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Development of an Income Generation Program in Agriculture based on Innovative Initiatives from China and Portugal aimed at Eradicating Poverty of People with Disabilities Through a Digital Platform.

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Abstract: It is noticed that in Brazil, especially in the semi-arid of Pernambuco, there is a deficit of programs to generate income and digital financial inclusion that seek to combat the poverty of people with disabilities in agriculture. On the other hand, it is verified that in countries such as China and Portugal there are successful initiatives that invest in combating the poverty of their rural population, both through access to financial incentives and the implementation of vocational training programs. In this sense, the article aims to replicate the successful initiatives of these countries, developing a digital platform for generating income for people with disabilities in agriculture. The proposal aims to contribute to the eradication of poverty in the rural population with disabilities in the semi-arid region of Pernambuco and social inclusion.

Keywords: Poverty; People with disabilities; Income generation; Agriculture.

1. Introduction

In recent years, there has been a growing correlation between economic and social vulnerability and people with disabilities^{IV}. This can be seen in national and international regulations, as set out in the Agenda of the United Nations (UN), which cites as an objective to be achieved by member countries by 2030, the Sustainable Development Goal (SDGs) 1: "ending poverty in all its forms everywhere". In addition, it states in SDS 10.2: "by 2030, empower and promote the social, economic and political inclusion of all, regardless of age, gender, disability, race, ethnicity, origin, religion, economic condition or otherwise."^V

Poverty was originally defined as an economic phenomenon, a condition in which the income of an individual family does not meet basic living standards^{VI}. With socioeconomic development, the definition of poverty gradually changed from the scarcity of an economic income to a multidimensionality.

Thus, more adequate understandings of the concept of poverty start from a multidimensional scope capable of considering the impact of different indicators of vulnerability on the living conditions of populations, above the monetary issue, such as: food insecurity, lower levels of schooling, restricted or precarious income generation opportunities affected by informality, low incomes, among others.^{VII}

Despite interest in the theme of poverty alleviation, considering the global context, according to a new World Bank study, it is challenging that most countries can achieve the goal of eradicating extreme poverty by 2030, in the absence of economic growth rates that change the course of history by the end of this decade. This study finds that Covid-19 has caused the biggest setback in global efforts to reduce poverty since 1990, and the Ukraine war threatens to worsen the situation, especially in developing countries.^{VIII}

In this sense, in Brazil, especially in the context of the semi-arid of the state of Pernambuco, a reference region in irrigated fruit growing for export of the country, there is a deficit in initiatives aimed at reducing poverty, especially with regard to people with disabilities.

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On the other hand, in developed countries such as China and Portugal, strong investment is perceived in combating poverty in its rural population, both through access to financial incentives and through the implementation of income generation programs. China is a benchmark in poverty reduction, as china's poor rural population has fallen from 250 million in 1978 to 30.46 million in 2017 over the past 40 years.^{IX}

Portugal also has a prominent program in this sense, SEMEAR, which carries out professional training, employability and insertion in the labor market of people with intellectual disabilities in the agricultural sector, through the realization of courses and the commercialization of products developed by students trained by the program.^X

Thus, this article intends to study the innovative initiatives to eradicate poverty in agriculture for people with disabilities applied in China and Portugal, making an analogy with Brazil and replicate the strategies that promote inclusion by suiting them for the context of our country and the state of Pernambuco.

Therefore, the dilemma involves understanding: if the incidence of poverty affects people with disabilities more strongly, especially if they are inserted in the rural context, why are there a lack of inclusive policies that help generate income and consequently reduce the poverty of people with disabilities in rural society? What strategy can companies adopt to meet this need?

Therefore, it is of paramount importance that there are initiatives that seek to act in the fight against poverty, especially in audiences with more pronounced social and economic vulnerability, as is the case of the study of this article, which are people with disabilities inserted in rural environments.

This article was divided into five sections to explain the proposal, which involve the theoretical basis, the context and the reality investigated, the diagnosis and analysis of the problem situation and the conclusion.

2. Theoretical Basis

2.1 Policies for financial inclusion and combating poverty in agriculture: an analysis of Brazil and China

The Federal Constitution of Brazil, promulgated in 1988, includes the Republic's third fundamental objective: "to eradicate poverty and marginalization and reduce social and regional inequalities"^{XI}. Subsequently, the theme of combating poverty was resumed by Constitutional Amendment No. 31 of 2000, which established the Fund for Combating and Eradicating Poverty, reserving a fraction of the federal revenue for this purpose.^{XII}

In this context, in addition to these legal determinations, several other strategies to overcome poverty were adopted by Brazil, which are recognized internationally and are a source of inspiration for several countries. The country has a significant arrangement of public policies aimed at the low-income rural population, including the Bolsa Família Program (PBF) and the Brazil without Poverty (BSM) plan. In addition, it has a comprehensive list of reasonably structured production support policies, such as access to credit, via the Family Agriculture Strengthening Program (PRONAF); training and technical assistance, through the National Policy of Technical Assistance and Rural Extension (PNATER); agricultural insurance, such as the Crop Guarantee; expansion of access to productive resources (land, matrices and seeds).^{XIII}

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In this sense, Janine Mello's book, "Strategies for Overcoming Poverty in Brazil and Impacts on rural areas", published in 2018 by Institute of Applied Economic Research (IPEA), sought to understand how recent strategies to overcome poverty experienced in the Brazil without Poverty (BSM) plan from 2011 to 2015 impacted the social reality of low-income families living in rural areas.^{XIV}

According to the study, it is noteworthy that poverty has a well-defined profile and does not affect different social groups indistinctly. In the profile of low-income rural families there is a prevalence of family farming (74%), concentration in the Northeast region (65%), a strong presence of children and young people up to 17 years old (41%) and a majority of the population consisting of blacks (78% adding blacks and browns).^{XV}

Another relevant point is that of the 2.5 million families served with BSM's actions, in addition to income transfers, 2.1 million of them (84%) were met with at least one of the rural productive inclusion actions, showing a certain success in focusing actions aimed at this public.^{XVI}

Another relevant programme is the UN International Fund for Agricultural Development (IFAD). IFAD raised funds from national co-financiers for six rural development projects, investing a total of \$453 million, of which \$141 million came from the UN agency. According to the agency, it is a great result especially considering the strong drought that has hit the northeastern semi-arid region in recent years and the effects of the Covid-19 pandemic.^{XVII}

According to the United Nations International Fund for Agricultural Development (IFAD), although Brazil is the largest economy in Latin America and the Caribbean, the country faces persistent inequality, with large areas of poverty remaining throughout the country, especially in the northeast where nearly 60% of Brazilians living in extreme poverty live. Therefore, the semi-arid northeast has been the focus of projects supported by IFAD.^{XVIII}

Despite these results, the complex spectrum of policies aimed at the rural development of Brazilian family agriculture and efforts to expand social protection for the poorest population in the countryside, there are still large disparities between rural and urban areas when dealing with Brazilian poverty. Progress needs to be maintained and poverty, inequality and well-being rates must be maintained to maintain the downward trend since 2015.^{XIX}

In analyzing the China scenario, according to the report "Four Decades of Poverty Reduction in China: Drivers, Insights for the World and the Way Ahead", released jointly by the State Council and World Bank Group Development Research Center in April 2022, the speed and scale of poverty reduction in China is historically unprecedented. Over the past 40 years, the number of people in China with incomes below \$1.90 per day -- the World Bank's international poverty line to track global extreme poverty -- has dropped nearly 800 million, representing nearly 75 percent of the global reduction in extreme poverty.^{XX}

With regard to the inclusion of financial services, access to finance is often cited as a key factor for sustainable poverty alleviation, but accessibility of these services to low-income people remains an important challenge for financial institutions. According to Wang et al., which conducted a study of the effects of digital financial inclusion on farmers' vulnerability to poverty in China, farmers' use of digital financial services has positive effects on reducing their vulnerability. Further research shows that digital financial services provided by ICT companies have a greater impact on farmers' vulnerability than those provided by traditional banks. The

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lessons learned from China's digital financial inclusion are valuable to other developing countries where financial exclusion is large.^{XXI}

With this, a great deal of interest has arisen in the growth of digital financial innovations, which have attracted the attention of many researchers and policymakers to assist needy and excluded populations. Digital finance has increased considerably in China since 2013 and in 2016 the term "digital financial inclusion" began to draw attention when China was the leader of the G20. The G20 Global Partnership for Financial Inclusion (GPII) has developed a set of High-Level Principles (HLPs) that encourages governments to use digital technologies to promote financial inclusion. Providers of these financial services have actively expanded their business in rural China, including e-commerce platforms, P2P lending platforms, like Ant Group, which is part of the Alibaba group.^{XXII}

In this sense, several recent studies find a positive correlation between digital financial inclusion and rural economic activities, such as self-employment, growth and improvement in income distribution. According to Wang et al., the broader participation of farmers in digital financial inclusion has a considerable positive effect on reducing their vulnerability. Digital financial services are different from traditional financial services and have great potential to expand farmers' access to finance. It also has a potential impact on information transmission, social networking and e-commerce.^{XXIII}

2.2 Social and economic vulnerability of people with disabilities in Brazil and China

Studies indicate that the global poverty rate among individuals with disabilities exceeds twice as much as compared to people without disabilities.^{XXIV} Economic vulnerability stems from the few employment opportunities for people with disabilities (PWD), as well as the cancellation of the professional practice of the legal guardian of the PWD in favor of the care of her child, often the mother gives up working to accompany him/her in consultations with health professionals, who are part of the routine of most families of disabled entities.^{XXV}

A survey evaluated the effectiveness of the quota system for PWDs in China and found that despite the legal determination, the employment rate for PWDs is well below the mandatory 1.5%, but there is also no constant oversight on compliance with the standards of the percentage of vacancies destined to PWD. In 2012, the non-governmental organization Nanjing Tianxiagong requested information on the quantity of PWDs employed in administrative units located in East China, obtaining a response from 18 cities in Jiangsu, Zhejiang, Shanghai and Anhui provinces. Author Liao states that:

Data from these cities showed an occupancy rate of people with disabilities of 0.03%, well below the legal quota of 1.5%. In addition, 12 of the cities that responded indicated that they did not recruit a single civil servant with disabilities in the four years since 2008, when some amendments to the LPDP came into force.^{XXVI}

One study analyzed China's anti-poverty policy and practice focused on PWDs examining the gap in what is legally planned and the implementation of policy actions, the paper identified that although the Asian country adopted strategies that contributed considerably to poverty reduction through social assistance and professional training, improving PWD income, exclusionary practices remain before the disabled individual,

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ratifying that the main barrier to be fought is the atitudinal barrier, which refers to the attitudes that society takes related to PWDs. According to Wang et al.:

Consequently, we found that the inclusive political poverty alleviation structure faces exclusionary practices, leading to exclusionary results. The practices of employees and basic companies make it easier to obtain cash and cash benefits for people with disabilities, rather than job opportunities [...] to reduce this conflict, some people with disabilities prefer to refuse this well-being to achieve normal interaction with other social groups.^{XXVII}

In this context, in addition to economic vulnerability, the PWD has to deal with the social exclusion caused by prejudice towards PWD – capacitive. "The Chinese word for people with disabilities is "canji", which refers to disease and incompleteness. Based on a medical model, the terminology "canji" makes people with disabilities as "failures"^{XXVIII}

In the Brazilian scenario, two laws stand out for people with disabilities. Law No. 13,146 of June 6, 2015, the Brazilian Law for the Inclusion of Persons with Disabilities, also called the Statute of Persons with Disabilities, cites in articles 34 and 35:

The person with disabilities has the right to work of his free choice and acceptance, in an accessible and inclusive environment, in equal opportunities with other people [...] It is a primary purpose of public policies for work and employment to promote and guarantee conditions of access and permanence of people with disabilities in the field of work.^{XXIX}

Also noteworthy is Law No. 8,213 of June 24, 1991, known as the Quota Law, which states in article 93: "The company with 100 (one hundred) or more employees is obliged to fill 2% (two percent) to 5% (five percent) of its positions with rehabilitated beneficiaries or persons with disabilities." Although it has existed for a long time, it is clear that many companies still do not comply with what is provided for in the legislation. In addition, there are a number of organizations that hire people with disabilities just to meet the quota without worrying about the development of employees and avoiding hiring people with intellectual disabilities.^{XXX}

In this sense, it is verified that the social and economic vulnerability of the PWD is also accentuated by the lack of job vacancies for this public. According to the Brazilian Institute of Geography and Statistics (IBGE), people with disabilities are less present in the labor market, compared to those who do not have disabilities. In 2019, the participation rate for people with disabilities (28.3%) was less than half that of people without disabilities (66.3%).^{XXXI}

In Brazil, PWD is also on the margins of society and are labeled as incapable. This label attributed to the PWD links disability to disability, placing them in a place of inferiority. For Campos and Lopes:

Although the Quota Law has significantly increased the participation of individuals with disabilities in the labor market – accounting for 92% of the vacancies filled by these people – less than 10% of the positions are held by those with intellectual disabilities, a group in which individuals with Down are found. This is because, even though the laws help their insertion into the labor market, people with the syndrome are not depressed by employers at the time of hiring.^{XXXII}

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In this context, every person, with or without disabilities, has limitations in a given area, so we should not associate human limitations only with PWD. Moreover, among the PWDs, there is an even more segregated group that is formed by people with intellectual disabilities, hence the importance of developing projects aimed at helping this public.^{XXXIII}

2.3 Income generation for people with disabilities in agriculture: the case of the SEMEAR Program in Portugal

SEMEAR is a program of social and economic inclusion of people with intellectual disabilities in the agricultural sector in Portugal.

It is a sustainable social inclusion program for young people and adults with intellectual and development difficulties, focused on training, skills development for employability and professional integration. At the same time, it develops systems for agricultural production and processing that not only strengthen the learning and employment opportunities of these citizens, but also to ensure the sustainability of all initiatives.^{XXXIV}

In this context, by encouraging cooperation and integration, SEMEAR seeks to combat the high unemployment that exists in this area, which according to the study "People with Disabilities in Portugal - Human Rights Indicators 2021" states that between 2011 and 2021, registered unemployment increased by 30.5% in the population with disabilities in Portugal.^{XXXV}

Thus, the program aims to contribute to the alleviation of poverty of this public, which is quite significant, as shown in the above-mentioned report, pointing out that in 2020, in Portugal, the risk of poverty or social exclusion for people with disabilities was higher than that of people without disabilities.^{XXXVI}

The SEMEAR program contains subprograms, highlighting the SEMEAR Academy, SEMEAR on soil and SEMEAR grocery programs.

SEMEAR Academy focuses on the professional training of people with disabilities, through theoretical and practical classes, offering the following courses: initial training for the Qualification of people with Disabilities and Modular Training, which is based on the Auxiliary Course of the Agri-Food Sector. Initially the individual learns inside the classroom, and after its evolution, the teachings become in the labor market.

Semear Academy started in 2014 and has as its main objective the professional partner inclusion of young people and adults, between 18 and 45 years old, with intellectual and developmental difficulties and is based on a set of certified training scans that allow the development of the personal and social skills of trainees and their integration into the labor market. It also has a coaching follow-up (to the young and the company), which monitors its evolution and focus on the objectives, in order to ensure its autonomy and maintenance in the workplace.^{XXXVII}

The process analyzes the physical, intellectual, spiritual and emotional/social conditions, as well as the evolution of professional and technical skills, providing monitoring and monitoring concomitantly with the training and development of the young person, using the most appropriate method for the person with intellectual disabilities, achieving a more

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effective result. In 2019, SEMEAR Academy had 32 young people being trained in the agri-food sector, mainly in agriculture and commerce, areas of training par excellence.^{XXXVIII}

SEMEAR on soil: "aims to train, employ and integrate socio-professional young people and adults with intellectual and developmental difficulties, through organic horticultural production". It uses agroecology – agriculture that uses adapted and durable ecosystems, both in the processing phase and in the phase of marketing products. They are part of the workforce of SEMEAR on soil: specialized professionals and graduates with disabilities who are in the process of building knowledge. The person with disabilities carries out the following activities: planting and harvesting the product, participating in the production of the raw material.

SEMEAR Grocery: "carries out the preparation, manufacture, processing and sale of gourmet handmade products for the purpose of employing people with disabilities". The program aims to take advantage of most vegetables and fruit products, seeking to reduce their waste, through the activities developed by people with intellectual difficulties, who prepare the products, together with the professionals of the SEMEAR project.

They are responsible for the processing process (product sorting, washing, manual processing and manufacturing) and packaging and storage. In addition to what is produced by trainees and volunteers, local farmers and producers can count on the project to drain their production.^{XXXIX}

In addition to these projects described above, the professional integration of people with disabilities is subsequently carried out in the real context of work, through the opening of job vacancies made available by companies, aiming to deconstruct prejudice towards people with disabilities, especially with regard to their professional skills.

With regard to the financial sustainability of the program, the sales of products resulting from the work performed by people with disabilities formed and employed by the program generate a revenue that allows the investment to last over time, as well as the holding of events with companies.

In addition, there are other forms of financing the programme. One of them is the possibility that anyone reserves for seeding 0.5% of the IRS (Personal Income Tax), which is the income tax applied in Portugal. Another way is through public funding (less than 5%) and through relevant social investors.

Moreover, it seeks to contribute to a greater environmental awareness of society, in addition to the preservation of natural resources and reduction of food waste. Another relevant point is that the program aims not only to improve the quality of life of people with intellectual difficulties, but also for all citizens, contributing to achieve some of the UN Sustainable Development Goals (SDGs), such as SDG 8: decent work and economic growth; SDGs 10: reducing inequalities and The SDG 11: sustainable cities and communities.

Regarding the impact of SEMEAR, in 2020 64 young people and adults with intellectual and development difficulties (DID) were formed in the agricultural sector, 37 people were able to enter the labor market, 69% signed an employment contract, 27% had measures to support hiring and 4% under the provision of services in companies. In addition, 217 companies were involved with Soot, 50% integration rate of people with DID in business units, 6.5 hectares of organic horticultural production, 4 tons of products that would be wasted were processed, more than 50,000 products processed and sold and the volume of own revenues reached 54% in 2020.
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3. Context and Reality Investigated

The city of Petrolina, located in the semi-arid state of Pernambuco, is extremely important for the agribusiness of the state. According to Oliveira and Soares, the cities of Petrolina-PE and Juazeiro-BA are one of the largest production centers of irrigated fruit growing in Brazil (especially mango and grape) and also commercialization for the national and international market, in addition to the production and marketing of wines.^{XL I}

This importance can be reinforced by the creation of the Integrated Region of Petroleum Economic Development/Juazeiro (RIDE) in 2001 to host the largest and most dynamic irrigated fruit growing pole in Brazil with an export-based base and whose production is largely focused on the Markets of the United States, Europe and Japan^{XLII}

In 2021, more than 170,000 tons of mango and 50,000 tons of grapes were exported to more than ten countries, such as the United States, the United Kingdom and Spain, moving more than 300 million reais.^{XLIII}

In this context, through investments in new technologies and constant increases in productivity, agribusiness in Petrolina recorded a growth in 2021, both in relation to permanent and temporary tillage – and in the first half, exports increased by 48% compared to the same period in 2020. For these reasons, Petrolina was the first place in the agribusiness sector in the ranking of the Best Cities for Doing Business in 2021, prepared by the consultancy Urban Systems for EXAME magazine.^{XLIV}

With this, this power has generated positive impacts on important economic indicators. Between January and August 2021, almost 8,000 job vacancies were created, a result 11.5% higher than in the same period of 2020 and 57% of new jobs were created in the agricultural sector. For Barbosa:

The beauties of the huge areas of fruit growing in the São Francisco Valley are directly linked to the fertility of the numerous jobs generated in the sector. Potential space for vacancies, the agricultural sector, in the last 10 years in Pernambuco, grew 26% in the number of jobs. The support of this scenario has an important explanation: the cultivation of grape and mango in the region. Of the 26%, 21% are explained by the growth of irrigated fruit growing of the two fruits. That is, 80% of the growth of the sector refers to fruit growing.^{XLV}

In this context is inserted the company Hebron Agrícola, which has as its social reason Bricio J S de Sousa & Cia Ltda, located in the neighborhood Serrote do Urubu, in Petrolina-PE. It was founded on October 30, 2013 and its main activity of the company is mango cultivation.

Therefore, due to its strategic location, located in one of the largest production centers of irrigated fruit growing in Brazil, with enormous potential for generating jobs and the Northeast region has the highest proportion of people with some type of disability in the country^{XLVI}, Hebron Agrícola was elected as locus for the implementation of the income generation program in agriculture for people with disabilities, through the development of a digital platform.

In addition, despite the important performance of the fruit pole in Petrolina, presenting itself as one of the most important economic centers in the Pernambuco sertão, due to the high quality of its products^{XLVII}, no action or project specifically aimed at promoting social inclusion and income generation in agriculture for people with disabilities similar to that proposed in this

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article is being developed, ratifying its importance and imprescindibility in view of the lack of attention to combat poverty of this public.

4. Diagnosis of the Problem Situation

It is perceived that poverty and disability are intrinsically related aspects. According to World Health Organization (WHO) and the World Bank, the incidence of poverty among people with disabilities worldwide is more than double among non-disabled people.^{XLVIII}

In the Brazilian context, the study "People with Disabilities and Social Inequalities in Brazil", published by IBGE on September 21, 2022, National Day for the Fight of People with Disabilities, conducted a survey on the situation of people with disabilities in the country.^{XLIX}

Its database was the 2019 National Health Survey (PNS), which stated that that year, there were 17.2 million people with two years or more with some type of disability in the country, which corresponds to 8.4% of the population of this age group, and its geographical distribution in the country was varied, with the highest proportion observed in the Northeast Region (9.9%), and the smallest in the Midwest (7.1%). Another point was that in 2019, about 14.5 million households had residents with at least one disability, which represented 19.8% of Brazilian households, with the highest percentage in the Northeast region (23.7%). This percentage was higher in households in rural areas (23.5%) than in those located in urban areas (19.2%).^L

In addition, it pointed out that people with disabilities aged 14 years or older had fewer rates of participation in the labor market (23.8%) and formalization (34.3%). Among people without disabilities, the rates are, respectively, 66.3% and 50.9%.^{LI}

Another important point is that people with disabilities received two-thirds of the income of those without disabilities. The amounts are, respectively, R\$ 1,639.00 and R\$ 2,619.00. According to the study, this difference is accentuated in activities such as domestic services, agriculture, housing and food.^{LII}

In 2019, 5.1% of people with disabilities were below extreme poverty (\$1.9 per day). Among those without disabilities, this percentage is 5%. In people living below the poverty line (US\$ 5.5 per day), 18.2% had some disability.^{LIII}

In this sense, aiming to collaborate in reducing this social and economic inequality, the general objective of this project is to develop a digital platform for generating income and financial incentives for people with disabilities in agriculture, contributing to the inclusion of this public in the labor market, replicating and seeming the successful initiatives implemented in China and Portugal.

This objective is aligned with several Sustainable Development Goals (SDGs) of the United Nations (UN), including: SDGs 1: poverty eradication, SDGs 8: decent work and economic growth and SDGs 10: reducing inequalities.

The specific objectives are: to create a digital platform for PWDs; register disabled people on the platform; promoting the professional training of people with disabilities in agriculture; provide an online store for sale of agricultural products; generate income opportunities for people with disabilities and provide financial services to farmers.

5. Intervention Proposal

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When analyzing the current context, in the semi-arid region of northeastern Brazil, a deficit of projects aimed at the inclusion of financial services in agriculture was observed with a focus on alleviation of poverty in people with disabilities.

On the other hand, there are numerous initiatives for financial inclusion in agriculture and the fight against poverty in China and Portugal, in which the digital financing platforms and the SEMEAR programme stand out, respectively.

In China, there is an increase in the use of digital platforms to promote financial inclusion in rural areas, with the provision of funding to farmers. SEMEAR has a sustainable social inclusion program for people with disabilities, in which it carries out the training and development of skills for employability and professional insertion in agriculture through organic horticultural production.

Thus, this research proposes to apply benchmarking (an administrative tool that seeks to copy the best practices applied in one company and adapt them to another institution) of successful programs for the inclusion of financial services for the poor in agriculture in China, as well as to replicate the methodology applied in the SEMEAR program, developed in Portugal, adapting it to the context of the semi-arid of Pernambuco, in the city of Petrolina, an important exporter of fruit growing in the state.

In this sense, the proposal for intervention of this work aims at the replicability of digital financial technologies applied by China, together with the SEMEAR program of Portugal, developing a digital platform focused on income generation in agriculture, aiming at the eradication of poverty of people with disabilities.

The digital platform will provide the following features: registration of PWD in the digital platform, training of PWD for agriculture, online store of agricultural products and financial services for farmers who employ PWDs.

1) PWD registration on the digital platform

This feature allows the registration of people with disabilities on the digital platform. In this register you will have the following data: personal data, schooling, professional experience, skills, skills and type of disability. The objectives desired in this area are: to centralize the information of people with disabilities in a specific location and facilitate access to curricula by the company Hebron Agrícola.

2) PWD training for agriculture

The professional training course of PWD will be offered to work in the vegetable garden of the company Hebron Agrícola, located in Petrolina-PE. The theoretical and practical training of the PWD will be carried out, with the dissemination of knowledge through courses on soil cultivation, methods and techniques specific to agriculture, such as the process of planting, harvesting, sorting, packaging and storage of agricultural products.

In order to achieve the maximum excellence in the service provided, this training will be adjusted to the needs of each person with disabilities, adjusting the methodology according to the pace of learning of each one. Thus, it will be carried out initially in more controlled and supervised environments, so that the evolution, autonomy and performance of the activities can be monitored. Subsequently, the PWD will be included in the workplace where it will act.

The expected impacts are: professional qualification, empowerment of people with disabilities, development of skills, and therefore contribute to the insertion of this public in the labor market.

3) Online shop of agricultural products

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Availability of an online store on the digital platform for marketing products planted, harvested and packaged by people with disabilities formed by the project, so that the amount collected is destined for people with disabilities.

Thus, it aims to generate income for people with disabilities, create job vacancies for PWDs, contribute to poverty reduction and reduce food waste.

4) Financial services for farmers employing PWDs

Offer credit to farmers who employ PWDs on their properties, providing support to their activities, corresponding to their production needs. The source of revenue to be able to offer this financing to farmers will be based on the example of Portugal, in which anyone can reserve 0.5% of the IRS (Personal Income Tax) for an entity or association at no cost. Portuguese Law No. 16, of June 22, 2001, in Article 32(6) allows all taxpayers to donate 0.5% of their IRS already settled to Private Institutions of Social Solidarity or Legal Persons of Public Utility.^{LIV}

In this sense, it is intended to replicate this idea in our program, since it is also supported by the Incentive Laws of Brazil, through which individuals or legal entities have the option of allocating a part of the tax for social projects. With this, it has as benefit the reduction of taxes payable or the increase in the amount to be repaid.

The expected benefits are: contributing to project sustainability, generating revenue for farmers, and encouraging farmers to generate jobs for PWDs.

6. Conclusion

This article concludes that the fight against poverty must be at the center of social discussions, especially of more vulnerable populations, such as people with disabilities inserted in rural environments. Innovative initiatives need to be put to be able to value successful poverty alleviation policies.

In this sense, aiming at the development of practices that seek to reduce the social and economic vulnerability of people with disabilities, it is essential that there is a deconstruction of capacitive thinking, which can be achieved through the dissemination of information. In addition, it is essential to support the inclusion of this public in the labor market so that they have a source of income, through professional training that seeks to highlight their potentialities, minimize their limitations and stimulate their autonomy.

When analyzing the context of the semi-arid of Pernambuco, there was a deficit of projects aimed at financial inclusion and income generation for people with disabilities in agriculture, especially with regard to the use of digital platforms as a driver of this public in the labor market.

On the other hand, when analyzing the initiatives implemented in China and Portugal, this work suggests replicating the best practices developed by these countries, according to our contextual reality. The feasibility of this proposal is verified by the fact that hebron agrícolas is strategically inserted in one of the largest production centers of irrigated fruit growing in Brazil, with great potential for generating jobs and the fact that the Northeast region has the highest proportion of people with some type of disability in Brazil^{LIV}, which contributes to the feasibility and sustainability of the proposal to intervene in this work.

This study aims to improve the insertion of people with disabilities in the labor market, through the creation of a digital platform for generating income in agriculture, generating employment opportunities for a social portion excluded by society, but which has skills and abilities that need to be highlighted.

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The sustainability of the project will be due to the contribution of income generation, both for people with disabilities, both for farmers, and will also positively impact society, generating a more inclusive population, with less discrimination and more altruistic.

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