

International Journal of Human Sciences Research

CREATION AND PROMOTION OF EMPLOYMENT FOR TEMPORARY WORKERS IN MÉXICO DEVELOPED AT THE TECNOLÓGICO NACIONAL DE MÉXICO/ ITS DE FRESNILLO

José de Jesús Reyes-Sánchez

TECNM / ITS de Fresnillo

<https://orcid.org/0000-0002-3866-2363>

Mario Alberto Garcia-Camacho

TECNM / ITS de Fresnillo

<https://orcid.org/0000-0002-9645-3199>

Martha Alicia Guerrero Vega

TECNM / ITS de Fresnillo

Omar A. Guirette-Barbosa

<https://orcid.org/0000-0003-1336-9475>

Universidad politecnica de Zacatecas

Selene Castañeda-Burciaga

Universidad Politécnica de Zacatecas

All content in this magazine is licensed under a Creative Commons Attribution License. Attribution-Non-Commercial-Non-Derivatives 4.0 International (CC BY-NC-ND 4.0).



Keywords: Work, Proposal, Well-being, Methodology

INTRODUCTION

This methodological proposal is aimed at the owners of the lands in Rio Florido, community of Fresnillo, Zacatecas. For the creation of the “Casa del Jornalero” for the view of the workers to the community during the May-September season of each year and thereby impact the economic situation of the environment. Long-term profitability and the needs to be covered are planned, not only for day laborers who come to carry out their work, but also for merchants who live in Rio Florido. Therefore, it is necessary to identify the impact of the inhabitants of the community, as well as some important aspects about the arrival of day laborers, such as the number of day laborers who visit the community, the time of visit during the year.

BACKGROUND

The existence of agricultural day laborers has gone through various moments throughout history. In all of them, the binomial of the peasant’s relationship with the land and the development of commercial agricultural relations has been one of the factors of their dynamics.(Lavin, 1986)

In Mexico, agricultural day laborers are temporary field workers who are responsible for planting, harvesting, gathering, and preparing field products. Due to the uneven development of the country, many from rural areas migrate to the places and, in many cases, they do so accompanied by their families. Migratory flows for agricultural work are variable and affect the entire country. (UNICEF, sf) The migration of day laborers to the horticultural region of Zacatecas is essentially a collective and fundamentally family migration.

TYPES OF HITCH REQUIRED

Supply: only the promotion and transfer of labor for the farmer is guaranteed, from the area of origin to the work area without guaranteeing hiring. In the destination area, the day laborer himself must negotiate his working conditions (salary, workload, hours, and often lodging). (UNICEF, nd)

GENERAL OBJECTIVES

Offer rental houses to day laborers during their work stay and provide basic food, medical services, among others. Also make an agreement with businesses to offer new products.

SPECIFIC OBJECTIVES

Identify the services required by day laborers during their stay, through direct observation in some of the businesses in the community to see the goods and services most demanded by day laborers.

JUSTIFICATION

The purpose of this proposal is to provide day laborers with the services or products that are mostly consumed by them, all in one place.

But for whom will be the benefit of this proposal?

1. The owners of the crops, since it would be a joint union of each of the owners for the construction of the house; and although in the first instance it could be seen as an unnecessary expense, in the long run it will bring greater benefits.
2. The laborers. Since they will have faster and more comfortable access to those products that normally and depending on their location require a greater effort to obtain.

SOCIAL IMPACT

The day laborers are aggressive, since they often have problems with each other, and several have even stopped in the hospital due to blows and serious injuries. In this way, having them in a certain way asylees from the community would help greatly in maintaining security without any change during their stay.

It also seeks to improve the living conditions of day laborers during their stay by making it easier to cover some of their basic needs.

ENVIRONMENTAL IMPACT

The day laborers generate an environmental impact on a large scale, since it is a large quantity of these and at the same time a large quantity of garbage. These people who come from other states in search of work have different customs, a different way of life. They are dirty and leave garbage everywhere, they are not very hygienic and this makes the community look bad.

It is intended that in this house the garbage of the people who live there can be collected, this with the purpose of keeping the community cleaner and trying to induce in them the habit of cleanliness and hygiene.

ECONOMIC IMPACT

After the arrival of the day laborers to the community of Rio Florido, the economic impact increases considerably, since in most businesses their sales increase by up to 60%, such as grocery stores, pharmacies, beer depots, food businesses among others. others. (Comu-communication, 2019)

This is because the income they generate from their work stays right there in the community to cover their day-to-day expenses, such as paying

DETERMINATION OF THE UNIVERSE

In this case, the research that we will carry out, we determine the community of Rio Florido as the universe, since that is where we will develop the topic to be investigated.

DETERMINATION OF THE SAMPLE

The universe itself will be the community of Rio Florido. Especially in day laborers (Sample). Identifying the greatest benefits. It should be noted that Rio Florido is the community where the largest number of day laborers are found in the region, the places they come from are Sinaloa, Oaxaca, Guerrero, Veracruz, Aguascalientes and Durango.(Sixto González Villora, Pedro Gil Madrona and Juan Carlos Pastor Vicedo, 2008)

DATA COLLECTION INSTRUMENTS

This research is carried out through direct observation of businesses in the community of Rio Florido, with which it is intended to know which are the services or products most consumed by day laborers during their stay.

DIRECT OBSERVATION IN RIO FLORIDO

Because we want to know what is most requested during the stay of day laborers in the community of Rio Florido, we will interview the business premises identified as the most visited by them during their stay.

ANALYSIS OF COLLECTED DATA

METHODOLOGY

An applied research will be carried out since, based on the previous knowledge about the day laborers, the type of work they do, the culture they have, the characteristics

of Rio Florido and how their arrival in the community influences in terms of economy and security.(Chavenato, 2010)

It is planned to apply this knowledge in the creation of the “Day Laborer’s House” proposal in order to do something for the day laborers and the inhabitants of Rio Florido.

One of the establishments where more purchases are perceived in this season are grocery stores, points where beer and food establishments are offered.

It was possible to observe an approximate about the number of clients that they attend regularly, these are from 50 clients without the presence of day laborers and triple that amount with the presence of these in the locality,

The sample took into account businesses such as cyber, grocery stores, birrierias, as well as places where tacos are offered, among others

The benefits of the work carried out by day laborers is not only a reward for them but also for the communities or municipalities that receive them for weeks or months throughout the year.

Despite the fact that it is a heavy job due to the effort it requires and on many occasions the poor conditions in which it is carried out, these people carry it out without any fear. Due to the mobility required from one city to another, sometimes they do not maintain the best habits or customs that can make the inhabitants of the cities they arrive uncomfortable.

The visit of day laborers year after year to Rio Florido creates not only bad or dangerous environments, it also brings profits, profits for the various existing commercial establishments in Rio Florido, since they require food, places to stay and other services or products, that due to their lifestyle it is not possible for them to have with them, so they have to look for them within the community.

This is why locals earn more than normal during their stay.

RESULTS

What will be obtained with the realization of the project is mainly to improve the quality of life, since an option will be provided so that the day laborers have a roof where they can live in a dignified manner with the services that are going to be granted to them, since for this further investigated the services and products they require during their stay, in this way they also intends that they improve their customs in terms of cleanliness and hygiene within the place, in order to preserve it once installed and ensuring that they are satisfied with said services.(Concepts, 2020)

It is here where if they are comfortable with the services and products offered, they will not see badly the fact that they are somewhat isolated from the community since in the same way they only come to provide their services.

In this way, if they consume within the “day laborer’s house” as planned, a favorable economic impact will be generated for the owners of the land and for the businesses that will provide the services, since what they will pay each day laborer for their work it will be returned to them at the time the day laborers decide to go eat or buy something offered.

This option seeks to reach day laborers in an efficient and different way, since there have been promises from government authorities and over time they have not been concentrated.

Precisely on the issue of day laborers, the federal authorities in coordination with the municipality implement a dining room for them in Río Florido where he and our project will go beyond a dining room, since they will not only provide options for day laborers but also for the residents, because Commerce is reactivated and the services that are regularly provided in the town continue.

DIAGNOSIS OF CURRENT RIO FLORIDO

Number of day laborers received per season: 3,500 – 4,000 approx. Place where the day laborers stay:

- Houses for rent within the community, far from their work area, who settle in 15 houses to start work in the field (LUNA, 2017)
- Place of work, house lent by the owners since it is easier for the bosses to stay nearby.
- When they no longer find houses to rent and their employers do not have a place to house them, they decide to sleep on sidewalks, parks or gardens in the community.

SERVICES OFFERED

- Grocery stores with commonly used products.
- Local food in great variety and different schedules.
- Internet access only in cyber.
- Scarce medical services.
- Insufficient rental houses for all day laborers.
- Entertainment places.
- Transportation to other nearby communities.

PROPOSAL

CONSTRUCTION DETAILS

Land: 60*60 m2

Land cost: Half a million.

Total construction cost: 3 – 6 million Approx.

Capacity: 3,000 people, 380 rooms, 8 shops and entertainment areas.

Local:

- 3 dining rooms.
- 1 of grocery products.
- 1 pharmacy with doctor.
- 1 nursery.
- Internet access.
- Barber Shop.

Services offered inside the house:

- Grocery stores with all the basic products and some not so basic but that would also help improve your stay.

- dining rooms where can have diverse options in how much afeeding.

- Internet access for more entertainment.

- Medical services in the event of an accident or illness.

- Some areas that serve for entertainment are soccer fields, basketball, among others.

- And other services that will be adapted according to what is required. Basic costs to cover:

Water: premises \$800 300 rooms \$12,000
Electricity: premises \$13,000 rooms \$130,000

CURRENT CONDITIONS OF JOURNALERS

In image number 1 you can see the day laborers in their current homes, which are not in the best conditions to be inhabited, since they are mostly warehouses or simple rooms with black construction.



Image 2 shows the conditions of the work area, where they see the need to take their children to help with the work they do during the day.



Image 3 shows the conditions in which they cook and spend the rest of the day to rest.

Image 4 shows how they look with the need to carry various things to make their stay more comfortable in each place they visit.

REFERENCES

Chavenato, I. (2010). *ADMINISTRATION, ADMINISTRATIVE PROCESS*. Barcelona, Spain, Spain: Threshing.

Lavin, M. (1986). *They cross the square*. Barcelona, Spain: Grijalbo.

Commu-communication. (2019). <https://sites.google.com/site/comucomunicacion/home/uso-responsable-de-los-medios-de-comunicacion>. Retrieved from <https://sites.google.com/site/comucomunicacion/home/uso-responsable-de-los-medios-de-comunicacion>: <https://sites.google.com/site/comucomunicacion/home/uso-head-of-the-media>

Concepts, D. (2020). <https://deconceptos.com>. Retrieved from <https://deconceptos.com/ciencias-sociales/futbol>: <https://deconceptos.com/ciencias-sociales/futbol>

Corporation, K. (2020). <https://www.keyence.com.mx>. Retrieved from <https://www.keyence.com.mx>: <https://www.keyence.com.mx/ss/products/measure-sys/measurement-selection/basic/method.jsp>

Lozada, J. (2014). *Applied Research: Definition, Intellectual Property and Industry*. Dialnet.

Sixto González Villora, Pedro Gil Madrona and Juan Carlos Pastor Vicedo. (2008). *Design and application of the comprehensive model of sports in floorball as an instrument for teacher training*. *Pulse* 2008, 96.