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Public Policies, Digital Inclusion, and Afro-entrepreneurship
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Francisca Karoline Ferreira Assunção

SUMMARY

This article analyzes the relationship between public policies, digital inclusion, and Afro-entrepreneurship as strategies to promote social equity and economic development for the Black population in Brazil. It is a qualitative study, developed through a literature review, based on authors who discuss social policies, race relations, entrepreneurship, and digital inclusion. The role of the Brazilian State in the formulation and implementation of public policies aimed at reducing social inequalities is addressed. Following this, the historical construction of racial inequalities and their impacts on opportunities for economic inclusion of the Black population are discussed. The study shows that entrepreneurship and Afro-entrepreneurship constitute important instruments for income generation, strengthening cultural identity, and confronting structural racism. Furthermore, it highlights that digital inclusion expands access to information, public services, technologies, and digital markets, favoring economic autonomy and social participation. It is concluded that the integration of inclusive public policies, access to digital technologies, and the encouragement of Afro-entrepreneurship represents a promising path to reduce historical inequalities, promote social justice, and expand opportunities for sustainable development in the Brazilian context.

Keywords: Public policies. Digital inclusion. Afro-entrepreneurship. Social equity.
Black entrepreneurship.

ABSTRACT

This article analyzes the relationship between public policies, digital inclusion, and Black entrepreneurship (Afro-entrepreneurship) as strategies to promote social equity and the economic development of the Black population in Brazil. This is a qualitative study based on a bibliographic review of authors addressing social policies, racial relations, entrepreneurship, and digital inclusion. Initially, the study discusses the role of the Brazilian State in formulating and implementing public policies to reduce social inequalities. It then examines the historical construction of racial inequalities and their effects on the economic opportunities available to the Black population. The findings indicate that entrepreneurship, particularly Afro-entrepreneurship, is an important tool for income generation, cultural identity strengthening, and combating structural racism. Furthermore, digital inclusion expands access to information, public services, digital technologies, and online markets, fostering economic autonomy and social participation. The study concludes that integrating inclusive public policies, expanding digital access, and supporting Afro-entrepreneurship represents a promising strategy to reduce historical inequalities, promote social justice, and expand opportunities for sustainable development in Brazil.

Keywords: Public policies. Digital inclusion. Afro-entrepreneurship. Social equity. Black entrepreneurship.

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1 INTRODUCTION

The transformations brought about by globalization, technological advances, and changes
Economic dynamics have amplified the challenges to reducing social inequalities in
Brazil. In this scenario, public policies assume a strategic role in promoting
citizenship, social inclusion, and economic development, especially when directed towards
to marginalized groups. Among these groups, the Black population still faces barriers.
structural issues stemming from racism, reflected in unequal access to education and the job market.
work, access to credit, and income-generating opportunities.

The expansion of digital technologies has transformed social and economic relationships.
making digital inclusion an indispensable factor for full participation in society.
contemporary times. Access to the internet and digital tools enables greater access to
information, public services, professional training and new business models,
expanding opportunities for entrepreneurship and innovation. However, inequalities
Access to technologies still reproduces existing social exclusions, affecting them in a significant way.
more intense impact on vulnerable groups, such as the black population.

In this context, Afro-entrepreneurship emerges as an important strengthening strategy.
economic, valuing cultural identity, and confronting racial inequalities. More
Rather than being an income-generating activity, it represents a resistance movement.
autonomy and social affirmation, contributing to greater representation of Black people in these spaces.
economic and productive. Therefore, public policies aimed at encouraging...
Black entrepreneurship, combined with digital inclusion, can enhance opportunities for
economic and social development.

Given this reality, this article aims to analyze the importance of policies.
public policies, digital inclusion, and Afro-entrepreneurship as instruments for promoting
social equity and strengthening the economic autonomy of the black population in Brazil.

This is a qualitative research study, developed through a review.
bibliographic, based on studies on public policies, race relations,
entrepreneurship and digital inclusion. It is expected to contribute to the understanding of the need
integrated actions that promote social inclusion, racial justice, and development
sustainable.

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2. THEORETICAL FRAMEWORK

The Brazilian State, organized as a federation, has as its primary purpose...
To promote the common good and guarantee the fundamental rights of the population. To achieve this
The objective of the Federal Constitution was to establish the Union, the States, the Federal District, and the
Municipalities as autonomous entities forming part of the federal pact, conferring upon them
political, administrative and financial skills to formulate and implement public policies
focused on social and economic development and the reduction of inequalities. In this context,
The Brazilian federal structure is based on a model of cooperation between the entities.
federated entities, which requires planning, coordination, and integrated action so that policies
public entities achieve their objectives.

In the field of Social Sciences, the concept of social policy gives rise to different interpretations.
As Vianna (2002) points out, this is a specific type of public policy,
characterized by government actions aimed at promoting collective well-being and guaranteeing
of social rights. Although this definition is accepted, its scope highlights the
The complexity of social policies, which involves multiple objectives and different areas of
State action and distinct social groups as beneficiaries.

Among these groups, the Black population stands out, marked by processes of social exclusion and
inequality of opportunity. According to Pena (2008), the modern conception of race was
built upon outdated theories that classified human beings based on
physical characteristics, establishing hierarchies between social groups. Complementing this
In this discussion, Hall (2006) states that race constitutes a social and political construct used
to legitimize power relations, placing the black population at a disadvantage.
social and economic landscape is dominated by the white population, while the white population occupies the most prestigious positions.

In this scenario, the ideology of miscegenation contributed to consolidating the myth of racial democracy.
Brazilian, by masking structural practices of discrimination and hindering the recognition of
Existing racial inequalities. As a consequence, the black population faces greater
obstacles in accessing education, the job market, credit, and opportunities
income generation, which makes the formulation of specific public policies essential.
aimed at promoting equity.

In this context, entrepreneurship emerges as an important inclusion strategy.
economic and social mobility. According to Custódio (2011), entrepreneurship

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It became established as a field of study and practice starting in the second half of the 20th century. when innovation became recognized as a central element of the activity entrepreneurial. Thus, more than just creating a business, an entrepreneur is someone capable of... to develop innovative solutions, adding value through new products, services or processes.

From this perspective, Bassant and Tidd (2009) define the entrepreneur as an individual who demonstrates initiative, problem-solving skills, and willingness to take responsibility. responsibilities and the ability to set challenging yet realistic goals, assuming calculated risks. The authors also emphasize that factors such as family context and upbringing educational background, professional experiences, cultural aspects, and psychological profile. They influence the likelihood of an individual developing entrepreneurial behavior.

When this process is analyzed from a racial perspective, the concept of Afro-entrepreneurship. According to Freitas (2018), this is a recent term in the scenario. Brazilian economic situation, accompanied by the recognition of the black population as important. productive and consumer segment. However, Afro-entrepreneurship transcends this dimension. economic, also constituting a strategy for valuing black identity, of Strengthening representation and addressing racial inequalities. Due to Due to structural racism, Black entrepreneurs face additional difficulties in accessing credit, establishing networking relationships, and gaining market recognition, because they are associated with subordinate social positions. In this way, Afro-entrepreneurship represents not only an alternative source of income, but also an instrument of emancipation social, cultural strengthening and transformation of race relations.

Digital transformation is changing opportunities for economic development and social. According to Ferreira (2025), internet access expands citizen participation, facilitates Access to digital public services creates opportunities for economic inclusion. In this sense, Digital inclusion is a strategic element for promoting social equity. since it allows greater access to information, professional training, and commerce. electronics, financial technologies, and the various opportunities provided by digital economy.

Given this scenario, it becomes evident that the articulation between public policies and inclusion is crucial. Digitalization and the promotion of Afro-entrepreneurship constitute an important instrument to reduce To address historical inequalities and expand development opportunities for the Black population.

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Therefore, understanding the relationships between these elements contributes to the development of strategies.
capable of strengthening economic autonomy.

FINAL CONSIDERATIONS

The analysis developed in this study showed that public policies play a role.
fundamental in promoting social equity and reducing the inequalities faced by
Black population. Although the Brazilian legal system establishes mechanisms aimed at
Despite the need to guarantee rights and promote citizenship, challenges related to access to [the system/service] persist.
education, access to credit, the job market, and development opportunities
This highlights the economic need for more effective and coordinated public policies.
In this context, Afro-entrepreneurship presents itself as an important instrument of
Productive inclusion, strengthening financial autonomy, and valuing cultural identity.
of the black population. In addition to contributing to job and income generation, it constitutes a
A strategy to confront structural racism, expanding Black representation in...
creating business spaces and strengthening local economic development.
Similarly, it was found that digital inclusion occupies a strategic position in society.
contemporary, since it allows greater access to information, public services, and...
e-commerce platforms, education, and new opportunities provided by
The digital economy. The democratization of access to technologies therefore represents a condition.
indispensable for black entrepreneurs to be able to compete on more favorable terms.
equitable, expand their markets and strengthen their businesses.
It is concluded that the integration between inclusive public policies, digital inclusion, and incentives for...
Afro-entrepreneurship represents a promising path for building a society.
fairer. It is recommended that future research investigate practical policy experiences.
public initiatives aimed at strengthening Afro-entrepreneurship and digital inclusion, contributing
for the formulation of increasingly effective strategies in promoting racial equality and
social development.

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