

A GLOBAL INITIATIVE ON COOPERATION FOR HUMAN DEVELOPMENT GOALS

PARTNERING IN THE PROCESS	NATIONAL LEVEL Refining Strategies and Family Inclusion for Poverty Eradication in India	PARTNERING IN THE PROCESS GLOBAL COMPACT NETWORK INDIA
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CHENNAI STATEMENT

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Chennai Statement

Refining Strategies and Family Inclusion for Poverty Eradication in India

December 8, 2012

Service and Research Institute on Family and Children (SERFAC) and UN Global Compact India (GCNI) jointly organized a seminar on the theme “ Promoting Empowerment of people in poverty eradication, social integration and full employment and decent work for all.” This theme is part of the Fifty First session of the Commission on Social Development “ and was held at SERFAC in Chennai, India. The Inauguration of the seminar also witnessed the launch of the UN Global Compact Network India; Chennai Chapter with **Prof J Philip**, *Vice Chairman & President, Xavier Institute of Management and Entrepreneurship, Bangaluru*, **Mr. Pooran Pandey**, *Executive Director, Global Compact Network India, New Delhi*, **Dr. Catherine Bernard**, *Founder Director of SERFAC, Chennai*, **Mr. P Naresh Kumar Piniseti**, *Director, VestaWind Technology India Pvt.Ltd, Chennai*, **Dr. Reeta Sunawat**, *Head Dept. of Human Development, SND Women’s College, Mumbai*, **Dr. Salma Salahuddin**, *Retd. Principal SIET Women’s College, Chennai*, **Mr. K. Sridar**, *Head CSR Hyundai Motor India Foundation, Sriperampudur*, **Ms. K. Shanti**, *Chennai*, **Mr. R. James**, *Head-Processes & Ramp Administration, Villgro, Chennai*, **Mr. G. Manikandan**, *Coordinator-SERFAC campus Affairs, Chennai*, as its founding members.

Two key presentations on GCNI’s history, initiatives, activities and future plans including the role of family in poverty eradication offered a backdrop and contextual frame work and positioned the centrality of the family and its relatedness to socio-economic and business institutions in the overall context of sustainable development.

Statement:

Recognizing the co-existence of debilitating effects of poverty on the individual and family as a social entity and inherent possibilities of enhancing business prosperity through enlisting the assets in stable family life which currently lie dormant and untapped the participants stated:

- ❖ That there is the most urgent need for Governments and concerned stake holders to collaborate with each other towards developing long term strategies for economic independence of families and its members..
- ❖ That there are conscious needs to revision and rebuild, provide for and ensure adequate support systems to families for health, education, social services and employment so critical for the family to face up to and withstand any form of social change without succumbing to any pressure thereby constructively contribute to sustainable development.
- ❖ That there is the urgency to integrate industry associations/ chambers and corporations to contribute to advancement of family support measures by building up robust corporate social responsibility programs and enabling pro family policies to create humanizing work conditions and a better work life balance for their employees thereby contributing to building up sustainable family and community life systems through strategies, philanthropy and volunteering activities.
- ❖ That there is need for an effective role to be played by non governmental organizations in dealing with research, training, capacity building, advocacy and information dissemination so that there is a place for empirical ground work which can be constructively used by the government and donor agencies for policy making exercise for “ family centric’ poverty eradication projects in different counties.

- ❖ That there is a critical role for family and non family institutions such as educational, social services, health care institutions, child care centers, displaced families and children to effectively supplement and compliment the role of a caring environment so that inclusive, broad based, preventive and rights based approaches could be developed with support structures around them could be build to ensure their healthy development into adulthood.

The Participants further recognized:

- ❖ That SERFAC opens its library and other literature on family to universities and other research agencies including research students to use the materials on the subject for purposes of identifying issues and working towards solutions by enabling families becoming co-actors in reducing poverty and achieving sustainable development.
- ❖ That SERFAC should consider to document its findings on social issues including poverty and its impact on family functioning and well being and build effective data that will have the evidence to bring family as a chief contributor for sustainable business and society.
- ❖ That is in the interest of the business that it adopts triple bottom line growth-profits not at the expense of a) human well being b) family stability and c) environmental sustainability.
- ❖ That to recognize the fact that business of business is business including the well being, welfare and inclusiveness of people and planet leading to shared value approach and propagation of the business to all its relevant and concerned stake holders.
- ❖ That family has an economic task and stable families will ensure-higher growth and further cohesive family life, enhanced productivity and embedded sustainability.

- ❖ That in order to achieve the set out goals, it is proposed to work out on the collective action approach to finding time specific, innovative and game-changing propagations to handle the multi-faceted and complex issues in a non-intrusive manner.
- ❖ That there is a need for collaborative process among all stake holders and families themselves to bring family to the front for building value system.
- ❖ That it is also proposed that publications and projects arising out of such collaborative ventures will be used for effective advocacy of the issues with all concerned stakeholders.
- ❖ That it is pledged by the members of the seminar collectively and consensually that they will undertake various advocacy measures including but not limited to research on family, advocacy with the concerned stakeholders including corporate sector to find out avenues to convert practices into policy measures.
- ❖ That it is resolved by the group attending the seminar that the issue of family is important but neglected and concerned efforts should be devised and deployed to put family and related issues at the heart of development discourse and in the centre of sustainable development goals being considered by UN through collective action involving public, private and civil society institutions.
- ❖ That the fact that UN has a Family Focal Point at its Head Quarters in the New York and works with various sister institutions to promote well-being of family and its institutions including labor related issues through its Global Compact Principles, it is further resolved that the corrective action proposed should be anchored at global level as well including but not limited to local and regional initiative.
- ❖ That the participant group is unanimous in its goal in resolving the complex issue through the collaboration, partnership and inter-dependence to universal value of peace, tolerance religious harmony and mutual understanding

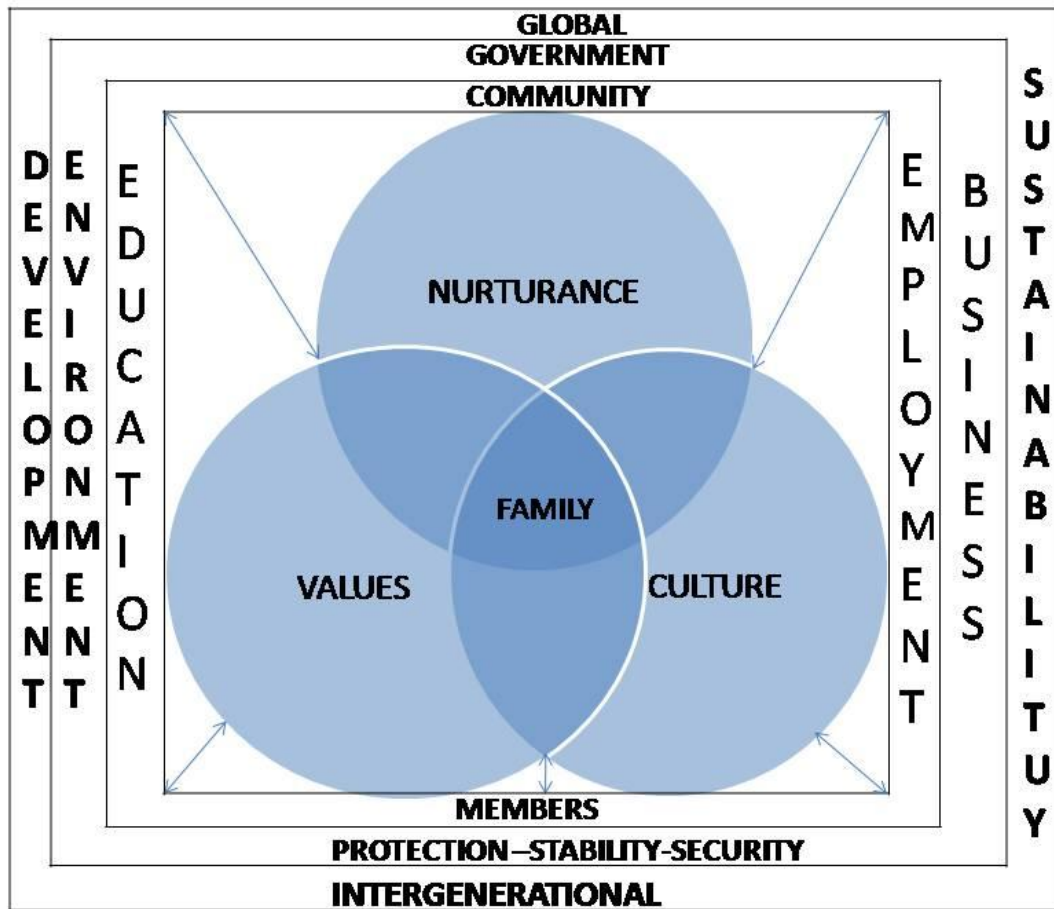
- ❖ That as an institution, SERFAC will endeavor to engage in pro-active, actionable, enabling frame works and strengths-human based and family centric approaches, which though micro is vital and an indispensable bed rock institution, essential for rebuilding strong, just and equitable national and global economy.
- ❖ That in its implementation, Service and Research Institute on Family and Children (SERFAC), Chennai, India will fill the gaps in the MDG's through its 'human-based family centric' approaches, which are indeed " basic and missing links" in the sustainable development agenda in national policies and the UN's call to action in freeing people from conditions of extreme poverty. SERFAC will engage through dialogue and peaceful measures all key groups and stake holders to create a sustainable frame work that contribute to evolution of such policies in their respective places.

In Summary:

Service and Research Institute on Family and Children (SERFAC) makes a humble and urgent plea to the United Nations and its constituent systems to consider establishing a Charter of Rights for the Family. The Charter it is foreseen will enable sustainability on all fronts of human existence: peace, including but not limited to economic well-being, business prosperity, and restoration of the environment, all of which are indispensable for sustainable development, survival of humanity and the planet's future.

It is also pledged that SERFAC will be ready, willing and committed to advance the universal values of well-being of all segments of society through partnership, collaboration and collective action with key constituents as has been enshrined in various covenants and legal instruments to protect human dignity, provide equality of purpose and support un-hindered growth of the most unreached segments of society, particularly children, women and the vulnerable

**Essential Economic Tasks of the Family- A Business Model for Workwhile Investment:
Using the Epigenetic Model of Erik Erikson, s Stages of Development**



Essential Tasks of the Family

Stages of Development

(Stages 1-4 are to be negotiated during childhood)

Nurturance

Trust vs Mistrust (negotiated in 1st year of life)

Transmission of Values

Autonomy vs Shame & Doubt (Usually in 2nd year of life)

Initiative vs Guilt (usually between 4 & 5th years)

Transmission of Culture

Industry vs Inferiority (usually negotiated in the primary School years)

Stage 5

Identity vs Identity Diffusion (negotiated in Adolescence)

Primary Tasks of the Family **During Stages 1-6,**

Socialization

Education

Employment

Stage 6: Self Actualization

Actualization of Adolescence/ Beginning of Adulthood

Employment, Sustenance and Development

Secondary Tasks of the Family Flow from effective living of Essential and Primary Tasks supported by Environment and Social Support Systems.

Stages 7 & 8 : Adulthood-Generativity vs Isolation

Emergence Responsibility, Creativity, Productivity and sustainability of Investment- Linkages in Business success.