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Collaboration schema to create an intercultural cluster of textile crafts in Hidalgo, México.

Esquemas de colaboración para crear un cluster intercultural de artesanía textil en Hidalgo.

Norma Arely Zúñiga Espinosa

Master in Management Marketing

Universidad de Guadalajara (UDG)

07/23/2015



Who I am?



Name:	Norma Arely Zuñiga Espinosa
Community:	México
Ethnicity:	Náhuatl
Country:	México
Primary language:	Spanish
Language used daily:	Spanish

I'm an indigenous entrepreneur woman and leader. So that my research come to me three years ago, so I started to research the women labor conditions in Hidalgo, with the believe to make a difference.

For my professional profile I decide to help indigenous women how made and sale beautiful textiles to help their families and increase her income.



International Instruments



My reaction to know the international Instruments that fights and protects the rights of indigenous peoples and communities, opened my mind and vision to protect the traditional knowledge.

Which
international
instruments
will be used in
my research?

Directrices de AKWÉ: KON

- Evaluación del impacto cultural (a)
- Patrimonio Cultural (b)
- Evaluación del impacto social (f) [1.- Estudios de línea de base económicos, diversidad de sexos, generaciones, salud y seguridad.

Declaración de las Naciones Unidas sobre los derechos de los pueblos indígenas.

- Artículo 2 (Identidad /Discriminación)
- Artículo 11 (Preservación de la cultura, Plagio)
- Artículo 21 (Superación económica)

Artículo 8 (j)

- El acceso al conocimiento tradicional, las innovaciones y practicas en la comunidad.
- Intercambio y difusión de la información

Principios del PCAP (OCAP)

- Propiedad, control, acceso y posesión o tenencia de las primeras naciones.
Decisiones respecto a la Información.

Convenio 169 de la OIT

- Artículo 23.- Artesanía como mantención de cultura, autosuficiencia y desarrollo económico.
- Artículos, 2,5,7,20, 21, 22.



Introduction

Tenango, the begining for a Clúster Textil



Norma Zuñiga



Propose an economic model to help indigenous artists to preserve cultural traditions. Also help indigenous people to create economic self-sufficiency to sell his products a fair price to contribute in their communities' economy.

Objective: Identify the collaboration schema to create an intercultural indigenous cluster of textile crafts in Hidalgo.

Objetivo: Identificar esquemas de colaboración para crear un clúster intercultural de colaboración indígena entre comerciantes de artesanías textiles en el Estado de Hidalgo.



Model for an intercultural indigenous cluster

Specialization Strategy
and Industries related to
apparel industry.

Context for firm
strategy and
rivalry

Factor (Inputs)
Conditions

Relevant
Organizations of
Government
departments
around the cluster

Demand
Conditions

Related and
supporting
industries

- Indigenous entrepreneurs
- Apparel companies
- Artist (Drawing)
- Artist (Weavers)
- Associations:
Consejo Supremo
hñahñu, CDI, Flor del
Valle, Tenangos Hidalgo.

- Mexican Demand
- International
Demand of crafts
- Points of sale
- Folk Markets

- *Marketing
- *Innovation textile center
- *Research in Universities
- *Suppliers

Main Question

Guiding question

¿Which are the collaboration schemas to create an intercultural cluster of textile crafts in Hidalgo?

¿Cuáles son los esquemas de colaboración para crear un clúster intercultural de artesanías textiles en Hidalgo?

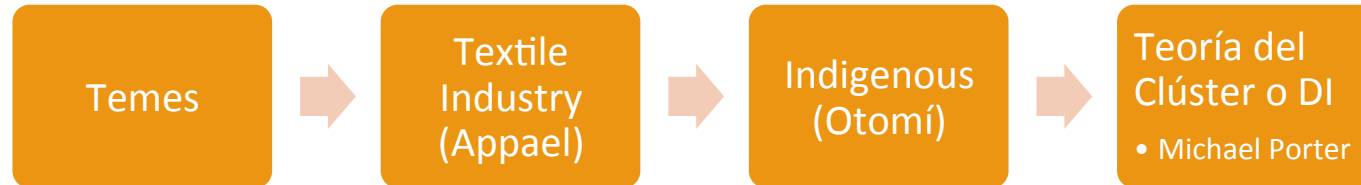
Sub-question:

¿What is the role for the indigenous entrepreneurs to collaborate in a textile cluster?

¿Cuál es el papel que desempeñan los emprendedores indígenas para crear un cluster textil?



Literature Review



List the main sources and differences in schools of thought.

- Economy
- Business
- Science and Technology (Networking)
- Innovation and Entrepreneurship
- Social science
- Government resources



Research

Methodology : Joint research quantitative and qualitative. (Cluster analysis and Interview to leader and entrepreneurs)

Método para identificar geográficamente un Cluster/DI. Análisis inferencial de la investigación.

Place: community “Tenango de Doria”, located in Hidalgo, Mexico.

Participants: leader and entrepreneurs indigenous, and owners of the companies in the textile industry in Tenango de Doria.

Research validity: The validity will be determinate for the indigenous people how start the association to sell textile products from their community.

What research tools would you apply and why?: **Interviews** to have the reasons and motivations to collaborate in the cluster, **testimonies** to know the protocols of the indigenous communities. And **Statistics Analysis** to determinate the viability to create the cluster.

Data analysis: Statistics Analysis whit SPSS, also analysis and interpretation of the interviews.



Recommendations and Suggestions



- ❖ Corporative Brand and the management of individual brands in the cluster (Protection in the market)
- ❖ Promote the development of indigenous entrepreneurs, and the benefit to collaborate to sell their products.
- ❖ Protect the traditional knowledge and keep the traditions.



Timeline and Resources

What would your timeline be and what would you need to complete your project?



**Miak
nimitstlaskamatilia
pampa techkakilij**

Thank you very much.

Tianguistengo, Hidalgo



Contact:

normarely051010@gmail.com



[@90norma](https://twitter.com/90norma)