

## **Importance of the development of companies that manage government administrative services in support of the senior citizens of Villa Guerrero**

## **Importancia del desarrollo de empresas gestoras de servicios administrativos gubernamentales en apoyo a los adultos mayores de Villa Guerrero**

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## **Abstract**

A Gestoría of Asistencia Pública is understood as a company that offers services of issuance of procedures with benefit to society, some for profit and other non-profit, because, governmental and non-governmental institutions constantly launch calls for support and projects in order to benefit the most vulnerable sectors of society, including the elderly, which by their physical condition, among other factors, are those who need these supports and fail to obtain them due to the disadvantages with which they have economic, social and even academic. In view of this, it was intended to evaluate the feasibility of the creation of specialized Gestorías to support these people in the municipality of Villa Guerrero, State of Mexico and thus emphasize the importance of its development through a quantitative methodology with a descriptive and correlational approach, collecting information through a questionnaire of dichotomous and multiple choice questions to test the hypothesis of the project, which is to demonstrate that the creation of "Gestoría de Asistencia Pública" companies will help older adults in the municipality of Villa Guerrero to obtain the support that is directed to them through the services offered by these, encouraging an improvement in the quality of life of these.

## **Governmental, Correlational, Institutions, Villa Guerrero, Seniors**

### **10 Introduction**

The design of management of governmental and non-governmental social programs does not usually take into account the knowledge and resources of the sector to which it is directed, causing the wasting of the opportunities that arise in favor of them or that many times they lose, because they do not know them since they do not have a correct training to carry out these procedures by themselves.

Therefore, from the above arises the need to create specialized management companies, in charge of supporting and assisting the people to whom these supports are directed, emphasizing the sector of the elderly at national level, since this sector lacks knowledge and means to carry out the procedures that correspond to them in health, social and financial matters in an individual way, due to the fact that this sector lacks knowledge and means to carry out the procedures that correspond to them in health, social and financial matters in an individual way, due to the fact that this sector lacks knowledge and means to carry out the procedures that correspond to them in a social and financial way, However, this is not always the case, and in view of this, the creation of public assistance agencies to support this sector and thus take advantage of the subsidies destined to them is evident.

This is because, currently in the municipality of Villa Guerrero, State of Mexico there are no organizations that are responsible for supporting the management of specialized governmental and non-governmental administrative procedures and has been observed as an area of opportunity unattended since there is an increasing number of older adults in the town and surrounding localities which causes that these people are not beneficiaries and therefore cannot improve their quality of life, and similar companies that do not offer procedures that benefit the community, if not simple procedures, leaving once again exposed the need for these companies.

Therefore, it is intended to prove that if a public assistance management company is created focused on helping the elderly of the municipality through personalized counseling with small recovery fees, this sector will be encouraged to carry them out.

#### **10.0.1 Public administration management**

From the vision of Serra (1981), Public Administration is the action of the State aimed at achieving its goals and to administer is to provide through public services to the interests of a society, and contrasting what Gabriela Mistral says, as quoted in Euroinnova.mx, (2022), highlights that the management is carried out in public agencies that with their resources, watch over the interests of citizens in terms of actions, goods to generate a common good with legal regulations.

Therefore, according to the previous concepts obtained, the concept of public assistance management is translated as that which is part of the same management that is carried out in the agencies, institutions, or public entities, with economic resources by members of the government or the same in specific, all this activity aimed at facilitating the perpetuation of society and create capacities for the development of the elements belonging to the administration.

### **10.0.2 Catalog of procedures**

The word catalog comes from the Latin term catálogos and this in turn from the Greek Catálogos, where, as mentioned by Martínez de Sousa, it is the "set of descriptions, according to certain rules, of the bibliographic entries of the books and documents of a library, with the indication of the place they occupy in it" and let us not forget the definition of Trámite, which according to the author, Guillermo Cabanellas de Torres, provided by the Diccionario Jurídico Elemental comes "from the Latin trames, tramitis, way, passage from one part to another part; change from one thing to another".

### **10.0.3 Digital tramits**

According to Heredia Jerez (2019), digital transformation a the "Constant and permanent process in time, which allows to radically change the value for the client, based on changes in the business model", likewise indicating that this process involves intensive use of innovation, change from the current culture to digital culture and implementation of new technologies, This being a permanent process in time without any return, before this can be conceptualized as digital procedures, the action that a user performs through the use of information technology and communication, in relation to a document or administrative record, without being physically present, and any action that a user performs to respond to that document or file by electronic means.

### **10.0.4 Seniors**

The third age is the term with which we refer to the last decades of a person's life, this period is usually characterized by a decline in the physical and cognitive functions of the person.

According to the WHO, people between 60 and 74 years of age are considered old, from 75 to 90 years old or elderly, and those who exceed 90 years of age are called old, or long-lived. Any individual over 60 years of age will be called indistinctly a senior citizen.

The third age is the stage of human life that begins at approximately 65 years of age or older. This mark may vary according to the health conditions and well-being of the person, as well as according to his or her state of mind. (GERONTOLOGICA.COM, 2022).

### **10.0.5 Consulting**

The consulting process is carried out when it is requested by the company or person (those in charge of the organization or company) and according to Alvarez Lopez (2005), the consulting process is known as an activity carried out by the consultant and the client in which they seek to solve the problems posed by the organization.

Taking this into account, it can be determined that the consulting process is the activity that together the consultant and the client solve the problems presented by the company, applying changes desired or suggested by the same auditors, the same chosen to be applied by the top management.

### **10.0.6 Consulting in Mexico**

Consulting in Mexico is of great importance because through these, the applicants benefit thanks to the fact that with the advice they are able to solve their problems in different specific areas of an organization. The consultancy can be provided by a professional expert in the requested field, fulfilling the work indicated by the client.

On the other hand, the author Cuevas (2011), mentions that:

"a consultancy is a professional service which owners or owners, business managers, public officials, and even a single person, can resort to if they need help or advice in solving internal or external problems with their environment and business or market turn".

Consulting in Mexico is recognized because the high competitiveness among the different companies makes it necessary for them to optimize their resources to the maximum. For this reason, they are usually recommended in various areas of work to squeeze business productivity and thus consulting (Torres, 2020).

Now, we can refer to consulting in Mexico as an indispensable service to optimize to the maximum the resources available to organizations. This makes it advisable for different types of organizations to improve productivity and business efficiency.

### **10.0.7 Consulting in Villa Guerrero**

The consultancy in Villa Guerrero fulfills and exercises in many places, but where it stands out more in the H. City council and establishments on the part of the government that fulfill the function of working publicly, and other services related to it.

In addition, it is mentioned that consulting is not only exercised in the government sphere, but also by individuals or private companies, with a certain profession and specialty in it through a different variety of means.

Consulting in the municipality of Villa Guerrero, may not be very marked in a professional way, however, it exists in various activities, which are carried out by the residents of this municipality.

According to IEEM, Villa Guerrero:

"it is a municipality where the residents, seek to develop in all areas; economic, cultural, political among others, they are enterprising and proactive people, there are companies such as; consultancies, specialized service agencies and offices, cyber, stationery stores, among others where the consulting activity is provided".

According to the previous concept, a consultancy is of great importance, since through these more opportunities are taken advantage of and it is possible to highlight beneficial facts and growth in the different organizations of the municipality.

### **10.0.8 Consultancy administrative services**

The administrative services in the consultancies comply with a great number of lists and variety depending on the branch they belong to.

According to Euroinnova (2022), it is mentioned that the administrative consultancy "is a consultancy performed so that a company can improve its capabilities and performance in a beneficial way, providing this service, as well as the same seeks to solve needs or problems determined by the company, institution or entity improving the quality of services and processes". On the other hand, we have as the administrative consulting services to the advice by specialists on issues of a company. This to provide solutions to present or potential conflicts.

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On the other hand, we have as the administrative consulting services to the advice by specialists on issues of a company. This is in order to provide solutions to present or potential conflicts. With this we can affirm that a consultancy is of great help to those who need it, since it seeks to satisfy the needs of the client in the best way by solving their problems, affirming this with what Vsiconsulting, mentioned when it highlights that consultancy can help to improve a business and a person in many aspects since administrative services encompass different processes. Therefore, it can be said that the administrative services of consultancies are somewhat more complete and fulfill a broader function in terms of the client's request, solving their needs.

#### **10.0.10 Access to digital media in communities**

Access to digital media in communities today is the order of the day, as it is a fundamental element in many factors. According to ECLAC (2020), Information and Communication Technologies ICT are:

"tools that represent a set of technologies, to present and work information digitally use a code called bit. Within the framework of the information society, the level of penetration of goods and services linked to ICTs or information and communication technologies in households is undoubtedly the starting point for promoting public policies that encourage digital connectivity".

And it has been observed that in rural and indigenous communities there is little access to this type of tools however, this is already part of the daily life of those who live in these areas, since on the other hand, INFOTEC (2019), mentions that:

"despite the fact that rural and indigenous communities have little access to information and communication technologies (ICT), computers, cell phones and social networks are part of the daily lives of young students, influencing their social practices, their ways of relating and their collective and individual identities".

The use of ICT in communities is a favorable element for individual and collective development because making use of ICT in these, becomes an individual contribution that brings different positive factors in the social and emotional development of the individual, for many different reasons; but in relation to the participation of this process in the communities, the results generate collectively and integrally favorable elements in all the members who participate in it (Euroinnova 2022).

With the above information provided, it is possible to understand that access to digital media in the communities is of great importance and despite the distinctive features between one and the other, these media have perpetuated in most of the communities, have perpetuated in most of them since they are considered indispensable for certain types of activities.

#### **10.0.11 Digital information in communities**

The topic of digital information in the communities becomes a more complete topic as "digital community" since it should not be forgotten that thanks to technology the communication gap between people from different communities, states, countries, can be connected regardless of the distance, because its scope is very large. Currently, the Internet and ICTs have become indispensable in people's lives, a clear example is the Internet, which has become an undeniable force in everyday life and important efforts are made to bring access to the most remote communities and give them the opportunity to connect with the possibilities it offers in terms of knowledge, entertainment, and communication among others.

Digital information in communities in other terms is known as community digital literacy, giving way to digital inclusion, and with it the passage of digital information, so it can be summarized that digital information in communities is one that has been leaving a mark on the civilization of those involved, as it generates intellectual growth of the population and environment in which they develop.

#### **10.0.12 Access to digital procedures for seniors**

Currently, the management of various digital procedures is usually designed in an inclusive manner, for the benefit of different vulnerable sectors of society, such is the case of older adults who indirectly allow access to these, for their benefit, because the new technologies and platforms have been conceived and designed from an adult-centric perspective (Robles 2022).

Speaking of procedures and digitization, it is observed that they are usually carried out more easily by digital means, however, the elderly have some difficulty in relating to it. As mentioned by Honorable Concejo Deliberante (2022) "as users of information and communication technologies (ICT), older adults have needs and demands similar to those of people of other ages, i.e., that is to say, older adults are more likely to use digital technologies than those of people of other ages.

They require useful, functional, easy to handle and meaningful technology", to be able to use it for them, so the elderly must adapt to these digital media, because an important point is that they need to be able to adapt to these technologies.

Digital media, because an important point mentioned by Zambrano (2020), the sector of older adults is growing so it is necessary the growing and massive incorporation of ICT in society, so that they move in parallel and interact more, to the point of integration.

The objective is to address digital inclusion as a contributing alternative in the process of active aging, since this benefits in a notorious way to those who need it most, making their lives easier and more skillful. Incorporating the elderly into the information and knowledge societies.

### **10.1 Methodology to be developed**

This study will make use of a mixed method since, as mentioned by Hernández (2002), it is a process that collects, analyzes, and pours quantitative and qualitative data in the same study. Therefore, this method will be used by employing interviews, surveys, documents and Internet pages. It will have a descriptive research approach since, according to Sampieri, descriptive research is a scientific procedure, a systematic process of inquiry, collection, organization, analysis and interpretation of information or data on a given topic. In view of this, information will be collected from the marginalized communities of the Municipality of Villa Guerrero where a record, analysis and interpretation of the current nature and the composition or processes of the phenomena will be made. Likewise, information on the nature and phenomena of the Municipality of Villa Guerrero will be analyzed.

In addition to using a correlational study which, according to Sampieri, is carried out when the treatment variables cannot be manipulated for different reasons, either physically, illegally or unethically, and this type of research starts from the fundamental in its operation and is related to variables in terms of the target, since it focuses on the elderly, and within its characteristics, it cannot lend itself to the analysis of the variables. of this analysis, it cannot lend itself to manipulation of their ways of being or simply their characteristics.

The population for this project is the municipality of Villa Guerrero and its neighboring towns, rancherías and communities such as Buenavista, Cantarranas, San Felipe, El progreso, La Finca, El Islote, San Lucas, Totolmajac, El Ejido, with an approximate population of 69,086 inhabitants according to the last census conducted by INEGI in 2020.

As for the sample, we only plan to apply the data collection instrument to the population made up of older adults aged 60 and over, which was obtained through simple random probability sampling using a statistical equation with an error of .5 and a degree of reliability of 95%, resulting in a sample of 382 people.

### **10.2 Results**

To obtain data, an open-ended questionnaire of 12 questions was used, due to the target segment (older adults), which was analyzed by means of qualitative content analysis and a quantitative analysis in Excel and SPSS to facilitate the descriptive and correlational analyses that were carried out.

The results are presented below:

**10.2.1 Descriptive analysis**

The total number of respondents was 404 people of the ages of 60-64 years with 75 people, 65-69 years with 132 responses, 70-74 years with 137 and 75-79 with 52, where it was possible to visualize that the highest percentage is occupied by 33.9 percent with the ages of 70 to 74 years, which establishes the most prevalent age in the municipality of Villa Guerrero and the target segment for the Assistance Management Companies.

The highest percentage was 33.9 percent of respondents between the ages of 70 and 74, which establishes the most prevalent age group in the municipality of Villa Guerrero and the target segment for the public assistance management companies.

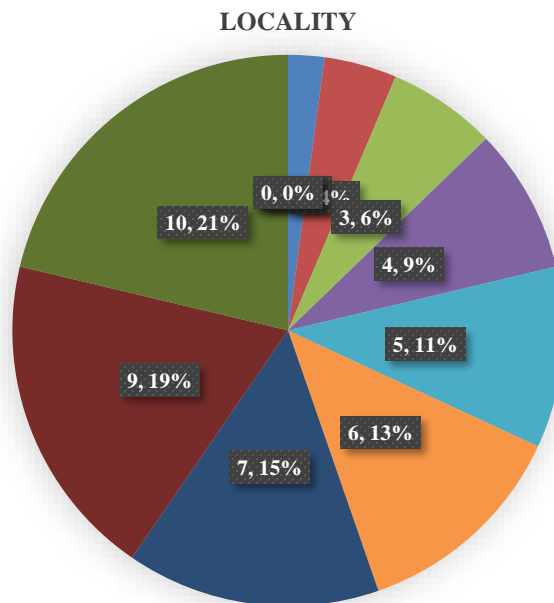
**Table 10.1** Age

		AGE			
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	60-64	75	18.6	18.9	18.9
	65-69	132	32.7	33.3	52.3
	70-74	137	33.9	34.6	86.9
	75-79	52	12.9	13.1	100.0
	Total	396	98.0	100.0	
Lost	System	8	2.0		
Total		404	100.0		

Source: Own elaboration

The localities of the municipality of Villa Guerrero that randomly participated were: the municipal seat with a result of 48 responses, as number two the locality of San Francisco with a result of 35 responses, number 3 Santiago with 48 responses, 4 San Felipe with 41 responses, 5 Buenavista with 96 responses with the highest rate of 23.8%, 6 Ejido de la Finca with 28 responses, the same tied with the locality of La Valenciana that occupies place 7, and highlighting the lowest localities with 22 responses to San Miguel and San Lucas occupying place 7. 8%, 6 Ejido de la Finca with 28 answers, same tied with the locality of La Valenciana that occupies the place 7 and highlighting the lowest localities with 22 answers to San Miguel and San Lucas occupying a percentage of 5.4% and as final part in other 50 answers with localities not named in the list.

**Graphic 10.1** Localities



Source: Own elaboration

The results obtained to the question "Have you carried out a governmental procedure by yourself? with a percentage of 59.4% answered YES, taking into account the complete answer YES, giving examples of the most performed procedures are issuance of CURP, birth certificate and procedures related to INAPAM and the answer NO with 38.6%, resulting that most of the adults do perform this type of governmental procedures, obtaining as a result that 53.5% of the people of the localities of the municipality of Villa Guerrero DO have some governmental or other organization support and 44.6% of the people of the municipality of Villa Guerrero DO have some governmental or other organization support. This data reflects indicators of opportunity to cover 100% of older adults, who can be advised or accepted to obtain some type of support, considering the 44.6% who do not enjoy these opportunities, without neglecting those who already receive it.

In addition to highlighting that in the question "Do you turn to someone when you need to carry out a procedure?", it is evident that 80% of the sample of older adults DO turn to someone to carry out their procedures and 20% usually do it alone, which leads us to the next question where it was asked if in their community there is an organization in charge of supporting them in carrying out these procedures, which 54% answered NO, which opens the possibility of acceptance of the public assistance management companies.

This was reaffirmed with the last question, where it was asked, "If there were a company that provides the necessary help and assistance in terms of procedures and services to facilitate access to these, would you approach it?", with a positive indicator of 70.5% of answers with the term YES, which indicates acceptance and success for these companies.

### 10.2.2 Correlation analysis

**Table 10.2** Positive correlations

CORRELACION		
		¿Is there any service in your area that provides assistance in carrying out any procedure?
¿Do you have any governmental or other organization support?	Pearson's Correlation	.417"
	Sig. (Bilateral)	
	N	
		¿ Do you turn to someone when you need to carry out a procedure?
If there were a company that provided the necessary help and assistance in terms of procedures and services to facilitate access to them, would you approach it?	Pearson's Correlation	.673"
	Sig. (Bilateral)	
	N	

*Source: Own elaboration*

In the previous table we can observe the significant correlations of some variables that are of utmost importance for the feasibility of the Public Assistance Management companies, using Pearson's correlation coefficient, which indicates that if there is a perfect positive correlation resulting in  $r=1$ , it indicates a total dependence between the two variables called direct relationship: when one of them increases, the other also increases in a constant proportion. But if  $0 < r < 1$ , then there is a positive correlation and if  $r = 0$ , then there is no linear relationship, but this does not necessarily imply that the variables are independent, if  $-1 < r < 0$ , there is a negative correlation and finally if  $r = -1$ , there is a perfect negative correlation. The index indicates a total dependence between the two variables called inverse relationship: when one of them increases, the other one decreases in constant proportion. (Vinuesa, 2016).



The result was that the question, "If there were a company that provided the necessary help and assistance in terms of procedures and services to facilitate access to them, would you approach it?" is directly related to the question, "Are you interested in professional help to assist you in making a registration or obtaining some support?" where a correlation of .673 was observed, which shows the interest of the older adult population in being attended with professional help, which is an indicator of opportunity for companies dedicated to providing public assistance services to older adults in the municipality.

On the other hand, the correlation .417 is obtained, referring to the following variables with bilateral correlation, do you have any governmental support or from another organization? and in your locality is there any service that offers help to carry out any procedure, which show the existence of organizations that offer advisory services with help in the elaboration of procedures, so that the adult population.

### 10.3 Conclusions

Regulating and guaranteeing equitable access to basic social processing services, as well as the assistance and adequate collection of documents should be the objective of governments for the execution of any procedure to be carried out, however it was observed that this is not the case, since there are vulnerable sectors such as the elderly who cannot access certain procedures that are usually government subsidies due to various factors, including lack of information, access to digital media, among others.

This opens a gap of opportunity for the creation of companies dedicated to offer public assistance services for the execution of various procedures that help to have a better quality of life to the mentioned sector, reaffirming with this research that resulted in the creation of such specialized companies would be accepted positively by this sector, with a degree of feasibility of more than 80%, to achieve that 100% of the sample studied achieve access to the subsidies offered by various entities, In addition, according to previous research, in a few years this sector will be the one with the highest population index, offering another reason to engage in this type of business and together to comply with one of the sustainable development goals of the 2030 agenda, which mentions that actions must be taken to reduce social inequalities, so here lies the importance of creating businesses that offer inclusion to vulnerable sectors of the population.

### 10.4 Funding

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