



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

Volume: 1
Issue: February 2014
Number: 3



Dear Friends in India and Around the World.

Warm greetings as we at SERFAC begin observing 20 years since the Campus was dedicated to the United Nation's International Year of the Family (IYF) in 1994.

As Founder of SERFAC I have been blessed to see each brick being laid, each building take shape and being put to use, each tree grow and each flower on campus blossom. SERFAC is indeed a gift to Humanity and I want to thank all who have in anyway shared in this journey during the last two decades.

The series of News Letter "Family Focus" will consist of 6 issues during 2014 and each issue will offer 'a pictorial walk through' of the campus and hopefully enjoy its genesis, its development and the serenity of its lay out and ambience.

The Inauguration of SERFAC's 20 years observance began with the National Advisory Board meeting attended by Dr. Catherine Bernard, Mr. Pooran Pandey, Chairman, Dr. Lalit Kumar, Col. Prakash Tewari, Mr. Sudhir Sinha and Prof. Eujenie Pinto who outlined the priorities for 'Re-making SERFAC'- 1) Research. 2) Academic Engagements of individuals, institutions, Governments and International collaboration through programmes. 3.) Publications in preparation are- a) Giving Children a Voice- The Transforming Role of the Family b) Family- Missing Link in Human Development, c) Family- Reality of Human Experience.

SERFAC will also be consolidating its video and print archives for digitization and making them available on the web.

I welcome you to visit SERFAC's new web sites www.familyserfac.org and

www.familycentric.org and to visit SERFAC in person when you have an opportunity of doing so.

Warm, regards,

Dr. Catherine Bernard



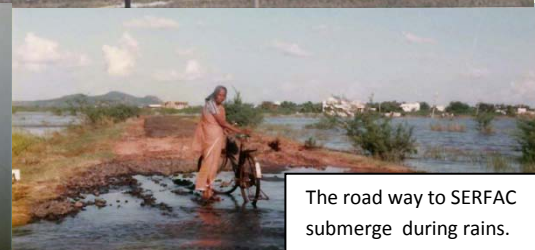
1st Building completed-Shaki Shala



Land for SERFAC



Construction in progress



The road way to SERFAC submerge during rains.



The campus fenced



Invoking God's blessings on the first building



Starting construction

Case study on SERFAC's publication display

SERFAC has worked for family and children since two and half decades and has taken many initiatives to make people aware through publication of its articles, books etc. and recently planned to place some of its publications in the public places like railway stations, marketing places, shopping malls etc.

In keeping with this objective two staff of SERFAC (Mani and Joe) visited the book stalls at the railway stations in Chennai. It was an experimental survey to understand the interest of people to buy the books on family and related issues, we went up to Nungambakam railway station from Tambaram railway station and interacted with book stall owners regarding our books to be displayed and if possible keeping them for sale. We had the following experiences during this experiment.

One person said there is no owner so I can't keep your books. He is actually the owner and we surmised he was not willing to take our books even free of cost.

Another owner agreed with our ideas and said ' I will give to those people who buy English magazines like India Today, English News papers like The Hindu, Times of India etc.' We received a positive response from this book shop owner.

The third person said the book written for young adults before marriage is very useful, so he kept few books on Marriage Preparation.

The fourth person who sells books inside the train compartments said 'ok I will take these books free of cost and distribute them among the passengers. In front of us he distributed several books among the passengers. While he was doing so several passengers asked him about the books so he informed them the address and contact details were available in the books itself and more information can be obtained from SERFAC.

Some people asked us what is SERFAC, what is NGO? We replied that SERFAC is the Organization which works for Family, Children and women. It understands the values of family and tries to educate people on family values and humanity. NGO means nonprofit organization, so we are distributing these books free of cost to educate people regarding child protection, marriage etc. The printing cost of these books is more than 50 rupees each but as this is an experiment and interest assessment we gave the books free of cost.

Another shop owner noted that the cost of the book is not printed in the book so we can't sell it. We can give it complementary with other magazines.

After all this interaction with different groups of people our experience was that very few are interested and willing to understand the values of family. An experience at these book stalls indicated that a large number people are driven by the bollywood, hollywood magazines and these magazines sold fast. We plan to carry out this experiment several more times and in more community places and evaluate the entire experience after 4 months.

For more information please contact:

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