

EFFECTIVENESS OF LIONS CLUB INTERNATIONAL'S INITIATIVES IN SOCIAL DEVELOPMENT OF PUNE REGION

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ABSTRACT

NGOs play predominant role in the development of the country. NGOs mainly provide social services to the society. NGOs contribute a lot in the development of the society through various projects and activities. But the role of NGOs in social development is ignored by the society. There are lots of misconceptions in the minds of people regarding effectiveness of NGO in social development. Due to this many NGO do not get support & cooperation from the society and government for their activities resulting into a significant loss of the society. Very few research studies are available in the area of ascertaining the effectiveness of NGO. This research gap was identified by the researcher. One of the leading NGO in Pune region i.e. Lions Club International has been selected for this study. This is a descriptive study wherein a sample of 400 beneficiaries of the Social development initiatives conducted by Lions Club International during the F.Y. 2012 to 2018 was selected for study. The satisfaction level of the beneficiaries was ascertained for various initiatives of Lion's Club International in the Pune region. It was found that the outcome of the initiatives of LCI was significant in the form of competency building of the beneficiaries along with improvement in skills; knowledge and confidence were the outcome.

Keywords: NGO, LCI, Education development, Human Resource Development, Lions, Beneficiaries.

Introduction

The concept of NGO is highly connected with the activity of welfare of the state and associated activities for international development. It is observed that in many developing countries, the NGOs have assisted to create positive environment for the service industry to enlarge the size of the NGO Community. Some of the NGOs are depended upon international development assistance, and some others which are acting alone and depend on contributions from local and international community or any other sources of income. The NGOs are such organizations which are useful in emergency work for the society as well as work in development. In the development of the country various organizations play vital role. Among these NGO is one of the important types of organization. NGOs are components of social movements. NGOs works in many different fields, but it is generally associated with those seeking social transformation and improvements in quality of life through providing education.

Lions Clubs International is well known NGO which plays vital role in the Education development. In India Lions Clubs International is registered and established under the Societies Registration Act, 1860. Various Lions Clubs or units are established as per the Protocol all over the World. They are established first at International Level, second at Multiple District Level, third at District Level and after that Club Level. For proper administration the clubs are divided in Multiple Districts or Zones. The area selected for the Research i.e. Pimpri-Chinchwad comes under the Zone 323-D2. Lions clubs International has very large group of beneficiaries in different activities. The beneficiaries include women, children, employees, and entrepreneurs, persons with physical disability, sportsman, industries and vulnerable people residing in the slum or rural areas. These beneficiaries are availing various types of benefits from the activities undertaking by the lions clubs. For the purpose of research work, it is mandatory to get the opinion from beneficiaries of Lions clubs International.

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Lions Club International has conducted the following activities during the F.Y. 2012 to 2017:

- **Health Services**
 - Eye Donation camps
 - Blood Donation camps
 - Free body check ups
 - Donating medicines, wheelchairs to hospitals.
 - Donating sanitizers, masks, oximeters etc.
 - Dialysis Centres
 - Child Cancer
- **Educational Services**
 - Primary Schools
 - Distribution of books to various schools and libraries
 - Donating computers to educational institutes.
 - Adopting children for education.
- **Environmental Activities**
 - Tree Plantation
 - Environment Awareness Programs
 - Swaccha Bharat yojana
- **Rural Development**
 - Infrastructure Development activities includes sanitation facilities, clean drinking water, transportation etc.
 - Primary Health centres
 - Distribution of medicines and other health measure equipment.
- **Women Development**
 - Education
 - Skill Development Programs
 - Entrepreneurship development
 - Career counseling
- **Children Development**
 - Educational services
 - Schools
 - Health services
 - Treatment for child cancer.

Literature Review

Dhillon and Hansra (2005) have discussed the role of NGOs and their first-hand experience. NGOs have first-hand experience and knowledge of local needs, problems and research at local level. NGOs are established for the assistance of the people those are in need and having strong commitment and zeal of voluntary action. The NGOs are nongovernmental organizations which provide services to the people without any profit. It helps people in overall development like social development, education services and health services.

Rajasekhar (2000) discussed about the evolution of NGOs and found that the views of NGOs widened from charity and welfare to development and to sustainable development and empowerment. This has been influenced by the policies of donor agencies and Indian Government.

Sahu Gopal Krishna (2000) Concluded in his one of the article "*Voluntary Organization for Rural Development*" that voluntary organizations have a great role to play in socio-economic transformation of the rural people. They could give a helping hand to government and other development agencies concerned with rural development.

Gene L. Meena, Razvi Roth (2004), in research paper, "*Women's Socio-economic Development in India: The Role of Non-governmental Organizations*" described that India's present socio-economic situation does not favor poor women. Socio-economic forces greatly influence NGOs' priorities for women's development in India. Each variable affects the complex nature of human development. This paper examines the extent to which these four themes influence the priorities of NGOs, and their effectiveness towards women's development in India.

Kapoor A.K. (1997), the book *"Rural Development through NGOs"*, According to the author the main aim of voluntary organization is to promote human welfare and well being. Even their programmes should completely cover the functions that embrace human welfare. NGOs work with a feeling of humanity. Since the last decades women empowerment, rural development and health awareness these are the important concepts.

Pegu Ananta (2014) in the research paper *"A role of NGO in Economic Development: A case study of Majuli, Mamata Gandhi school"*. Researcher made an attempt to explain the role of NGOs in economic development with the help of case study. It gives details about the working of the NGOs and how they help for the development of the society.

Roy Ishita, Tanzil Al Raquib, Sarker Amit (2017) in the research paper *"Contribution of NGOs for Socio-Economic Development in Bangladesh"*. Non-Governmental Organizations or NGOs have become an extensively discussed theme in the third world countries and also in social business world. The NGOs have appeared as the savior of countless number of people without food, cloth, education and basic health facilities.

Tiwari S. and S. Prajapati (1987) *"Role of NGO in Rural Development: A Case Study of R.K.Mission (KVK) in Ranchi District"*. Generally, rural development is often confused with agricultural development. No doubt agricultural development is the basis of the development of the rural areas and of the industrial sector. Agricultural development or to be more precise, agricultural productivity is closely related to rural development.

Haslegrave Marianne (1997) *the role of NGOs in promoting a gender approach to health care, Commonwealth Medical Association. Traditionally non-governmental organizations* have always been in the priority of promoting new ideas and in encouraging governments to implement them. At all levels - local, national and international - NGOs represent the 'voice of the people'. They have taken on roles such as advocacy, education and training, and have been active in monitoring. During the past two decades, NGOs have actively advocated that the full recognition should be given to the contribution that women make to the family, society and development.

Gerard Clarke (1998) states in his research article titles *'Non-Government Organizations (NGOs) and Politics in the Developing World'* that the establishment of the NGOs in the developing as well as developed world has pointed out the associational revolution. Author has elaborated about establishment of NGOs in the world and pointed out associational revolution.

Misra Sunil (2000) studied in his book *"Voluntary Action in Health and Population the Dynamics of Social Transition"*. The study explained the need for the meeting of the programmes between the people and health awareness as well mental behaviour, there by promoting the acceptance of modern healthcare. So, NGOs have been succeeded in breaking the conflicts between social changes and factors responsible for success factors.

Rajasekhar (2000), states the review of existing studies and, research experience with discussion on definition, types, periodic changes, advantages and weaknesses of NGOs.

Sahu Gopal Krishna (2000) mentioned in his one of the article *"Voluntary Organization for Rural Development"* concludes that voluntary organizations have a great role to play in socio-economic transformation of the rural people.

District and Club Administration Division, *Club Secretary E –book (yearly publication)* (2018) describe the organization structure and human resources of the Lions Clubs. Lions clubs international develops the hierarchy in the development areas.

Paul M. R. K. (2008) emphasized on the working of Lions Clubs in the book *21st CENTURY* published on 8 December 2008 this is the story of a special type of men and women, those who wish to yield to society a portion of the good fortune they have earned and received in their own lives. Author had undertaken studies of Lions clubs International since 1917.

Xiaonan Kou, Amir Daniel Hayat, Debra J. Mesch, (2014) published a research paper titled *"The Global Dynamics of Gender and Philanthropy in Membership Associations: A Study of Charitable Giving by Lions Clubs International Members"*. In this study it is attempted to investigate how women influence charitable giving in a large, international voluntary service organization—Lions Clubs International (LCI).

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Pegu Ananta (2014) in the research paper *"A role of NGO in Economic Development: A case study of Majuli, Mamata Gandhi school"*. Researcher made an attempt to explain the role of NGOs in economic development with the help of case study. It gives details about the working of the NGOs and how they help for the development of the society. NGOs are considered to have more advantages in implementing projects because they are closer to the beneficiaries.

Weich Claude E. (2000) in the research article *"NGOs and Human Rights Promise and Performance"* provides detailed information about the working of NGOs in the Human Resource Development. Human rights NGOs work with or against governments in developing agendas for action. Through some adjustments with governments, they seek to establish international standards for state behaviour.

Kwabena Frimpong-Manso, Jamal Appiah-Kubi. (2022) *"Factors influencing the approach to community development in Ghanaian urban slums"*. *Community Development* 53:3, pages 355-369. This paper attempts to illustrate the contribution of NGOs towards sustainable community development. NGOs have many programs, functions and roles which assist community to become empowered, and eventually attain sustainable development. This paper reviews some of these roles, functions and programs of NGOs, such as microfinance, capacity building and self-reliance.

Hedayat Allah Nikkhah Department of Social and Development Sciences, Faculty of Human Ecology, University Putra Malaysia Ma'r of Redzuan Asnarulkhadi Abu-Samah Pages 179-187 | Published online: 24 Oct 2017. The paper attempts to determine the impact of Non-Government Organizations (NGO's) approaches on the empowerment of women in Shiraz, Iran. Through empowerment, women become able to organize themselves, to increase self-reliance and to assert their independent right to make choices and control resources. In this study, empowerment is conceptually defined and analyzed at two levels, that is, 'individual' and 'community'.

Raszkowski A, Bartniczak B. towards Sustainable Regional Development: Economy, Society, Environment, Good Governance Based on the Example of Polish Regions. *Transformations in Business & Economics*. 2018; 17:225–245. The presented study discusses problems referring to the concept of sustainable development at regional level, based on the example of Polish regions in the period 2005-2011. The first part presents theoretical aspects of sustainable regional development, raises the problems of primary phenomena hindering such development, sustainable development definitions, the role of creativity, the importance of NGOs, good governance of regional space. The next part of the article provides the characteristics of sustainable development indicators selected for the analysis in accordance with the approach adopted by the Central Statistical Office in Poland towards measuring the level of sustainable regional development.

Objectives of the Research Study

- To study the various society development initiatives of Lions Clubs International during F.Y. 2012 to 2018.
- To study the satisfaction level of beneficiaries for various initiatives of Lions clubs International in Pune district conducted during F.Y. 2012 to 2018.
- To analyse the profile of beneficiaries of Lions Clubs International initiatives.

Hypothesis

Following Hypothesis is formulated for the research:

H₀: Beneficiaries of Lions Club activities (during F.Y. 2012 to 2018) are not satisfied.

H₁: otherwise

Research Methodology

This study is descriptive in nature. The Primary and Secondary data is used to analyze the performance of NGO. For the purpose of study, a well known NGO Lions Clubs International is selected. Lions Clubs International is very popular and has various branches and clubs over the world. Data is collected from the following sources-

Sample Plan

Lion's Club International has conducted various projects in various parts of Pune region. The beneficiaries of these projects were selected as sample unit. During literature review it was found that the sample size of 380 to 600 was considered for data collection in similar studies. Hence, a sample size of 400 beneficiaries is considered appropriate for this study. Convenience sampling method was used for this research work. Respondents were contacted through personal contact as well as online mode. For the purpose of research work, it is desirable to get the opinion from beneficiaries of Lions clubs International. For the analysis of these beneficiaries four categories are identified, which are mentioned as under:

- Entrepreneurs
- Industries
- Youth and
- Slum areas/ Rural areas

The Lions clubs International of Pune region undertakes the activities related to vision, hunger, environment, health and many more. Within last year, Lions Clubs had beneficiaries approximately 4, 61, 374 people through various projects.

Data Analysis and Findings

Table 1: Total Number of Beneficiaries

Sr. No	Activities	Total No. of Beneficiaries
1	Vision Activities	38786
2	Hunger	38869
3	Environment	120935
4	Diabetics	14212
5	Childhood Cancer	225
6	Other	248347
	Total	461374

Source: Reports of Lions clubs International (2020)

For the present study researcher has attempted the survey of 400 beneficiaries randomly from the four main categories i.e. Youth, Slum or rural area people, Entrepreneurs and Industries. Following are the details of the responses collected from the beneficiaries. For the analysis following hypothesis is tested with t- test:

‘There is moderate level of satisfaction among the beneficiaries towards the projects conducted by lions clubs international.’

Question was asked into the multiple choice format by using Liker five scales. The question was “At what extent you are satisfied with the projects conducted by lions clubs international”. The responses were collected in the Liker five scales and weight has given accordingly. The scale and concern weight has given as below.

Table 2: Satisfaction Level of the Respondents with Respect to Projects of the Lions Clubs International

Sr. No.	Scale	Weight(x)	Frequency (F)	(FX)
1.	Highly Satisfied	5	155	775
2.	Satisfied	4	85	340
3.	Satisfied to Some Extent	3	64	192
4.	Dissatisfied	2	56	112
5.	Highly Dissatisfied	1	40	40
	Total		400	1459

Source: Primary data

By considering the allotted weight and frequency mean score value for the given statement computed by using following formula.

$$mean\ score = \frac{\sum FX}{N}$$

Where,

F is stand for concern frequency

X is stand for concern allotted weight

N is stand for number of observations

Substitutes the values in above equations we have

$$3.64 = \frac{1459}{400} \dots\dots\dots (1)$$

Mean satisfaction score is = 3.64

Thus, the average satisfaction level of the beneficiaries is 3.64 which indicate that the activities of Lions Club International were good & beneficiaries were satisfied.

Determining minimum and maximum length of the five points Likert type scale the range is calculated by as below:

$(5-1=4)$ then divided by five as it is the greatest value of the scale.

$(4 \div 5=0.80)$ Afterward, number one which is the least value in the scale was added in order to identify the maximum of this cell. The length of the cell is determined below:

- From value 1 to 1.80 represents (Strongly Dissatisfied)
- From value 1.81 until 2.60 represents (Dissatisfied)
- From value 2.61 until 3.40 represents (Satisfied to some extent)
- From value 3.41 until 4.20 represents (Satisfied)
- From 4.21 until 5.00 represents (Strongly satisfied)

Here, in above case average satisfaction score of the beneficiaries is lies in the range of satisfied i.e. 3.64 (From value 3.41 until 4.20). Hence it can be stated majority of the beneficiaries are satisfied with the project conducted by the lions clubs international.

However, in order to test the validity of the above claim the following hypothesis has tested by using the one sample t-test.

H₀: The average satisfaction score of the beneficiaries with respect to projects conducted by lions clubs international is 0.5.

H₀: $\mu=0.5$

H₁: The average satisfaction score of the beneficiaries with respect to projects conducted by lions clubs international is greater than 0.5.

H₁: $\mu > 0.5$

Formula of one sample t-test is as below:

$$t = \frac{\bar{x} - \mu}{\frac{\sigma}{\sqrt{n}}}$$

Where,

\bar{x} is the mean satisfaction score of the sample =3.64

μ is the assumed satisfaction score = 5

σ is standard deviation =44.94

n is the sample size=400

Putting the values in above equation we have

$$t = \frac{3.64 - 5}{\frac{44.94}{\sqrt{400}}}$$

t=-0.60

df is $400-1=399$

Confidence level =95%

Significance level =0.05

T-critical one tail is =1.64

The calculated t-value is -0.60 which less than ± 1.64 therefore there is no much evidence to reject the null hypothesis. Hence researcher accepts the H₀ and rejects the alternative hypothesis H₁. Thus, hypothesis "The average satisfaction score of the beneficiaries with respect to projects conducted by lions clubs international is 0.5" is accepted at 95 percent confidence level.

In other words hypothesis statement i.e. "There is moderate level of satisfaction among the beneficiaries towards the projects conducted by lions clubs international" is also valid.

Conclusions

Lions Clubs International is well known NGO which plays vital role in the Education development. It has conducted health improvement, educational development, career development, environmental awareness activities, during the F.Y. 2012 to 2018 in Pune Region. These activities were

effective and the beneficiaries have expressed their satisfaction towards it. The satisfaction level of the beneficiaries is found to be 3.64 which show that the Lions Club is contributing to the social development/transformation in Pune region. Among the beneficiaries males were more than the females as also the standalone businessmen were more than the factory owners. Hence, the reach of the club activities needs to be enhanced so that the disadvantaged groups of the society get empowered.

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