



# SERVICE AND RESEARCH INSTITUTE ON FAMILY AND CHILDREN (SERFAC)

(A Global Research Institute on Family and Child Policy)

International NGO in Special Consultative Status with the Economic and Social Council (ECOSOC) of the United Nations

## News Letter: Family Focus

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It is indeed a pleasure to resume SERFAC'S news letter 'Family Focus' and re-establish connection with well wishers, friends and families. This news letter will also enable SERFAC net work with new contacts as the days and months roll by. In doing so I am assisted by my team of committed and competent professionals who have been able to grasp the concerns of SERFAC and join hands in working for the cause we as an organization are committed to.

Ms. Chitra George, Research Coordinator has taken the task of editing this instrument of information which will address three core issues.

1. Family breakdown as a foundational factor leading to social drifting, fragmentation of social safety systems and disintegration of society.
2. Alleviation and reduction of family poverty and enhancing social integration through family –centric approaches and systems.
3. Assert that members of stable married and healthy family life are both : active participants and potential recipients to all human endeavors and are essential actors to the progress of humanity and the processes of human development.

Resuming this news letter offers me an opportunity to warmly welcome all readers in India and around the world and invite everyone to support the initiatives of SERFAC for re-instating 'Family' as key factor in local and global transformation. In doing so all efforts will encapsulate a future orientation that places children and future generations as central for the recovery of stable marriages and healthy family Life and prosperity of humanity.

The most recent book 'Family-Heart of Humanity' edited by SERFAC and published by Cambridge Scholars Publishing, UK, comprises contributions of globally acclaimed authors from around the world who share their time tested experiences for minimizing poverty and creating a society where technology is at the service of human kind and gender equality is embraced.

My personal and very warm assurance of remembrance,

Dr. Catherine Bernard,  
Founder Director, SERFAC





Mr. G. Manikandan

My previous work involved me with the electronic media as being In Charge of the Unit. The unit consisted of 15 members each member being in charging of separate department. The entire unit was established on shift systems and applied to each separate unit in the department. The focus of this position was on the technicality of electronics and there was no contact with other persons even in the same unit.

I was under transfer from this organization to a branch office in Bangalore. Due to family circumstances I was unable to relocate and began searching for a new job. After much searching I came across the advertisement of SERFAC in a news paper. The position attracted me so I applied for the job. I also noted that SERFAC worked with family which was an added attraction and so I applied and was successful in getting the job at SERFAC in 2007. I continue to work with job satisfaction, first as a Campus Supervisor and early this year was promoted to the position of Manager which involves over all management and supervising of the office, the staff and campus.

Some of my experiences in SERFAC are: I was never appreciated in my previous work domain for whatever I did or worked for but in SERFAC even for the smallest work we are appreciated for who we are and what we do. This appreciation helps improve my motivation and complete every task given to me. It is five years since I have been working in SERFAC. I experience that all staffs are treated alike both workers and technical staff .Priority is given to the person, consideration for our work load and time is given us to learn the work and get familiar with the organization. In other organizations (I often hear my friends say) how difficult it is for them to work in harsh circumstances and environments.

In brief SERFAC pays attention to its staff and facilitates a working style. At the same time the Director does not compromise on quality and time lines for completion of assigned tasks.

It is a pleasure to continue working in SERFAC.

My experiences in SERFAC- Mr. Joseph Nag

In the first day at SERFAC as Accountant, I thought it is an organization like any other organizations. Within a month I experienced that it is absolutely different from other organizations. As for me it is a unique organization where administration is followed and related. I experience this as a healthy practice and I wish all organizations should follow a similar model. As I am from the State of Odisha, language and manners in the office and outside took long time to adjust with SERFAC.



I believe cleanliness is next to Godliness. I found this in SERFAC. It is a well maintained infrastructure, campus and office chambers. When I step in to SERFAC I feel a difference. It has a systematic office environment and a dedicated Director.

Even though I struggled a lot to involve myself in SERFAC. I learnt more than I struggled. I learnt the meaning of humanity and humanitarian behavior which is difficult to find anywhere in the world. The kindness of the Director motivates me not to stop but run and carry out your work with special attention and concentration. From Erick Erickson's Model of Family Life Cycle I understand the behavior and activities of my children. It is a nice process to learn about the value of a family.

SERFAC is touching the lost part of society and this part is overlooked by Governments, scholars and policy makers. Family is a major social part of humanity that we cannot forget or avoid.

This is all my experiences over last 6 months of working in SERFAC.



Ms. Chitra George

I have been working in SERFAC since June 2013 as a Research Coordinator .My long time experience in Research field with different organizations helped me to join SERFAC 'S Research Unit. After completing my post graduation in Economics in 1981, i started my carrier in 'Institute for Social and Economic Change, Bangalore which worked for five years.



When I worked in the Social Service Management unit of Reserve Bank of India and Evaluation and Applied Research Department of Government of Tamil Nadu, I conducted many social and economic research, Surveys and project evaluations. During that time I was deputed by Government to work with Bill and Melinda Gates Foundation, India as an Associate Program Manager for 5 years. After completion of 22 years of service with Government, I took voluntary retirement and offered my consultancy services to NGOs, donor organizations, and government departments. These include USAID, KHPT, APAC, HLPPT, TNSACS, KSAPS, Gandhi gram rural Institute and CMAI as a mentor, program evaluator, and a trainee. In the meantime I took a short break and after that decided to shift my job to full time in the research field as research is my top priority. At the onset of my work days I found difficult with the working environment of SERFAC- punctual and systematic. The subject 'Family 'and 'Child Development' was also new to me. Our Director helped me to understand the concepts. She guided and corrected my mistakes and facilitate myself with SERFAC's environment .After two weeks orientation ,I was comfortable to begin my work and within a month able to complete two research proposals .It was an interesting learning experience both in my personal life and career. What I have learned during these four months will always be an important period in my life.

Ms. C. S. Xavier Irudaya Mary

I am working as Research and Programme Assistant at Service and Research Institute on Family and Children (SERFAC) and would like to introduce myself and my responsibilities at SERFAC.



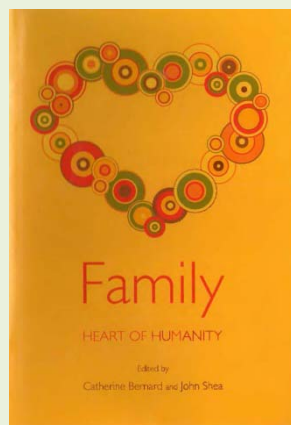
Prior to joining SERFAC, I worked as a professional for the past 16 years in the areas of social and economic empowerment of women. The main task carried out were capacity building of Community Based Organizations and NGOs working for Women. In addition mainstreaming activities were carried out wherein Self Help Group platform were utilized for other programmes by different departments like TANSACS, TNHSP and UNICEF.

Even though I was working for the empowerment of women, as an individual I had no time for myself and my family. This predicament forced me to apply for a job in SERFAC, which had many advantages such as 1) Its proximity to my residence 2) It works for family and children. With this twin objective I could apply the knowledge acquired at SERFAC in my personal life and in the community where I live.

Joining SERFAC was easy but to acclimatize myself to new ideas with regard to family was difficult. I had to read several books to update my knowledge and familiarize myself with the subject. I am slowly nurturing this habit again. The predominant focus of SERFAC and what inspires me to continue working here is the concept of “Family”. The situation of increasing violence, crime, rape, suicide etc. prevailing today are often seen as an individual acts but most often have their beginnings in Family. Governments make laws, apply stringent rules to punish the victim and most cases end up in being institutionalized. In contrast to all such systems SERFAC analyses problems from a family centric perspective and works towards a solution. I often remind myself that an individual is not alone, each one belongs to a family and the environment in the family has an impact on her/him which lasts a life time.

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Available to purchase the Book  
**“Family: Heart of Humanity”** at  
Cambridge Scholars Publishing  
PO Box 302  
New Castle upon Tyne  
NE 6 1WR  
United Kingdom.  
Ph: + 1 9197834013  
Email: [orders@c-s-p.org](mailto:orders@c-s-p.org)



Contact us at:

1/157, Manimangalam Road, Varadarajapuram, Chennai-600048, India

Call us: 044-64625913, 44-65150118, 44-65150117.

Email us: [serfacworld@gmail.com](mailto:serfacworld@gmail.com), [dirserfac@gmail.com](mailto:dirserfac@gmail.com), [serfacsocial@gmail.com](mailto:serfacsocial@gmail.com)

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