

# THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

## Holistic Understanding on Managing Actions of the Needing Society (Humans) Project: Its Activities, Impacts and Problems Encountered

Roselyn G. Malong

Extension Coordinator, College of Business and Management,  
Surigao Del Sur State University, Philippines

### **Abstract:**

*Holistic Understanding on Managing Actions of the Needing Society (HUMANS) is an extension project of the Human Resource Development Management Program of the College of Business Management of the Surigao del Sur State University-Main Campus. This project aimed to develop and improve the skills of the adopted beneficiaries through the provision of trainings and seminars. This study sought to describe the different activities implemented under the project; assess the impact of the project to the lives of the beneficiaries; and identify the problems met along the implementation of the project. Guided with these objectives, the study employed a qualitative research design particularly phenomenology through interview with the key informants who are the beneficiaries of the project. Results showed that there were fifteen activities conducted since the implementation of the HUMANS project. Consequently, beneficiaries perceived that the project has great impact on their socio-cultural well-being and on their livelihood. Moreover, lack of participation and limited resources appeared to be the dominant problems encountered by the extension implementers.*

**Keywords:** Beneficiaries, community, extension project, extension activities, impact

### **1. Introduction**

Holistic Understanding on Managing Actions of the Needing Society (HUMANS) is an extension project of the College of Business and Management under the Human Resource Development Management program of the Surigao del Sur State University-Main Campus, Tandag City. This extension project aims to address the pressing needs and human development of the community. Selim (2002) defined human development as an expansion of human capabilities, a widening of choices, an enhancement of freedom, and a fulfillment of human rights. This also simply means developing mentally, socially through growing and experiencing things in one's life and learning new things. It is the process of enlarging people's freedoms and opportunities and improving their well-being. It is about the real freedom ordinary people have to decide who to be, what to do, and how to live.

UI Haqthat (1995) opined that existing measures of human progress failed to account for the true purpose of development to improve people's lives. What people can do and what they can become are needed to pursue a life of value and the ability to participate in the decisions that affect one's life, to have control over one's living environment, to enjoy freedom from violence, to have societal respect, and to relax and have fun. The United Nations Development Programme (UNDP) stressed that human development is, fundamentally, about more choices. It is about providing people with opportunities. Furthermore, Stewart (2013) asserted that no one can guarantee human happiness and the choices they make are their own concerns. It is the fundamental role of the society to make a difference to people's lives, and this can be only attained if there is participation from the clientele and the stakeholders.

With these contexts, HUMANS project sought to respond to the need of the community especially about poverty alleviation and human deprivation. These adversities are considered as the major problem in the local government unit. The series of activities under this project would help strengthen and empower not just the people's organization and the barangay officials in terms of spiritual, political, economic and moral well-being. Assessing the extension activities conducted under the HUMANS project is desirable in different perspectives: (1) it may guide LGU officials to support the programs and project to be implemented in the next succeeding months and years; (2) it may empower the constituents to participate actively in different affairs in the government or in any private stakeholders; (3) it may increase awareness among LGU officials and the constituents on the importance of extension services especially the HUMANS projects in the lives of the people.

#### *1.1. Objective of the Study*

This study aimed to assess the HUMANS projects under the Human Resource Development Management Program of the College of Business and Management; specifically, it sought to address the following:

To identify the activities conducted within the specified period given in the implementation;

- To evaluate the impact of the activities to the lives of the beneficiaries; and
- To determine the problems met during the implementation of the project.

## 2. Research Methodology

### 2.1. Research Design

This study employs a qualitative research design particularly phenomenology. Phenomenology is a qualitative research method that is used to describe how human beings experience a certain phenomenon. A phenomenological study attempts to set aside biases and preconceived assumptions about human experiences, feelings, and responses to a particular situation. This method allows the researcher to delve into the perceptions, perspectives, understandings, and feelings of those people who have actually experienced or lived the phenomenon or situation of interest. Therefore, phenomenology is the direct investigation and description of phenomena as consciously experienced by people living those experiences (Giorgi, 2012).

### 2.2. Research Participants and Instrument

To carry out the phenomenological research, an in-depth interview is done with the beneficiaries of the project in San Vicente, Surigao del Sur where the project is implemented being the adopted barangay of the HRDM program. Another group of key informants are the faculty-extensionists of the College of Business and Management program of the university. By studying the perspectives of these key informants, a researcher can make generalizations regarding the impacts of the HUMANS project to their lives after availing such projects. The in-depth interview is conducted in a more focused and conversational manner so that participants feel degree of freedom in sharing their insights. The questions are semi-structured and re-worded as the case needed to encourage participants to give open-ended and much detailed response. This tool is conducted to provide explanations about some unqualified issues which arise from the observation done.

### 2.3. Data Collection and Data Analysis

The data collection and analysis involve phases. The first phase is the conduct of the in-depth interview with the beneficiaries and barangay officials. During this process, separate interviews with the beneficiaries and the barangay officials are carried out. The researcher has made two visits to the site of the study for the interviews to gather information as unit for analysis. After completing the series of interviews, the next phase involves the laborious task of transcribing and analyzing the collected materials.

After transcription comes the analysis of the transcribed data to determine the emerging themes. The analysis and formulation of the emerging themes are based on the universal ideas and messages revealed in the interview. These emerging themes show the impact of the extension projects to the beneficiaries; the perceived reasons of beneficiaries' participation in the extension project; and the felt needs for the improvement of the extension project.

## 3. Results and Discussion

### 3.1. Activities Conducted Under HUMANS Project

Holistic Understanding on Managing Actions of the Needing Society (HUMANS) project conducted series of trainings and seminars to the adopted community. A total of fifteen activities were conducted in Barangay San Vicente, Carmen, Surigao del Sur. Table 1 shows the different trainings and seminars and their date of implementation.

Title of the Activities	Implementation Schedule
Seminar Orientation on Women's and children's rights	June 26, 2017
Seminar on Parents and Adolescents Encounter	Aug. 3, 2017
Self – Valuing & Efficacy Training	Aug. 20, 2017
Leadership Training	July 6, 2017
Work Attitude & Values and Enhancement Seminar	Sept. 12, 2017
Managing Conflict and Confrontation Workshop	Nov. 15, 2017
Developing Conflict Resolution Skills	Dec. 6, 2017
Livelihood Identification and planning workshop	Oct. 25, 2017
Responsible Parenthood seminar	August 24, 2018
Family Dialogue	Sept. 4, 2018
Retreat & Recollection of Parents and Adolescent	Aug. 19, 2018
Seminar on the Orientation and Expansion of the Barangay Development Council	July 12, 2018
Barangay Justice System Seminar	Oct. 13, 2018
Organization building and strengthening seminar	August 2, 2018
Participatory Ordinance Formulation Seminar	July 21, 2018

Table 1: Activities Conducted Under HUMANS Project and Their Implementation Schedule  
Seminar Orientation on Women's and Children's Rights

This seminar orientation helps the women and children in the community to be aware of their rights. It provides an overview on issues about women and children. It also involves men as the participants in order to examine the evolving views of men on gender equality as well as whether these views affected men's sense of well-being and their commitment to reducing violence against women and children.

### *3.2. Seminar on Parents and Adolescents Encounter*

This seminar on parents and adolescent encounter is designed for 4P's beneficiaries with adolescent children. Parents play an important part in raising a well-mannered child. The parenting styles really affect the behaviour and attitudes of the children depending upon how their parents brought them up especially during the time when they are still toddlers. The upbringing that they have is considered as the building blocks of the adolescents in the future. However, it is sometimes hard to understand the young ones of today's generation. Hence, parenting styles and constant encounter really matters to have well-mannered and responsible children in the future.

### *3.3. Self – Valuing & Efficacy Training*

Self-Valuing and Efficacy Seminar is conducted to 4P's beneficiaries. Self-valuing and efficacy reflect on the events or past experiences in their lives and relate them to the person's aspirations and value. The seminar teaches them to be sensitive in giving importance of themselves not just being a wife/husband or a mother/father but as a person or human being. Through this, they would be aware of their self-worth and become an effective member in the community.

### *3.4. Leadership Training*

This training affords participants with an understanding on the good leadership behaviours and makes them to differentiate leadership between management. It also aims to develop the officers and second liners in an organization to develop the skills that make things happen, creating vision, motivating and inspiring other, setting clear agendas and supporting those who need to help make their vision become a reality.

### *3.5. Work Attitude and Values Enhancement Seminar-Workshop*

This seminar aims to allow participants to discover their personal vision, mission and values which they have to check for alignment with the organization. It can energize the member and would see a more productive organization. The workshop reviews the participants' work values in the light of organizational values and the components of ethical decision-making. Experiential learning experiences lead the participants on a journey to discover their own work value system and will encourage them to consider their responsibility to others in the workplace and to the work organization and how that might play a role in work productivity, decision making and even individual and organizational survival.

### *3.6. Managing Conflict and Confrontation Workshop*

Managing Conflict and Confrontation Workshop to the People's Organization and 4P's Beneficiaries provides an avenue for the people's organization to handle conflict between and among the members. Conflict management is a vital part of effective managerial performance. As managers portray the roles of "disturbance handler" and "negotiator", many situations require them to resolve conflicts effectively and productively with all members from the organization.

### *3.7. Developing Conflict Resolution Skills*

This one-day conflict resolution training offers practical tips for managing conflict at work and introducing an effective conflict management strategy. It aims to provide the skills, knowledge and confidence to effectively manage and turn around conflict situations in the workplace, in a clear, assertive and constructive manner.

### *3.8. Livelihood Identification and Planning Workshop*

By the end of this workshop, participants are able to explain how livelihood benefits the family in meeting their basic needs. It also endeavors to identify the possible livelihood projects of the family whose resources are available in the community based on their respective expertise.

### *3.9. Responsible Parenthood Seminar*

The seminar aims to give participants an awareness on the responsible parenthood which involves the choice of a partner, decision on how many children to have and when to have them (based on family resources) and provision for the needs (physical and emotional) of the children throughout their development. It also gives the insight that irresponsible decisions of the parents can negatively affect the family's standard of living or worst affect the psycho-social being of their children.

### *3.10. Family Dialogue*

The seminar is designed to give family members the chance to discuss issues and concerns that are long kept by each member. This helps the target beneficiaries to unload their baggage in life. Along the process of the dialogue, the family are given the chance to talk honestly and peacefully and to open up their feelings. This approach allows the family and others close individuals to the person in crisis are gathered together to help find new understanding of the crisis situation. In the end, the target beneficiaries recognize the importance of good communication needed to have positive effects to the family.

### 3.11. *Retreat and Recollection for Parents and Adolescents*

This Retreat and recollection for parents and adolescent is designed for beneficiaries with adolescent children. Parents should take into consideration the feelings of every adolescent member in the family. It will help then recollect the things that they have done for their children be it right or wrong. The upbringing that they have is considered as the building blocks of the adolescents in the future. However, they need to undergo some process to let go of the hidden feelings that they have for a new beginning in the family to have a well-mannered child with full respect and love to their parents.

### 3.12. *Seminar on the Orientation and Expansion of the Barangay Development Council*

The seminar aims to orient the barangay council regarding the maximum representation of all sectors in the barangay in the planning, implementation and monitoring process. The participants has workshop to demonstrate the actual conduct of meeting with the Expanded Barangay Development Council members and be aware of the task and function of its new member and apply the concept of participatory governance.

### 3.13. *Barangay Justice System Seminar*

The training aims to train the barangay justice implementers on the structures, procedures, and application of the Katarungang Pambarangay laws which covered the basic principles and procedures of the Katarungang Pambarangay. The participants has workshop to demonstrate mediation, conciliation and arbitration procedures as application of the inputs given by the trainers. This helps the barangays strengthen the justice system in their respective jurisdictions. This activity is important to the Katarungang Pambarangay because they are considered as the service arm of the Department of Justice in the community level, this is to ensure the delivery of basic judicial services to the People.

### 3.14. *Organization Building and Strengthening Seminar*

The seminar aims to enhance the knowledge, attitudes, values and skills of the target beneficiaries as an organization in promoting the value of personal responsibility within the community-making context and be able to improve their capability in facilitating the structuring or re-structuring of an organization.

### 3.15. *Participatory Ordinance Formulation Seminar*

Participatory Ordinance Formulation teaches the community member on how to formulate ordinances that based from the felt needs in the grassroots level. These ordinances are identified by the people as part of adopting Participatory Governance system.

## 4. **Impacts of the Activities to the Lives of the Beneficiaries**

The HUMANS project has led to two major impacts to the beneficiaries:

### 4.1. *Impact on Socio-Cultural Well-being*

Socio-cultural is a set of beliefs, customs, practices and behaviours that exist within a population. The socio-cultural perspective seeks to understand why people act as they do based on the influences of their social and cultural group memberships. According to the concept of Vygotsky (1997), people are largely influenced by authority figures in their society. He believed that an individual's thoughts and behaviours can be traced to interactions with other people within their society.

The beneficiaries in Barangay San Vicente, Carmen, Surigao del Sur confirmed that the trainings and seminars conducted have helped them acquire new knowledge that they have not acquired ever since. Through the various activities under the project, they were able to appreciate the importance of things they less care before especially about the relationship they had with their family and neighbourhood. At first, they are hesitant to attend the training and seminars because they think it is a waste of their time. The HUMANS project is designed to help beneficiaries to give importance on the quality of life with their children, their family and their neighborhood in the Barangay. The beneficiaries have stressed out that they are able to gain more knowledge about responsible parenting. They tried to apply the seminars to their respective families and in the community which they find to be very effective. Men seldom participate in the seminars for they are very busy in their livelihood. They sometimes attend the seminars but arrive very late; they do not attend when there is no snack or food for lunch, they do not participate in the discussion, but not after they attended some values enhancement seminars which have confirmed to be effective in ensuring to maximum participation from the beneficiaries. Conflicts are being solved constructively; issues and concern about their children are being discussed within the family. Mutual respect and understanding are evident in the community.

### 4.2. *Impact on Livelihood*

One of the programs of SDSSU Extension Services is geared towards poverty alleviation. To realize this, there should be a sustainable livelihood opportunities to all beneficiaries in some of its adopted areas. Work is important life activity that not only generates family income but also sustains livelihoods. The concept of livelihood, however, is broader than the western concept of income (Grech, 2009). Livelihood comprises all activities that individuals, households or communities engage in to sustain a living, comprising the capabilities, assets (including both material and social resources) and activities required for a means of living (Chambers & Conway, 1991).

Livelihood opportunities afford individuals to develop particular livelihood strategies and obtain certain livelihood outcomes. Livelihood interventions consist of programs that aim to improve the capacity of the target beneficiaries to meet their basic needs (Fratzke and Salant, 2018). Intervention about livelihood opportunities is designed through the conduct of livelihood identification and planning workshop. It is done to help the beneficiaries identify their possible livelihood that can potentially augment their income based on the available resources found in their respective barangay without degrading the environment. These interventions allow individuals and families to build sustainable livelihoods to alleviate protracted situations of poverty and dependence. The target beneficiaries affirmed through the seminars and trainings, their skills have enhanced and it also boosts their confidence to start earn a living and help their husband or wife to have additional income. Augmenting an income would help them keep away from troubles, gossips and doing nothing the whole day. The trainings and seminars keep them aware that there are a lot of resources in the barangay that can be used to augment an income to meet the family's basic needs. They are very much happy that they are being enlightened to use their free time sell specific products that are available in the society. Their children are also very happy because they already had the money in going to school every day.

## 5. Problems Met during the Implementation of the Project

Similar with other programs/projects by either in private and public institutions, the initial stage of the project implementation has encountered issues and problem specifically in attaining the goals and objectives of the programs.

### 5.1. Lack of Participation

People are hesitant to participate in any barangay activity due to bad experience from the past where programs and projects promised by politicians and some private or non-government organizations were not realized. Some sector of the barangay are not organized, thus it is difficult to jumpstart at the early stage of the implementation. Lack of participation from the beneficiaries is one of the major problems encountered. People do not participate much in any community activity especially in solving community problems. They only participate if they can benefit something from the program. The extensionists find it very hard at first to organize them as a group to come up with the collective participation.

### 5.2. Limited Resources

Another problem encountered by the extensionists is the limited resources like insufficient time and money. These resources are very important to sustain the project, implement all the activities designed and realize the project objectives. HUMANS project is sponsored by faculty-extensionists of the Human Resource Development Program of the university in line with their extension function. On top of the other three functions – instruction, research and production, the faculty-extensionists have limited time to perform all their four-fold functions. Limited budget is another issue since the project is sponsored by a state university, there is limited budgetary requirement allotted to extension programs and projects.

## 6. Conclusions

This study was conducted to present the beneficiaries' views towards the implementation of the HUMANS projects as a community extension of HRDM programs. The different trainings and seminars conducted to enhance their skills and values and their relationship in the community; to evaluate the impact of the activities conducted to the beneficiaries; and to recognize the problems met along the process of the implementation.

The study concluded that implementation of the HUMANS projects would be more effective and would create a greater impact to the lives of the beneficiaries if there is active participation among target beneficiaries and the barangay officials. Further, systematic planning of the activities to be conducted and involvement of the target beneficiaries will enhance and increased participation because a sense of ownership will be felt by the target beneficiaries especially that they are involved in the planning, implementation and monitoring of the projects.

## 7. References

- i. Adams, B. (2002). Citizen Lobbyists. Local efforts to influence public policy
- ii. Kuhnke, Y., Lusweti, S., Shauri, H., Wacker, E. (2016). Social Impact Assessment of Livelihood Promotion Programmes in Coastal Kenya
- iii. Norman, Leyla (2017), What does Socio-cultural Mean?
- iv. Sen, Amartya (1999). The ends and means of development. Development as Freedom. Oxford University Press.
- v. Selim, Jahan (2002). Evolution of the Human Development Index. Handbook of Human Development. Oxford University Press.
- vi. Stewart, F. (2013). Capabilities and Human Development: Beyond the individual – the critical role of social institutions and social competencies.
- vii. Ul Haq, A. (1995) .The Advent of the Human Development Report. Reflections on Human Development. Oxford University Press.
- viii. <http://www.measureofamerica.org/human-development/>
- ix. <http://www.businessdictionary.com/definition/socio-cultural-environment.html>
- x. <https://assets.publishing.service.gov.uk/media/5a992b27ed915d57d4d0f2dc/Migration-Livelihoods1.pdf>