

# **41<sup>st</sup> Meeting of the ILO Technical Commission/Cinterfor- RCT**

**July 8-10, 2013**



**Serviço Nacional de  
Aprendizagem Rural**



# SENAR IN BRAZIL

**1,000,000** people  
trained per year

**FPR: 163** occupations  
in **08** areas of action

**Social Promotion:**  
**145** activities in seven  
areas

- **01** Central Administration in Brasília
- **27** Regional Administrations
- **2,150** Rural Unions
- **More than 4,500** Instructors in the Field



## MISSION

Develop Rural Vocational Training and Social Promotion activities focused on people from the rural areas, contributing to their professionalization and integration into society, improving their quality of life and ensuring full exercise of their citizenship.



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# Distribution of the population by level of education (broke down by level of activity, occupation and place of residence) - Brazil 2011 (in %)

Education	Total Population		PIA		PEA		Occupied	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
Untutored	19,7	32,7	9,6	22,5	6,7	21,9	6,8	22,2
Incomplete elementary	31,5	45,5	33,6	51,2	23,2	48,1	23,3	48,5
Complete primary	9,1	6,7	10,5	8,1	11,1	8,7	11,0	8,7
Incomplete secondary	6,1	4,7	7,1	5,6	7,1	5,4	6,6	5,2
Complete secondary	21,3	8,2	24,7	9,9	32,2	12,3	32,1	11,9
Incomplete higher	3,9	0,8	4,5	1,0	5,8	1,3	5,8	1,2
Complete higher	8,3	1,3	9,7	1,5	13,7	2,1	14,3	2,1
Not determined	0,2	0,2	0,2	0,2	0,3	0,3	0,2	0,3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total (in abs. numbers)</b>	<b>165,872,231</b>	<b>29,370,569</b>	<b>142,600,718</b>	<b>24,386,181</b>	<b>85,038,578</b>	<b>15,184,025</b>	<b>78,691,022</b>	<b>14,802,045</b>

Source: IBGE, PNAD  
Prepared by: DIEESE

**PEA** - Economically Active Population  
**PIA** - Working Age Population



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# ***Main agricultural activities by number of persons employed and broke down by "Income Group" - Brazil, selected states and municipalities***

**G General Ranking (10 first)**

**A Livestock Ranking (5 first)**

**V Vegetal Production Ranking (5 first)**

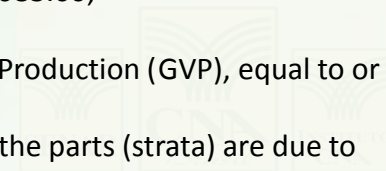
Source: Prepared by SENAR/DEPPS and CEA/IBRE/FGV with microdata from the 2006 IBGE Agricultural Census, reprocessed for Income Group

<sup>1</sup> For 2006, "A/B" - establishments whose net monthly income from rural production was greater than R\$ 4,083.00;

"C" - between R\$ 947.00 and R\$ 4,083.00; and "D/E" - less than R\$ 947.00

<sup>2</sup> The main activity is equivalent to the item with the greatest weight in the formation of the Gross Value of Production (GVP), equal to or greater than 66%.

<sup>3</sup> The total corresponds to the one generated by the IBGE. Any difference between the total and the sum of the parts (strata) are due to IBGE controls to preserve confidentiality.



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# Ranking of largest Animal and Plant Production areas, according to Number of Establishments and Total Labor

RANKING			NUMBER OF ESTABLISHMENTS (UN)					TOTAL LABOR (PEOPLE)						
G	A	V	ECONOMIC ACTIVITY <sup>1</sup> / INCOME GROUP <sup>2</sup>					Total <sup>3</sup>	A/B	C	No Inform	D/E <sup>Sup</sup> >= 0.5 SM	D/E <sup>Inf</sup> < 0.5 SM	
<b>SUM 5 LARGEST - ANIMAL PRODUCTION</b>			<b>2,299,622</b>	<b>106,034</b>	<b>340,994</b>	<b>273,036</b>	<b>720,878</b>	<b>858,680</b>	<b>6,713,233</b>	<b>592,007</b>	<b>1,132,743</b>	<b>541,208</b>	<b>2,195,281</b>	<b>2,251,994</b>
1 <sup>st</sup>	1 <sup>st</sup>	Cattle	1,639,765	82,313	303,947	266,123	635,534	351,848	4,773,475	441,858	1,009,463	522,799	1,914,552	884,803
4 <sup>th</sup>	2 <sup>nd</sup>	Poultry	433,358	11,217	19,269	1,031	34,609	367,232	1,240,490	83,042	63,209	2,891	113,407	977,941
	3 <sup>rd</sup>	Pig breeding	123,056	11,145	9,407	2,701	22,841	76,962	388,068	59,197	31,111	6,519	74,778	216,463
	4 <sup>th</sup>	Goat and sheep	80,132	738	4,462	1,981	18,897	54,054	240,006	3,602	16,195	4,677	64,787	150,745
	5 <sup>th</sup>	Breeding (unspecified)	23,311	621	3,909	1,200	8,997	8,584	71,194	4,308	12,765	4,322	27,757	22,042
		Freshwater fishing	14,858	26	214	2,093	2,219	10,304	47,514	263	1,034	4,964	8,520	32,719
		Other large animals	12,664	560	1,474	711	3,495	6,424	41,579	3,473	5,969	1,639	12,197	18,301
		Freshwater aquaculture	10,067	1,151	2,619	277	3,889	2,131	34,194	7,168	9,138	1,274	11,681	4,933
		Aquaculture in seawater and brackish	1,342	396	326	0	410	209	8,897	5,934	1,213	0	1,247	501
<b>SUM 5 LARGEST - VEGETABLE PRODUCTION</b>			<b>1,961,079</b>	<b>119,583</b>	<b>253,682</b>	<b>65,390</b>	<b>486,630</b>	<b>1,035,793</b>	<b>6,838,991</b>	<b>1,178,537</b>	<b>994,855</b>	<b>172,471</b>	<b>1,670,266</b>	<b>2,822,860</b>
2 <sup>nd</sup>	1 <sup>st</sup>	Unspecified temporary plant crops	935,610	35,397	89,531	65,390	190,212	555,080	2,878,559	178,180	328,394	172,471	677,048	1,522,466
3 <sup>rd</sup>	2 <sup>nd</sup>	Cereal	592,621	36,015	63,233	0	133,009	360,363	1,761,360	159,720	200,631	0	427,902	973,105
5 <sup>th</sup>	3 <sup>rd</sup>	Coffee	189,200	19,981	55,732	0	81,410	32,077	924,542	291,100	276,256	0	274,562	82,624
6 <sup>th</sup>	4 <sup>th</sup>	Sugar Cane	65,947	14,636	14,481	0	21,063	15,767	653,785	449,339	69,486	0	82,443	52,517
7 <sup>th</sup>	5 <sup>th</sup>	Permanent fruit crops except orange and grape	177,701	13,554	30,705	0	60,936	72,506	620,745	100,198	120,088	0	208,311	192,148
8 <sup>th</sup>		Horticulture	190,954	11,409	27,753	0	47,562	104,230	553,508	62,707	99,682	0	143,104	248,015
9 <sup>th</sup>		Tobacco	129,110	6,005	67,554	0	46,514	9,036	431,858	25,231	235,403	0	145,137	26,086
10 <sup>th</sup>		Soybean	134,985	31,228	45,843	0	53,971	3,943	422,008	166,239	126,926	0	121,636	7,207
		Forestry - native forests	128,589	4,931	12,041	10,340	32,571	68,706	379,727	23,562	46,703	20,979	111,849	176,634
		Unspecified permanent plant crops	98,342	2,470	6,986	60,231	10,585	18,070	273,988	19,322	24,892	148,268	38,617	42,889
		Forestry - planted forests	69,414	4,779	9,299	21,077	10,968	23,291	217,991	38,519	30,264	52,381	36,064	60,763
		Cocoa	42,951	1,722	6,619	0	16,046	18,560	133,209	13,096	28,025	0	48,900	43,174
		Orange	34,620	5,650	9,380	0	11,208	8,382	131,322	49,298	31,161	0	31,171	19,692
		Grape	15,215	2,336	7,566	0	4,566	744	79,418	32,266	30,745	0	14,085	2,312
		Oilseed Crops temporary crops except soybeans	16,258	343	974	0	2,946	11,995	49,363	1,479	4,852	0	10,977	32,055
		Upland cotton and other temporary fiber crops	6,794	582	450	0	2,324	3,438	39,938	17,787	2,350	0	9,906	9,895
		Flowers and ornamental plants	6,140	1,124	1,780	0	2,154	1,082	32,440	15,429	7,677	0	6,432	2,902
		Certified seed production	1,941	432	415	0	462	631	9,168	4,011	1,928	0	1,509	1,719
		Certified seedling production and other forms of plant propagation	691	196	199	0	183	111	3,976	1,747	915	0	745	300
<b>TOTAL</b>			<b>5,175,636</b>	<b>300,963</b>	<b>796,173</b>	<b>433,156</b>	<b>1,459,585</b>	<b>2,185,759</b>	<b>16,442,322</b>	<b>2,258,075</b>	<b>2,816,475</b>	<b>943,184</b>	<b>4,619,337</b>	<b>5,804,938</b>





# Rural Vocational Training Initiatives Social Promotion Activities - 2003 to 2012

Year	Rural Vocational Training			Social Promotion			Total Classes	Total People	C/H Total	C/H Average
	Number of Classes	No. of People	Cargo Hourly	No. of Classes	No. of People	Hours				
2003	26,807	441,786	732,878	6,095	132,378	225,162	32,902	574,164	958,040	29
2004	29,791	517,905	764,434	8,942	197,076	473,517	38,733	714,981	1,237,951	32
2005	39,846	720,357	1,044,008	10,344	237,672	433,780	50,190	958,029	1,477,788	29
2006	40,202	722,253	1,095,201	11,128	267,207	393,673	51,330	989,460	1,488,874	29
2007	40,381	720,357	1,084,340	12,781	249,143	374,319	53,162	969,500	1,458,659	27
2008	41,736	728,231	1,115,063	13,548	296,650	410,529	55,284	1,024,881	1,525,592	28
2009	41,998	688,387	1,102,293	14,666	292,970	401,751	56,664	981,357	1,504,044	27
2010	43,340	686,671	1,134,656	15,104	279,978	427,071	58,444	966,649	1,561,727	27
2011	41,101	632,243	1,178,448	15,852	288,548	423,299	56,953	920,791	1,601,747	28
2012	41,959	631,056	1,240,862	16,256	283,503	435,524	58,215	914,559	1,676,386	29
<b>Total</b>	<b>387,161</b>	<b>6,489,246</b>	<b>10,492,183</b>	<b>124,716</b>	<b>2,525,125</b>	<b>3,998,625</b>	<b>511,877</b>	<b>9,014,371</b>	<b>14,490,808</b>	<b>28</b>



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# Rural Digital Inclusion Program

## Goal

The Digital Inclusion program aims to provide people from rural areas with knowledge on how to use the computer, access the internet and search for the information they need to get better results in managing their business.





# Fixed Rooms

**99 fixed rooms installed  
in 24 states.**







# 04 Mobile Units





# Computer Kits



**70 Kits**  
(5 Notebooks  
in each kit)



# Digital Inclusion Numbers

2009		2010		2011		2012		Total	
Particip. Groups	Classes	Groups	Classes	Groups	Classes	Groups	Classes	Groups	Classes
58	500	931	9,825	2,092	18,916	1,826	17,163	<b>4,907</b>	<b>46,404</b>

Source: Report of Activities, 2012



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# Distance Learning

The SENAR DL portal is an initiative by SENAR developed to contribute to the training and professionalization of people from rural areas, increase the profitability of their businesses and ensure environmental sustainability.

The screenshot shows the SENAR DL portal homepage. At the top is a navigation bar with a home icon, 'CURSOS', 'O QUE É A EAD SENAR', 'COMUNIDADE DE PRÁTICA', 'COMUNICAÇÃO' (with a dropdown arrow), and 'FALE CONOSCO'. The main banner features a background image of hands holding wheat grains. Text on the banner includes 'EaD SENAR Semeando o conhecimento para você colher qualidade de vida.', '17 cursos gratuitos on-line', and a 'CURSOS GRATUITOS' ribbon. The SENAR logo is in the bottom right of the banner. Below the banner are two numbered steps: '1 É fácil participar' and '2 Faça o seu cadastro e confirme a matrícula'. Step 1 includes the subtext 'Veja as opções e opte pelo curso do seu interesse.' Step 2 includes the subtext 'Para fazer um curso é necessário ser cadastrado.'

Home CURSOS O QUE É A EAD SENAR COMUNIDADE DE PRÁTICA COMUNICAÇÃO FALE CONOSCO

**EaD SENAR**  
Semeando o conhecimento para você colher qualidade de vida.

17 cursos gratuitos on-line

CURSOS GRATUITOS

**EaD SENAR**

**1** É fácil participar  
Veja as opções e opte pelo curso do seu interesse.

**2** Faça o seu cadastro e confirme a matrícula  
Para fazer um curso é necessário ser cadastrado.



# Programs offered/Enrollments - 2010 until 1st quarter of 2013 on the DL Portal

## PROGRAMS OFFERED

C O U R S E S	Agricultural School of Thought	Digital Inclusion	Entrepreneurship and Business Management	Quality of Life	T O T A L
	Supply and Income	First Steps in the Producer's Channel	Excuse Me, I'm Going to the Fight	Rural Health	
	Property Law	First Steps in Computing	Good Rural Business		
	Rural Poverty	Getting Started on the Internet	Entrepreneur Worker		
	Decent Work	Getting Started in E-mail			
	Professional Education and Training	Getting Started in Word			
	Environment	First steps in Excel			
		First Steps in Typing			
<b>Total enrollment between 2010 and 2013</b>	<b>50,076</b>	<b>68,688</b>	<b>33,842</b>	<b>17,521</b>	<b>170,127</b>





# Portal - Producer's Channel

SOBRE O SISTEMA CNA SENAR INSTITUTO CNA FALE CONOSCO

CADASTRO

E-MAIL DO CANAL DO PRODUTOR

## Canal do Produtor



A agricultura é a bola da vez!

SEBRAE

AGRO BRASIL

CNA



▼ Áreas de atuação

Serviços:

PRODUTOR RURAL

SINDICATOS

Projetos e Programas > Contribuição Sindical > Biblioteca > Comunicação > Sala de Imprensa



**Serviço Nacional de Aprendizagem Rural**  
A escola da vida no campo

SENAR

ACESSE

Artigos Semanais da Presidente da CNA

Portal do SENAR

Observatório das Inseguranças Jurídicas no Campo

Ano do Café com Leite

Portal de Inteligência

Novo Código Florestal



*Thank you!*

*Daniel Klüppel Carrara*

*Executive Secretary - SENAR*

[daniel.carrara@senar.org.br](mailto:daniel.carrara@senar.org.br)

[www.canaldoprodutor.com.br](http://www.canaldoprodutor.com.br)



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