

Diagnosis for Community Education of Oregano and Damiana in the Community of Camargo.

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Abstract

The objective of the present investigation is to show the results obtained in the community training that was carried out with residents of the Camargo community in Peña Miller, where the objective was to provide the tenants with the necessary tools and knowledge to take advantage of the oregano resources and the damiana as inputs for the elaboration of products that help them improve their economic situation. The methodology used is of a quantitative nature, related to the type of sample for convenience due to the very small universe that was had due to the restrictions of the health contingency that was experienced worldwide. The characteristics of the population are varied, all women of various ages and occupations. Finally, it is concluded that the practices that are carried out in the community, as well as their customs and traditions are of vital importance for the inhabitants because they are an inexhaustible source of knowledge and economic collection for their subsistence. It is clear that natural resources still prevail that can be exploited and processed to become sources of help and improvement for people, therefore it is necessary to offer training that provides them with the necessary strategies that help them have a different vision where they can glimpse the various alternatives that they have as a source of work.

Keywords: Education, Communication, Community, Damiana, Entrepreneurship, Oregano.

INTRODUCTION

Community education is one of the most important actions within the localities because it is an incentive they have to get ahead and look for different alternatives that help them cope with their current context thanks to the knowledge they review with this type of activity. In daily life, the people of the communities, lacking education, must develop acts where they take advantage of what they know how to do to cover expenses and needs through the use and exploitation of natural resources.

In this sense, the community training of oregano and damiana in the community of Camargo arose with the intention of offering the population a workshop that would serve as a diagnosis to find out if they are interested in having knowledge regarding various areas so that they can take advantage of the information and help them in the production or improvement of the products that they can process with the natural resources of their locality.

The objective of this research is to show the importance of oregano and damiana resources in the community of Camargo Peñamiller in the state of Querétaro so that the producers of these plants understand the importance of what they grow and process either for their consumption or marketing, all aimed at showing different visions so that they learn not to waste what they do and can determine a price according to what they grow and later transform into products.

The universe to which this training was applied were women of different ages, educational level and occupation, with the coincidence that they are entrepreneurs and women who fight every day to improve their quality of life. In this sense, a convenience sample was determined due to the very small number of attendees in the training. The data obtained were obtained from the application of a survey at the beginning and end of the workshop, this with the intention of knowing their opinion before a new course, knowing if it had been to their liking and knowing the knowledge they developed.

In the end, the results obtained showed 100% acceptance of the ladies who were in each module, they expressed feeling comfortable and happy with the initiative that was taken to offer them an education regarding what they do, that is, the cultivation of their plants and their processing to transform it into products that they can market, and they understood that they should not only do within their community, but that they can look for more horizons or markets to grow and obtain recognition, in addition, they said that they look forward to a second training where continuity to the advances that have already begun.

The Development of Education in Rural Contexts

"The rural, in contrast, is life in the countryside understood as synonymous with backwardness, tradition, localism" (López, 2006, p. 139). Education in rural contexts has presented inequalities for many years compared to urban areas due to the conditions of each place, however, communities have always shown interest in continuing to learn, learn and grow in knowledge to face their immediate reality, and above all, they learn to manage their natural resources to turn them into a source of employment that helps them improve their quality of life.

The right to education as a practice of social inclusion is based on the idea that access to the education system regulated by the State is an achievement that allows equality for everyone, because it ensures that everyone has the same possibilities of make use of educational services. Beyond this, the fulfillment of the right to education is presented as one of the positive factors of development, that is, of the achievement of a way of life: a subject that has been educated to a certain level and degree is a developed subject. and the higher that level is, the more developed the country in which they live is and the more developed it is (Berlanga, 2017, p. 3).

As the author mentions, education from the beginning has been established as a practice and right of inclusion for all because it is a way of learning through various actions where, through

analysis and reflection, a process of constructive criticism is reached to try to understand reality and form knowledge that helps in present and future scenarios.

In rural areas, due to lack of social contacts, human life develops more slowly than in urban centers. This brings as a consequence that life in the countryside "has not been able to reach but the lower rungs of the ladder of culture." The dispersion in which the rural population lives makes it more vulnerable and less cared for than the urban population. The rural population is called this way because their livelihood is based on their work directly related to the land (Rangel, 2006, p. 171).

It is important that within rural areas an approach is sought with those people who wish to continue their preparation, regardless of their age or level of studies to avoid having any lag or few opportunities to get ahead. In this sense, the development of education in rural contexts seeks to offer a way of support to all community tenants so that they continue learning and preparing themselves for the vicissitudes that develop day by day.

"The inhabitants of the rural world, due to their conditions of isolation, dispersion, their relationship with the natural environment, the occupations they develop, their particular forms of housing and social organization, require an education that responds to their population particularities" (López, 2006, p.154). Given this, it is necessary that education not focus solely on urban areas, but rather seek other horizons and meet the needs of those people who, despite their context, wish to continue studying, who are not limited but rather seek more options to get ahead.

Communication in the Development of Community Education

Communication is essential for the development of the human being because it allows them to exchange information with others with the intention of generating new knowledge, and for this, it is necessary to issue clear, precise and efficient messages that everyone can assimilate and understand.

Communication is one of the most important elements to ensure the success of the teaching-learning process, so the correct functioning of the multiple factors that determine it must be taken into account, such as voice, personal style, verbal language and non-verbal, listening skills, motivation... Effective communication is an art, with which one is not born, but rather learns, improves, and therefore requires a training process (del Barrio, Castro, Ibáñez and Borrogán, 2009, p. 394).

In this sense, the authors explain the importance of communication to ensure success in education, and due to this, it is necessary to correctly articulate all its factors to avoid barriers that affect the messages and their interpretation. Wanting to promote meaningful learning requires that all actors involved in the communication process issue their functions perfectly, dispel doubts and concerns and lead students to a critical analysis of what is reviewed to appropriate what they need to cope with present and future scenarios.

Now, with respect to the development of communication in community educational environments, it is necessary to mention that in this context the same factors conspire, that is, the information must be clear so that all the agents involved understand the messages, the

processes and take advantage of that information. to turn it into meaningful learning. "Community, educational and popular communication has in many experiences the objective of facilitating participation and the (re) construction of links between neighbors and social organizations" (Lois, Amati and Isella, 2014, p. 10).

Communication as a strategy for the development of the community, is facilitated to the extent that it is expressed in the skills that are expressed in the manifestations of the existence of the communities, through organization, participation, social relations, based; in families, social networks established in kinship, friendship, mutual aid, among others, those that are manifested in community interaction. To the extent that communities participate in decisions to improve living conditions, they will be able to reach the capacity they keep, as the main development potential, maintaining their identities as their own values (Andino, 2014, p. 76-77).

As can be seen, communication within community settings also seeks the development of necessary skills where those involved learn based on the information they receive, therefore, they must articulate an efficient communication process where everything is clear because the educational level can vary between the people, the fundamental thing is to establish clear and understandable dialogues among all to achieve the goals and objectives that are set.

The Promotion of Community Education Today

Educational development must be aimed at improving the actions of each subject, that is, that within their training they acquire the necessary knowledge for their lives, not only in the theoretical field, but from practice they understand what they should do and not to improve their quality of life. Faced with this, community education today has been pronounced more rigidly because more and more projects are emerging focused on supporting people without a formal education, that is, those who had to give up their training and dedicated themselves to labor issues. or domestic.

The educational actions raise certain purposes according to the desired development in individuals and their environment. In this sense, training projects establish certain knowledge, skills and attitudes that are expected to be achieved in people, taking into account their interaction with others (Ramírez, 2017, p. 80).

Without forgetting that the purpose of education is to improve and increase the knowledge of the human being, in the community sphere the same objective must prevail because despite the conditions of the students (age range or educational level) more prepared people must be trained, with better values and above all with knowledge and skills that help them in their day to day. "The community begins a process of sensitization and awareness of its own reality, interests, needs and social problems, as well as the need to actively participate in its own development and optimization" (Cieza, 2003, p. 780).

Undoubtedly, the people of communities seek to improve themselves and prevent social problems from affecting them, on the contrary, they are tenacious and purposeful because they look for different ways to face their reality, and in addition to this, they are prepared through courses and small training that some educational instances They provide in rural communities

so that the population can develop a trade, or transform their natural resources into products or services that help them improve their quality of life.

Community education strives to link the actors in the educational process with the reality that surrounds it, allowing them to develop critical, reflective and purposeful thinking with self-determination to the problems that surround them, seeking the transformation of that reality based on their own possibilities of change. The teacher himself becomes a dynamic promoter assuming an awareness of reality and community identity (Mamani, 2011, p. 202).

Finally, community education today is a joint effort where authorities, teachers and students get involved to generate new knowledge that helps everyone, significant learning that is dealt with when necessary, but the most important thing is that education must be promoted to everyone and in any context, leaving aside stereotypes and beliefs that adults or older adults do not have the opportunity to prepare themselves, on the contrary, rural education promotes new alternatives or visions that prepare people to improve their quality of life.

ENTREPRENEURSHIP AND EDUCATION IN CAMARGO

“Under the logic of the competitive paradigm in which global capitalism unfolds, entrepreneurship plays a very relevant role. In a broad sense, entrepreneurship is understood as any activity carried out by an individual on their own initiative” (Santos, Barroso and Guzmán, 2013, p. 183). In relation to this idea, entrepreneurship within the Camargo community is an activity that is constantly carried out due to the varieties of the place in terms of resources, in addition, it has become a source of self-employment that the residents themselves manage to take advantage of what they have, process it and sell it with the intention of covering their expenses.

This entrepreneurship process is based on a scarce education within the place due to the idiosyncrasies shared by the community, everyone has the ideal of seeking a better quality of life based on work, and they leave aside the opportunity for their growth thanks to the education. In this sense, there are still countless families where women lack study opportunities because the custom and tradition of being housewives continues to be promoted.

The greatest lag in education occurs in women at the ages that are most important in the differentiation of gender opportunities. This factor acquires a greater specific weight when we talk about the issue of female headship and the possibilities that a female head of family has to solve her problems economically, depending on the educational level she has when trying to join the formal sector as an employee, the productive sector or the labor sector. services. But in reality we go a little further in access to opportunities; Due to the lack of minimal educational tools, the range of possibilities is reduced to a minimum (Almanza and Beltrán, 2012, p. 16).

Despite the innumerable educational opportunities that exist, the circumstances that exist in the Camargo community continue to be precarious for the female sector, which is why they turn to entrepreneurship as a source of help to improve their economic situation, which does not exempt them from Seeking education is related to improving their practice, that is, acquiring necessary and sufficient knowledge that allows them to continue with their tasks of helping and supporting their families.

In terms of education and personal development, entrepreneurship is a valuable skill that develops creativity and self-confidence. The purpose of the entrepreneurial culture is to promote innovation, create the conditions for leadership and constant success (García-Bullé, 2019, p. 2)

In this situation, entrepreneurship and education are two factors that work together to create meaningful learning where the population of the community obtains the necessary knowledge to face current scenarios, and at the same time allows them to understand the importance of the natural resources they have in their community and take advantage of them as a source of entrepreneurship that will help improve their economic situation.

Oregano and Damiana, Products to Improve the Camargo Community

The quality of life is a factor that prevails in all communities because society will always seek strategies and/or actions that help it cope with the scenarios it must face. In this sense, Camargo is a place that has natural resources that help its tenants to make use of them and exploit them in such a way that they generate sources of employment related to the means they have.

In this sense, the tenants of the community must seize the necessary tools and strategies to face their context and the competition, this because "competition has intensified and small, medium and large companies must avoid disappearing through of the implementation of advertising, promotions, business ethics, financial intelligence and other actions that allow them to continue in the labor market" (Velázquez, 2019, p. 44).

In this context, in Peñamiller two very important natural resources are cultivated: oregano and damiana, which are processed so that the tenants themselves can market them and obtain through them an economic resource that helps them cope with their needs, that is, they can be turned into condiments, oils, pills, etc., any consumer products due to the multiple properties that these plants contain.

The collection of oregano and other aromatic plants from wildlife (whose exploitation also adheres to Semarnat rules) such as damiana, pennyroyal, piñón, gobernadora and sangre de grado, are part of the tradition to which they have dedicated themselves for generations. in this region of the Queretaro semi-desert. It is part of their culture and their heritage. Oregano is essential and irreplaceable in Mexican cuisine. Present in sauces and stews, cooked or added as an aromatic touch just before serving a dish (Mexico campo adentro, 2023, p. 7-8).

Oregano is a plant that has existed for a long time, and its cultivation derives from traditions that are transmitted from generation to generation in the communities of the Sierra Gorda de Querétaro, also, thanks to the nutrients it has, it can be used in food. mexicana to improve the flavor of food, so it is important that it continue to be preserved and cultivated, and the most important thing is that tenants take advantage of this natural resource to process it into various products that help them improve their quality of life through its commercialization.

Another resource that the tenants of Camargo Peñamiller also have within their reach is damiana, a plant that has several uses, not only medical but also aphrodisiac, which allows the tenants to make various products with this plant to meet their needs, whether through consumption, sale or export for others.

Damiana has been used in alternative medicine to improve mental function, or to treat headaches, depression, upset stomach, constipation, or bed wetting. Damiana has also been used as an "aphrodisiac" to enhance sexual satisfaction or to help with sexual problems. However, these uses have not been proven by research. Damiana may have been combined with other plants or extracts in a specific preparation to treat these conditions (Cigna, 2015, p. 2).

As mentioned, damiana has several uses and it needs to continue to be cultivated to improve its essence and the products that are offered to others. Both damiana and oregano are natural resources that grow or are cultivated in the Camargo Peñamiller area, and the tenants seek to transmit to future generations the initiative to continue cultivating these natural species because they have managed to develop various products with these plants. to consume or market them, all with the intention of solving their needs and looking for a source of employment through their processing.

METHODOLOGY

The present investigation is part of a quantitative linkage project where it was sought to know the acceptance of the population of Camargo Peñamiller with respect to a community training for the oregano and damiana entrepreneurship.

It is mentioned that the study population was considered as a convenience sampling due to the capacity of people who attended this training. In this regard, the survey technique was used as an information gathering instrument. Table 1 details the characteristics of the population.

Table 1 Registration of women who attended the training

Name	Age	Occupation	Education level
Paulina Martinez Leon	42	Housewife	Secondary
Sandra Aguilar Serrano	35	Housewife	Secondary
Ana Bertha Resendiz Martinez	41	Vigilant	Preparatory
angelina ruiz garcia	56	Housewife	truncated primary
Dolores Martinez Flores	58	Housewife	truncated primary
total number of attendees	5		

Note: Data obtained from the registration control of the training carried out in Camargo Peñamiller

RESULTS

The perspective that was taken with the community training and the implementation of the research instrument as part of the information gathering yielded the following results:

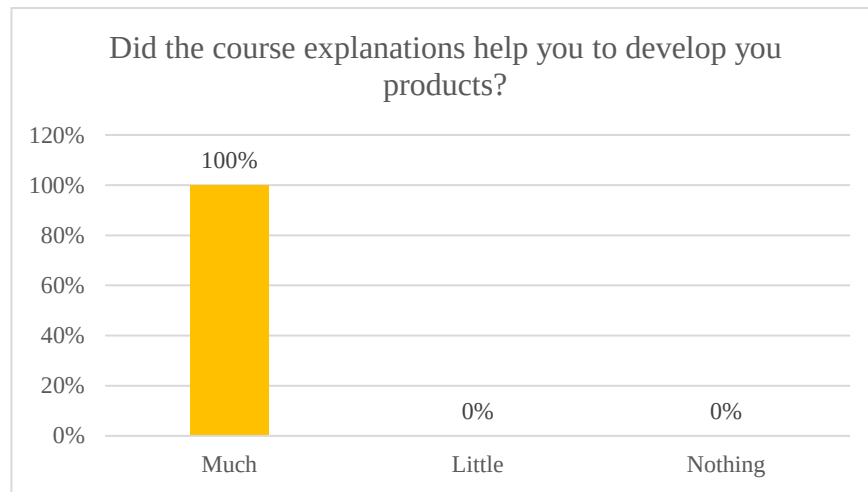


Figure 1 Explanation of the course for the use of resources
Note: Information obtained from the research instrument applied in training

Figure 1 sought to know the opinion of the respondents regarding the explanations they received during the course to obtain the necessary information that would allow them to develop, improve and/or refine their products, and in this regard, 100% of the population He commented that the explanations received during each module were very useful to them.

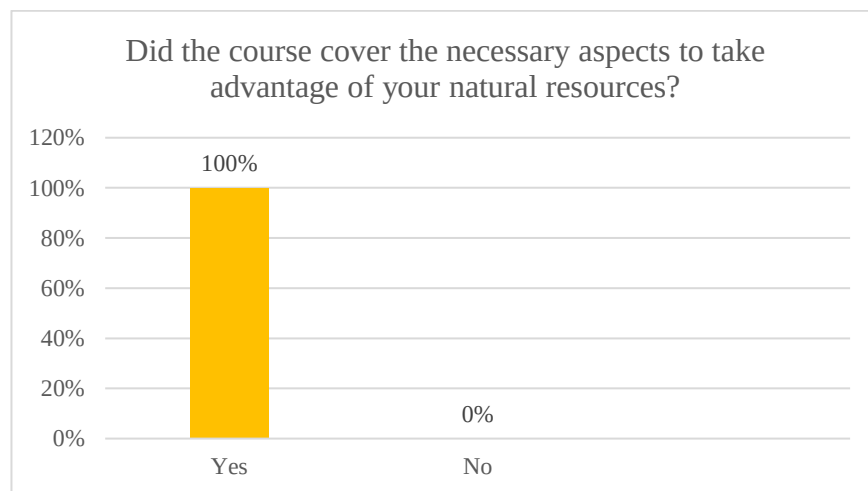


Figure 2 Compliance with the course to take advantage of natural resources
Note: Information obtained from the research instrument applied in training

Regarding figure 2, the intention was to measure the degree of satisfaction of the population surveyed in relation to the course they received during several weekends, whose objective was to offer the community the necessary knowledge to take advantage of their natural resources, and in this regard the 100% affirmed that the course met their expectations.



Figure 3 Continuation of training

Note: Information obtained from the research instrument applied in training

Regarding figure 3, it was important to know if the community was willing to continue with the training offered by the Academic Research Body "Rural Entrepreneurship", this as a reference to know if it continues under the same scheme in future courses, and 100% of the population stated that they would very much like to continue preparing themselves through the different courses that the group of researchers can provide.

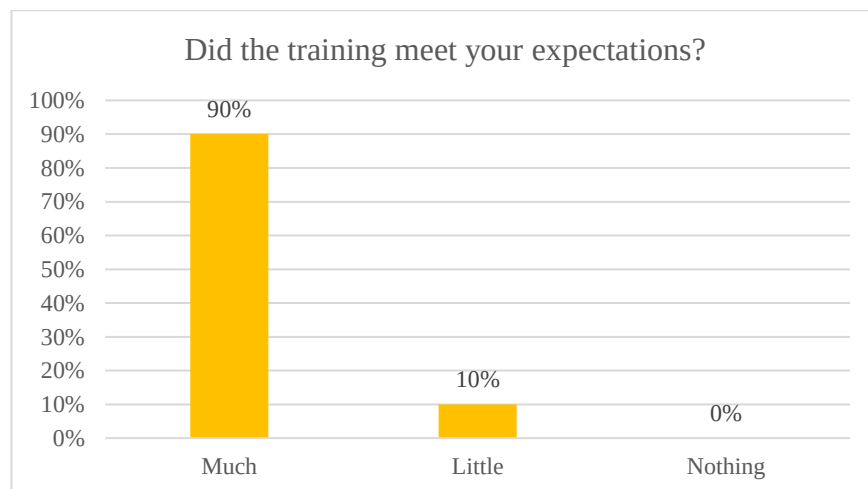


Figure 4 Satisfaction of course expectations

Note: Information obtained from the research instrument applied in training

Figure 4 shows the information collected regarding the satisfaction of the surveyed population, that is, if they consider that all the information they received during the course met their expectations, and in this regard, 90% affirm that their expectations were satisfied, but the remaining 10% commented that they took advantage of little in the training, marking an alert focus to seek to improve communication strategies in future training.

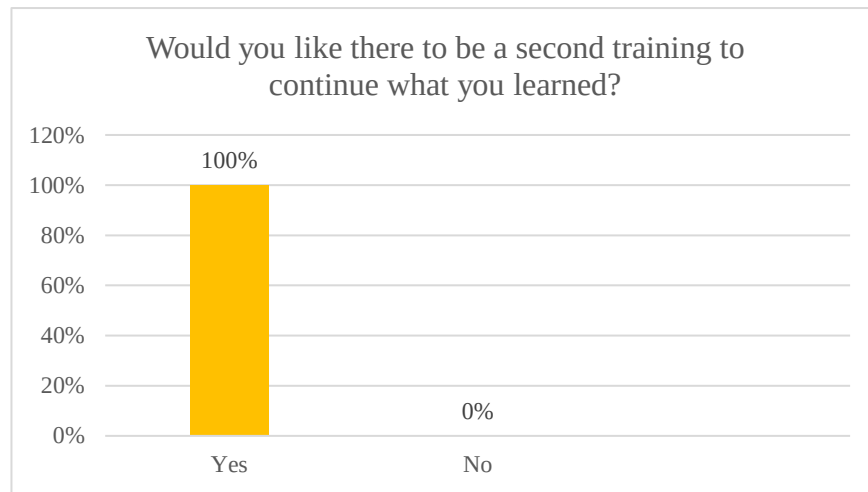


Figure 5 Continuity of entrepreneurship training.

Note: Information obtained from the research instrument applied in training

In Figure 5, the intention was to find out the opinion/preception of the people surveyed regarding the possibility of continuing with a second part of the training, and in this regard, 100% of the respondents stated that they were willing to continue with this type of training. practices to continue learning and improve their condition and quality of life.

What suggestions or recommendations would you make to improve the training?
Review the topics in depth.
Follow with clarity and precision.
More time in each session.
Avoid videos because they don't understand.

Figure 6 Suggestions to improve the training.

Note: Information obtained from the research instrument applied in training

Finally, in figure 6 we sought to obtain those suggestions or recommendations from the surveyed population regarding their perception of the course in order to continue under the same scheme or improve what they did not like, and in this regard the comments were related to reviewing the topics in greater depth, have more time in each session and with each module, continue to be clear and precise, but above all, avoid very long videos, this because they are not used to this type of material and cannot understand what they see and listen in the audiovisual material.

DISCUSSION

The results obtained from the research instrument that was applied to the population of Camargo Peñamiller who took the Rural Entrepreneurship training on oregano and damiana yielded various results where they expressed their commitment and sympathy for the workshop that was offered.

In this regard, 100% of the sample expressed that the explanations provided during the course were favorable, that is, they managed to understand the information and it helped them to

improve and/or perfect the products they are developing with oregano and damiana, or Well, modify those issues of the articles that are already made with these natural resources.

On the other hand, the surveyed population expressed 100% of their agreement that the course allowed them to understand the importance of the natural resources they have to take advantage of them as inputs for consumption or sale with others, it was also mentioned that they I would like to continue receiving this type of training because it is one more way of learning for them and helps them ground their ideas and envision more scenarios where they can participate to market their products derived from oregano and damiana.

However, an alert picture that was found was knowing that 10% of the respondents considered that the training was unsatisfactory for them, since the expectations they had were not met, this due to comments they made in relation to the fact that the sessions They were very fast and they needed more time to better understand the information they reviewed in each module, so it is necessary to continue improving what is done and offered to the population of the communities to help them develop meaningful and relevant learning that helps them to improve their living conditions.

CONCLUSION

The community of Camargo Peñamiller stated that they liked the community training that was provided regarding the use of the natural resources of oregano and damiana that are grown in the area, above all, they showed great interest in the topics that researchers from the Autonomous University of Querétaro and the researchers of the Navarra University Foundation - UNINAVARRA of Colombia provided the tenants.

During the sessions of each module, the attending population was able to express their concerns regarding the needs they have regarding how to take advantage of, consume and market what they grow and process to obtain products that help them improve their quality of life.

In this sense, within the results obtained, 100% of those surveyed expressed their satisfaction with the training they received, showed great interest in each session, participated in all the planned activities and, above all, expressed their concerns to the products that have already been developed.

Likewise, within the questions applied, some comments made by people from the community were the following:

- Review the topics in depth.
- Follow with clarity and precision.
- More time in each session.
- Avoid videos because they don't understand.

The comments cited above derive from the research instrument that was applied, and it is observed that the attendees were very happy with the information they received in each session, but it is also important that their opinions are taken into account before the diagnosis of this first training. that was provided in the community of Camargo Peñamiller, because despite the good acceptance, there was a result of some 10% that assured that the training was

not what they expected, perhaps because of the so fast way of seeing the topics, because the saturation of information or videos, etc., the important thing is to take it into account and improve it in future workshops that are offered in the communities.

Finally, it is recommended to take care of the aspects mentioned by the population surveyed where they express that they do not want videos because they do not understand, they need someone in front and explain and give examples because they are not used to spending hours in front of a computer, and Perhaps this situation was caused by the discontent of 10% of the women who took the training. Likewise, the tenants of the Camargo community stated that they require a second workshop where the issues discussed are reinforced, all with the intention of increasing their knowledge and improving the products they have, or developing new ones.

It is concluded that the diagnosis of the community training of oregano and damiana in the community of Camargo, Peñamiller was a success, the ladies who took the course were completely satisfied with the reviewed topics and the activities carried out, they even said that They want a second workshop where they continue with the same mechanics, as long as the sessions are longer because they considered that the time allocated was not enough to be able to analyze and understand the information they received, apart from this and the denial of the videos, everything else is good and accepted, For this reason, the researchers from the Autonomous University of Querétaro of Mexico and the Fundación Universitaria Navarra - UNINAVARRA of Colombia conclude with great satisfaction and are able to continue with a second part of the workshop that was provided.

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