

## Scope of social security for the artisan sector in Mexico

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### Abstract

*Crafts are an important symbol for society as they reflect historical aspects, social and cultural values for artisan communities, in addition to reviving and boosting the family and community economy, reasons for which it is considered important recognize those who are dedicated to the development of these pieces that allow the permanence of trades of ancient origin in our country. Social security is also an important issue for the artisan community, leading a better quality of life for them and their dependents. In Mexico, the National Fund for the Promotion of Handicrafts (FONART) is in charge of providing aid to this sector with the aim of reducing the incidence of diseases and accidents derived from artisanal activity, as well as the interest of promoting a style of healthy living and work environments. Social Security is a term that refers to the well-being of citizens, members of a community, according to the International Labor Organization defines it as the protection that society provides to its members, through a series of public measures, against deprivation economic and social that, if not, would cause the disappearance or a strong reduction in income due to illness, maternity, work accident, or occupational disease, unemployment, disability, old age and death; and also protection in the form of medical assistance and aid to families with children.*

**Keywords:** *artisans, quality of life, social security.*

### Introduction

Every person has the right to an adequate standard of living that ensures him, as well as his family, health and well-being, especially food, clothing, housing, medical assistance and necessary social services (United Nations, 1948); You are also entitled to insurance in the event of unemployment, illness, disability, widowhood, old age or other cases of loss of your means of subsistence due to circumstances beyond your control. Motherhood and childhood are entitled to special care and assistance.

Faced with this panorama, a dignified life integrates the right to work, which must guarantee basic aspects of an integral development for the family, that is why social security in the artisanal sector is an issue of interest that pays attention to providing and having access to said security.

The following lines show the historical process and the scope of social security in the Mexican state, giving an indication of the factors that affect it.

#### 1. Regulatory aspects of social security

The main objectives of the ILO (2020) are to promote labor rights, promote decent work opportunities, improve social protection and strengthen dialogue (Santander, 2019) when addressing work-related issues.

##### 2.1 National Fund for the Promotion of Handicrafts (FONART)

The FONART is a public trust of the Federal Government sectorized in the Ministry of Welfare, since 1974 it was established through trust contract No. 305-V-I3581 called National Fund for the Promotion of Handicrafts, in which the Government participates as sole trustor Federal represented by the Ministry of Finance and Public Credit-SHCP (SEGOB, 2019) and as fiduciary Nacional Financiera, SA

In the trust contract and its amending agreement in 1988, the purposes of FONART are established to seek a greater family income for the country's artisans, to preserve the artistic sense of Mexican handicrafts, to acquire handicraft products, to provide artisans with technical assistance. and administrative; and marketing the artisan products that the trust acquires (FONART, 2021).

FONART (2021) as a government institution “designs and executes policies for the development, promotion and commercialization of artisanal activity; promotes its research, as well as relative regulations, helping to increase the quality of life of artisans and to spread the cultural heritage of Mexico. Its philosophy is based on social commitment, honesty, impartiality, transparency, fairness, quality, professionalism, respect and sensitivity”.

It is a governing body of artisan activity, "accompanies artisans from production to the effective marketing of their products in the global market. The FONART Program supports artisan activity through eight aspects with the purpose of serving them in a comprehensive and complementary way "(FONART-SEGOB, 2018).

1. Comprehensive Training and / or Technical Assistance
2. Supports to Boost Production
3. Handicraft Storage Slope
4. Supports for Craft Promotion at Fairs and / or Exhibitions
5. Popular Art Contests
6. Visual Health Supports
7. Actions for the Development of Craft Spaces in Tourist Destinations
8. Supports for Strategic Craft Projects

As part of its attributions of promoter, it carries out activities such as: consignment sales; opening of markets; online sale; organization of meetings; forums; congresses and colloquia of specialists in the sector; production of audiovisual materials and publication of specialized texts on craft issues, as well as on awareness and risk prevention in the development of craft activity, aimed at both artisans and the general public.

## **2 Institute for the Promotion of Handicrafts of Tabasco (IFAT)**

Founded in 1999, reformed in 2008. The institute for the promotion of crafts in Tabasco has programs and plans such as (IFAT-Gobierno de Tabasco, 2021a):

**Acquisition of Handicrafts:** The work of the production areas has as a consequence the commercialization of the products, for this there is a collection program through monthly production orders to each artisan registered in the register and that is subject to some program favoring the artisans of areas of high marginalization and that are commercialized in the 5 points of sale, as well as local and national events.

**Design:** At the Institute for the Promotion of Handicrafts, there is a Design department that advises artisans for a greater operation in the creation and implementation of new products (functionality, ergonomics) and fabrics, also in the improvement of the presentation image as labels and packaging of these.

**Contests:**The organization of popular art competitions allows stimulating, through the granting of cash prizes, the creativity of the artisans of the State. The modalities of the contests are: local, state, regional and national and cover all branches of production. The annual program of competitions considers the objectives of preserving techniques, boosting the artistic capacities of artisans and promoting gender equality. In addition, we are the intermediate body in FONART for the participation and issuance of calls for National Competitions.

**Commercialization:**It promotes the introduction to the market of new artisan production and carries out samplings for the detection and orientation of the local and foreign market of handicrafts. Its functions include the operation of 5 stores located in the city of Villahermosa, as well as participation in events such as; Exhibitions, Trade Fairs and Congresses, in addition to serving special clients.

**National and State Register of Craftsmen:** The program is part of the registration to the National Register of artisans that allows us to have located the productive nuclei to promote and operate efficiently the projects that are generated within the Institute following the regulations for that purpose that prevents them from registering traders protecting the artisans and their workshops.

**Production:**It directs its efforts to provide the artisan in the community itself with the elements and conditions necessary for productivity such as; visits and evaluations of production, supplies complementary materials, supervises quality control, monitors the flow of goods with the warehouse and stores, collects in the field and transfers goods from the artisan to the warehouse.

**Financing for production:**It is aimed at the population that, due to the nature of their socioeconomic conditions, does not have access to sources of financing from commercial banks. They are intended to support the acquisition of raw materials that ensure a new production cycle or to acquire the necessary tools to complement the work process and that are subject to the operating rules of the organization that grants the benefit.

**Participation in State Fairs:** This is a program coordinated with FONART, in which both institutions manage or buy spaces in the State Fairs for artisans to participate by marketing their production live, it is restricted to marketers so only artisans registered in the National Register participate and that they have benefited from other programs.

### **Design and training:**

In order to respect and preserve our roots, traditions and culture, and knowing the enormous skills and materials that our artisans have, during this Government we have implemented a design program with personalized assistance.

"Training and design in artisanal matters must be fully linked in such a way that both integrate a development program according to the real needs of both the producing communities and the handicraft consumer markets, always strengthening the cultural identity of the peoples through successful production, for which two aspects must be considered. " (IFAT-Government of Tabasco, 2021b)

1. Preservation of tradition and popular culture, that is, in the elaboration of ornamental, religious, festive, utilitarian and clothing articles the autochthonous essence is not altered; Y
2. Incorporation of new elements, that is to say, it works in favor of the modernist creation of contemporary articles made from regional non-industrialized or semi-processed materials.

Thus, within the IFAT there is a specialized area that provides care in a manner

personalized to Tabasco creators, with the purpose of improving and innovating artisan products.

These consultancies are given every Monday and Tuesday in the institute's offices, to where artisans from various communities come to present their ideas and receive guidance, even in more than one session, until the product acquires optimal conditions for its launch in the market.

The only requirement to participate in this program is to register in the register of artisans and have their credential.

### **Commercialization**

Objectives: Design general criteria and strategies in favor of promotion and marketing programs for products made by Tabasco artisans.

Promote participation in the different events, forums and projects inside and outside the State, where the talent and capacities of those who are predominantly dedicated to making handicrafts in the State are shown.

Functions: The Directorate of Commercialization and Artisan Promotion has among its functions the operation of 4 stores located in the city of Villahermosa, as well as participation in events; Exhibitions, Trade Fairs and Congresses, in addition to serving special clients.

Promotes the introduction to the market of new artisanal production and conducts samplings to the detection and orientation of the local and foreign market of handicrafts

### **3 Mexican Institute of Social Security (IMSS)**

Established the right and access to social security, satisfaction of economic, social and cultural rights, essential to their dignity (Delgado, 2005). This right protects the most vulnerable members of society, ensuring the goods and services necessary to live with dignity.

In Mexico, the aim is to guarantee the right to health, medical assistance, protection of the means of subsistence and the social services necessary for individual and collective well-being; as well as the granting of a pension that, if applicable and after compliance with the legal requirements, will be guaranteed by the State.

It is aimed at protecting and improving the levels of well-being of workers and their families, the well-being of citizens, members of a community (Novelo, 2008).

Since 1943 when the Social Security Law was published, thus creating the Mexican Institute of Social Security, in order to guarantee the human right to health and medical assistance, the protection of the means of subsistence, which guarantees the safety of the salary, in particular in the event of old age, illness, disability, work accidents, maternity or loss of breadwinner, and the social services necessary for individual and collective well-being. In this sense, when support for the artisan sector is established, any measure that gives access to and guarantees the right to social security for the artisan and family, as part of their development of a dignified life, must be envisaged.

### **Conclusion**

Before the advance of the social security in artisans of the Mexican state. For this reason, it is recommended that the institute for the promotion of handicrafts support artisans in communicating the benefits that exist in terms of social security since it is to improve their quality of life and provide security for their future and for relatives who depend on them. Likewise, it should be considered. Artisans, over the years and due to the demands of the trade, tend to suffer health effects. Thematic that must be studied with a multidisciplinary approach. From the field of occupational health, it is a subject pending investigation.

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