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Integración de la responsabilidad social empresarial en proyectos de inversión dirigidos al sector agrícola

Integration of corporate social responsibility in investment projects aimed at the agricultural sector

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ABSTRACT

This research focuses on the main export product of Ecuador which is organic banana produced by the alliance of associated producers in El Guabo canton called "ASOGUABO". The Motoragsa Organization Cia. Ltd. intends the widespread growth of Drones for the fumigation process, considering as main axes: the economic, social and environmental ones. The type of research was non-experimental, mixed and with emphasis on the qualitative approach. As a result, the urgent need to do business with producers is established by promoting schools of new arts, languages and technologies. Drone imports will be based on certified qualities such as ISO 9001, ensuring a long-term business with the stock of spare parts and ready to give training talks for proper after-sales service.

Descriptors: Agricultural economics; leadership; social responsibility; ecology. (Words taken from the UNESCO Thesaurus).

INTRODUCTION

Throughout Ecuadorian history, it has been experienced the cocoa boom of the 1880-1920 and 1950-1960 banana years, boosting the national economy and becoming the main axis of the good economies and economic crises of the country. It shows that we are a purely agricultural country. This sector is located in rural and sub-urban areas of the main cities of the coast and mountains. By virtue of this, the Gross Domestic Product (GDP), in the agricultural sector, represented 1.8% in 2019, 6.4% was based on banana organizations, 7% on rice and 1% on corn producers according to data from the (Central Bank of the Ecuador, 2019).

In order to increase productivity and the generation of added value, the National Government promulgates the fair distribution of the means of production and the promotion of innovation and technology systems that generate favorable conditions for the farmer. Such is the case of the legal framework regulated by government policies based on axis 5 of the National Plan 2017-2021 -A lifetime stipulated in (Technical Secretariat Ecuador Plans, 2017).

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Organizations join these elements to carry out sustainable practices for the benefit of the country's large rural population, focusing on Corporate Social Responsibility (CSR). Undoubtedly, investment in technology for agriculture in Ecuador is configured as a new mechanism of action and an opportunity for companies that import technological equipment for agriculture, which must be aligned with the requirements of the national government on one side and the other. Organizations must analyze social and environmental factors very carefully with their corporate vision and mission.

By virtue of all these changes the Motoragsa Organization Cia. Ltd. founded in 2010 specialized in the importation of agricultural equipment and machinery with national coverage counting on two divisions Costa and Sierra with commercial advisers, administration, marketing and logistics. It operates with 25 people that integrate the staff and with current demands to improve the profitability levels. For a correct sustainability of the organization, it seeks new and better ways to stay in the market through the proposal of new goals and objectives by considering business opportunities with the policies of the National Government that help it achieve its growth in next two years.

As a result, the Motoragsa Cia. Ltd. has focused on the southern coast of Ecuador, specifically, in the province of El Oro in the cantons: El Guabo and Pasaje. The idea is to make a correct analysis of the existence of small, medium and large farmers who have between 5, 10, 40 and up to 200 hectares of land with banana plantations and have had the main productive line to maintain their family and to contribute to the economic dynamism of the province and its surroundings. To maintain this dynamism, the banana producers have to protect themselves from fungal diseases such Black Sigatoka, which generates losses of up to 50% and affects its production not only in Ecuador, but worldwide, due to low yield of such fruit.

To combat this fungus, the vast majority of banana growers use paraffinic agricultural oil twice a week with the traditional method of aircraft or better known as Aero fumigation, impacting on the environment, schools, colleges, generating catastrophic diseases, among other damages. Consequently, it is proposed the importation of locally

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assembled agricultural drones with software designed for this sector with a focus on CSR as a commercial strategy and as an option of the Motoragsa Cia. Ltd. to protect the environment of this sector.

Based on the previous ideas, it is intended to have better benefits through this implementation, since it may strengthen the relationship of the Motoragsa Cia. Ltd. with the various stakeholders for standing out the labor of investors, banana agricultural producers, employees, society and the environment with this new business management model. In this way, the population will be at the forefront of the innovation of technological equipment for agriculture.

METHOD

The methodology was of a mixed and non-experimental, generating a descriptive-explanatory scope. Within this framework, deductive, inductive, historical - logical and analytical - synthetic methods were used; which allowed analyzing the object of study from different methodical perspectives, which implied the generation of results attached to the social conditions of the research framework (Bernal-Ávila, Erazo-Álvarez, & Narváez-Zurita, 2019).

The study population was made up of 123 organic banana producers belonging to ASOGUABO (Association of small banana producers of El Guabo) located in Gran Colombia 2321 Av. and Del Ejercito Av. in El Guabo-El Oro-Ecuador.

RESULTS

To meet the objective we have the following results: 46% of the respondents had the average needed to fumigate with Drones, 33% had the high need to switch to drone spraying and less than 20% needed to switch to drone spraying. Likewise, 44% of those surveyed could pay USD 2000 and USD 2400. From these evidences, 82% would also acquire an agricultural drone on credit requesting it from a credit cooperative, a bank and a trading company.

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The farms are located between El Pasaje canton 44% and El Guabo 30%; also, the farms are near the main road by 58% and near a commune by 29%. Likewise, 90% of the population believed that fumigation with drone would help the environment.

Likewise, 55% of the people involved in the banana sector were men ranging in age from 31 to 40 years. Relatively, 65% of young university students have received information through a fair or events and 32% did not know about technological equipment such as drones. Likewise, 30% of the banana growers sprayed manually, 37% with motto, 22% with a plane and 9% with a drone. The need of the commune in educational scholarships is high with 51%, constant training is high with 61% and the school or other activities is high with 40%.

PROPOSAL

For the importation of agricultural drones as a new commercial line, several suppliers have been consulted looking for the best one that meets the market demands and the requirement of the Motoragsa Cia organization. Ltd. that has ISO 9001 and ISO 14000 standards.

Importation costs

The Motoragsa Organization Cia. Ltd. would have a capital of USD 51,300.00 for the new investment line in the project.

Level of competition

The current competitors that have a market share are indicated. The lines of deficiencies of the organization are very relevant to reach a successful business with respect to the existing competition, in spite of there are not many competitors.

Integrated System of the Social Dimension

In the agricultural producer, the popular and supportive economy is focused on the organic banana producer, which is the one with the best economic possibilities within this segment due to the costs that are managed in the box prices per banana.

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Stakeholder

The producer of organic bananas for the Motoragsa Cia. Ltd. is the group that focuses on the commercialization of Drones because it is the one that has the easiest access to new technologies.

Socio-economic matrix

The organic banana producer has a better economy than the traditional producer because they have a long-term contract by virtue of the international requirements of the green seal that ASOGUABO grants them.

CSR in agriculture Motoragsa Cia. Ltd.

Among the strategies of the Motoragsa Cia. Ltd., new ways of caring for the environment were highlighted, such as: be responsible for the environment, how to recycle the containers and the incentive to change the fumigation system.

Likewise, another marketing strategy is the hiring of teachers for different schools such as ballet and skating so that the children of banana producers feel that they are taken into account and thus create a new vision of producers from childhood to have a next friend and future client of the Motoragsa organization Cia. Ltd. with CSR as a strategy.

Agricultural fumigations in cities

Respercutions on the environment and on citizenship would improve in obtaining an Agricultural Drone because the liquid will no longer be dispersed in the environment and the fumigation will be much more efficient and ecological.

Ecological fumigations will be carried out with drones because it does not pollute rivers, it is almost exact in cultivation, since it uses an electrostatic system that consists of the liquid sticking to the plant.

As mentioned above, the agricultural drone fumigation system is very efficient and easy to maneuver, optimizing time, product and level of contamination in housing and irrigation areas, resulting in a fundamental part of CSR.

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CONCLUSIONS

The Motoragsa organization Cia. Ltd. when looking for new business alternatives has this opportunity to offer drones and generate a new business idea. Banana growers and university students could easily capture the cloud operating system of the drone and thus facilitate agricultural work.

CSR as a marketing strategy would be a good long-term option to focus on the organic banana. It has the best international acceptance, resulting in the best paid per box of bananas, that is, 8 dollars per box, in and out of season. On the other hand, the conventional producer drops to 2 dollars and even 1 dollar, causing a total loss in months like June, July, August, and September. The drone is a mechanism that will mitigate many diseases provoked by aerial spraying.

The Motoragsa organization Cia. Ltd. has to create center of arts, dance, skating and non-common activities to promote or motivate student with scholarships, for parents be reciprocal in recommending the Drones of the organization and see the benefits of winning and winning as a marketing strategy. At present, the agricultural and ecological drone systems are going to rebound in demand due to viruses such as COVID-19, even within large cities it will be necessary to sanitize and disinfect streets, parks, buildings that are difficult to reach manually.

As a result, the government's objective will be achieved by moving this 100% agricultural country forward with the help of a technology team and the financing of cooperatives.

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