

**NOVA ALTA PAULISTA: PROPOSAL FOR SUSTAINABLE
SOCIOECONOMIC DEVELOPMENT IN BRAZIL**

Victor Hugo Silva Souza, Researcher

**Faculty of Technologies, Adamantina University FATEC,
Adamantina-Sao Paulo, Brazil, profvictor97@gmail.com**

Izabel Castanha Gil, Dr., Associate Professor

**University Center of Adamantina (UniFAI), Adamantina-São Paulo, Brazil and
State Center of Technology Education Paula Souza,
Adamantina-São Paulo, Brazil, 57izabel@gmail.com**

***Abstract:** That work have the purpose to discuss the actions and project aimed at sustainable socioeconomic development in an area of Brazil called Nova Alta Paulista. The projects, developed since 2018, aim at the creation of a bioeconomy pole and the development of the area defined as of contained development due to its socioeconomic identity. Through bibliographic reviews, analysis of official data from the Brazilian government, empirical knowledge and articulation with technical institutions, the research seeks to present proposals to alleviate the difficulties in maintaining the young population, generating them work and income in harmony with the environment. Among the strategies adopted, the short production and commercialization chains are encouraged as a way of creating regional identity and economic development, while the organization of production to search for new markets is presented as a growth strategy for the municipalities in this area.*

Key words: Sustainable development, Job Generation, Nova Alta Paulista, Solidarity Economy, Creative Economy.

Nova Alta Paulista is a small area located in the extreme west of the state of São Paulo, in Brazil, comprising thirty municipalities. Between 1930 and 1975, the economy of that territory was based on coffee growing, however, in the winter of that year, a frost destroyed the coffee plantations. This climatic phenomenon has destabilized the economy and until today, it is difficult to promote socioeconomic development in this area. The area currently has about 400,000 inhabitants and has social and economic indicators below the average of state indicators [1].

Goldstein and Seabra (1982) claim that Brazilian interregional relations can be understood as political relations, in the sense that the degree of development of a given region guarantees it the condition of dominant or dominated. Under this logic, the tendency is that, due to different factors, the poverty of the less favored regions is perpetuated as a result of the hegemonic relations exercised by regions of greater economic dynamism exercised mainly by industrial concentration [2].

According to the SWOT analysis carried out by “Desenvolve SP”, the municipalities in the area are marked by low population growth, migratory losses in more than half of the municipalities, projection of a negative rate of the Working Age Population (PIA) in 2030 and industrial structure concentrated in only two sectors of regional industry.

One of the characteristics of the area is the flight of human capital, young people, due to the difficulties in accessing job vacancies and jobs, migrate from the interior region to the metropolitan regions, where there are more opportunities, thus, the most qualified workers abandon the region upon graduation from college [1].

In past decades, there has been great population evasion, mainly of young people in the beginning of the working age. More equitable public policies implemented by the federal government, between 2010 and 2016, managed to mitigate these losses, and most of the jobs in this period were generated by industries in the food production segment.

Since 2016, actions have started with theoretical and methodological principles focused on local based development. Regarding conceptual and strategic principles, these actions are inspired by the creative economy to structure and experiment projects inspired by regional knowledge, such as handicrafts, gastronomy, music, plastic arts, literature, photography and others [3]. These projects are coordinated by a regional innovation agent linked to the Paula Souza State Technological Education Center, a network of technical schools and technology colleges. The actions developed are located in circulation, seeking to give visibility and improving the technical level of products and local and regional producers [3].

Originally, this area belonged to the Atlantic Forest biome, reflecting the tropical latitude in which it is located. Predatory colonization found that, in a few decades, the forested areas were reduced to about 2%. This total is sparse and is not enough to reconstitute the exuberant biodiversity of flora and fauna that once existed [4].

Among the actions of the Talent and Regional Products project of Nova Alta Paulista are the production of high added value foods, with the collection of native fruits as a central activity [5]. For this purpose, native species are planted as a way to recover degraded areas. The production of seedlings is planned through actions involving nurseries of municipal governments, assistance from technical bodies and involvement of schools, with emphasis on the didactic-pedagogical aspects and training in entrepreneurship.

A native fruit will be highlighted: the jatobá (*Hymenaea Courbaril*) for the creation of regional products. It is intended to build the productive chain of this fruit aimed at generating jobs, jobs and income for young people, through the processing and creation of new products. Its commercialization can be done intra and extra-regionally, focusing on markets that value this type of product.

Bibliography

1. GIL, Izabel C. Nova Alta Paulista: Do desenvolvimento contido ao projeto político regional (1930-2006). 2ªed. São Paulo: Scortecci, 2015.
2. GOLDENSTEIN, Léa & SEABRA, M. Divisão territorial do trabalho e nova regionalização. In: Revista Do Departamento De Geografia, 1, 21-47, 1982.
3. FILHO, Genauto C. F; RIGO, Ariadne S. Bancos Comunitários e moedas sociais no Brasil: reflexões a partir da noção de economia substantiva. Salvador: Edufba, 2017.
4. FOCAULT, Michel. Microfísica do poder. Graal, 4ªed, Rio de Janeiro, 1984.
5. SANTOS, Milton. Metamorfose do espaço habitado: fundamentos teóricos e metodológicos da geografia. Hucitec, São Paulo, 1988.