

INDESOL defines the order in which resources are granted to eligible projects by weighting the following factors:

1. Score that the project received from the Selection Commission.
2. Budgetary sufficiency of each competition.
3. Budgetary availability of program.
4. Whether Social Actor received program support previously (with other projects, in the same year). Preference is given to Social Actors who have not received aid this year, while factoring in the scores given to different projects by the Selection Commission.

### d) Project adjustment

The Social Actor adjusts the eligible project, incorporating the recommendations of the Selection Commission.

### e) Exercise of resources

The resources are disbursed in two rounds: the first following the signature of the Judicial Instrument and the second conditional on the submission of a report midway into the project and in accordance with the terms and due date established by the Executing Agency.

### f) Evaluation of funded projects

INDESOL monitors and evaluates the performance of funded projects, focusing on beneficiaries, goals, resource usage, probatory material, areas of impact and project execution, as well as the degree to which social actors were strengthened.

Detailed information pertaining to the Program's operating structure can be found in point 4 of the Operating Rules.

## Evolution of budget and beneficiaries

Year	Spent budget (millions of current pesos)	Number of supported projects
2007*	272	1,536
2008**	273	1,441
2009***	353	1,180

\* Source: Public Account 2007. This was the budget spent by the end of the year.

\*\* Source: Fourth Trimester Report 2008. This was the budget spent by the end of the year.

\*\*\* Source: Budget of Federation Expenses 2009. This is the approved budget; the number of projects corresponds to the goal for the year.

## Important Links

Program Operating Rules:

[www.indesol.gob.mx](http://www.indesol.gob.mx) > [Coinversión Social](#) > [Reglas de Operación](#)

This Guide only explains the objectives, criteria, rules, requirements and other elements prescribed by the Operating Rules of the program in question; it is an easy reference meant to familiarize society with the basics of the Program. This text does not substitute the Operating Rules created in compliance with the applicable legal orders and rules. For additional information related to the program please consult the program's Operating Rules.

This Program is public, independent of any political party. Its use for any ends other than social development is prohibited.