

1. Title:

Unlocking the Power of Children identified in creche, balwadi, orphanages and schools within Chennai and its suburban areas.

2. Introduction of the Organisation

SERVICE AND RESEARCH INSTITUTE ON FAMILY AND CHILDREN (SERFAC) is an India based International Non-Government Organisation with Special Consultative Status with the Economic and Social Council (ECOSOC) of the United Nations – New York. Since its establishment in 1986, SERFAC also functions as a Global Institute for Research on Family and Child policy and works towards the wellbeing of society in India, Asia and world at large. SERFAC is a member of UN Global Compact Network India. SERFAC agenda is to revitalize the fabric society and its beliefs that the family is the missing link in the family development. In its mission SERFAC has directed its resources since the last 25 years to improve the condition of this unit of family in the societal chain. It has conducted number of welfare educational and capacity building programs at different social stratification. In the process, it has imparted number of households and created awareness through result, consultation and conferences. Over a period of time SERFAC has created a repository of knowledge which can be used for research. As a part of its activities SERFAC conducts Research, Professional Trainings, Workshops, Seminars, Conferences and Consultations on specific social issues. The Director of SERFAC has worked with Indian Council of the Medical Research (ICMR) on acceptance of Family Planning in India. SERFAC has carried out severe independent studies related with family well being.

3. The Issue

The problem addressed by SERFAC can be summarized in the findings of a study supported by UNICEF ‘pre-school children around the world are unable to engage their development potential due to poverty, inappropriate child rearing and development, lack of encouragement and bad health. If the parents, family, child care centre’s and schools have good knowledge and understanding and educate the child his/her development will be stimulated appropriately.’

Therefore SERFAC strives to minimize the problem and its manifold dimensions by engaging in ways exhorted by UNICEF ‘Education which is one of the greatest

services provided by society. Parents and educators play a direct service to the children they teach, they kindle the dreams of students to bring out their skills and develop them, teaching good habits/attitudes and helping them to become good citizens. Parents are like lifeboats because they are the first to experience the first breath of the child that is born, explore the field of the unknown to children, and teachers are the nurses that stimulate the dreams of students and transform their thoughts into reality by learning and passing it on to other students, family and society.'

4. Proposed Activities

The Project is divided into the following 3 segments (Based on their ages and developmental stages the activities are highlighted) which are as follows

Segment I : Ages 1 day – 5 years

Segment II: Ages 6 years – 10 years

Segment III: Ages 11 years – 18 years

Segment I: Ages 1 day – 5 years

Location: Balwadi, Creches & Orphanages

Beneficiary: Children, Parents and Care Takers

1. Activities:

- For Infants and Children : visits and programs organized by SERFAC
 - Well baby Clinics
 - Nutrition and Immunization Programme
 - Play areas and Toys
- Pre-School Child Development (3 years to 5 years)
 - Organizing stimulation games
 - Learning by playing using various media like, tale, song, role play, stories, etc.
- For Parents & Care Takers
 - Counseling for Teachers, Parents & Care Takers(crisis intervention as and when needed)
 - Child Protection and Child Rights
 - Orientation for Institution care givers:

- Child Care
- Learning by playing methodology

Segment II: Ages 6 years – 10 years

1. Location: Orphanages & Primary Schools
2. Beneficiary: Children, Parents & Teachers
3. Activities:
 - Capacity Building for Teachers, Parents
 - Training for Nursery and Primary School Teachers on Child Development
 - Training of Parents on Family Life Cycle and Effective parenting
 - Programme on Child Protection, child's rights and civic education
 - Rehabilitation of abused children with forms of counseling
 - Programmes for Children
 - Children Library
 - Health camps
 - Outdoor games

Segment III: Ages 11 years – 18 years

1. Location: Orphanages & Schools
2. Beneficiary: Children, Parents, Institution care takers & Teachers
3. Activities:
 - Capacity Building for Teachers, Parents and Institution care takers
 - Training programme for High school and Higher secondary school Teachers on Stages of Development and the Role of school in the development of child
 - Workshops for Teacher on Teachers-Students Communication and relationship, providing a welcoming and conducive environment to the students, etc.
 - For Adolescents
 - Seminar on sexuality and reproductive health
 - Seminar on Transition to adulthood, Goal setting and values education
 - Constructive handling - Pre and Post Exam fear

5. Potential Long Term Impact:

- A Positive environment (bonding) will be created between the children and parents.
- Parents will promote their child's development, in the interest of the child
- An atmosphere focusing on creating positive interactions in the family and decrease in time spent to watch TV/play with computers.
- The children will develop the will power and "confidence".
- Will develop the ability of individuality and positive socialization.
- A positive environment would be created in the family, school, institutions and becomes the common task of both institution and parents.
- The surroundings will be appropriate and conducive for the child to develop competencies.
- Children will take initiative to learn about 'self' and relate to the corresponding environment (socialization)
- Children develop confidence in parents and trust them.
- Children develop the ability to study and learn from experiences
- The children will feel that,
 - I am a person with strengths, weakness and capabilities
 - I have talents and family and school are a supportive environment and hence a purpose
 - I can meet life's challenges and conflicts
 - Does not yield to peer pressure and anti social behavior
- A sense of identity will prevail.
- Healthy citizens.
- Will be a peace builder.

**Tentative Budget for the Project:
Unlocking the Power of Children (January 2014 - December 2016)**

Sl.No	Activity	Units	Unit Cost (Rs.)	Amount (Rs.)	In Dollars
	For Infants and Children				
1	Well Baby Clinics 3 months - 4 programmes for one centre for 3 years	180	25000	4500000	66885
2	Nutrition and Immunization Programme (2 programmes per year for 15 centres x 3 yrs)	90	25000	2250000	33442
3	Play areas & Toys (Balwadi, crechs, orphanage, Primary schools)	20	20000	400000	5945
	Sub Total			7150000	106272
	Pre School Child Development				
4	Stimulation games	60	1000	60000	892
5	Learning by Playing	15*4	10000	600000	8918
	Sub Total			660000	9810
	Parents and Care Givers				
6	Counseling (2 progrmmes a year)	2*25	10000	500000	7432
7	Seminars on Child Protection (2 progrmmes a year)	6	120000	2160000	32105
8	Orientation for Institutional Care Givers: Learning by Playing for children (2 programmes a year)	6	63000	1134000	16855
9	Training for Nursery and Primary School Teachers on Child Development (1 a year)	5	152000	2280000	33888
10	Training for parents on The Family Life Cycle, Effective Parenting (1 a year)	5	152000	2280000	33888
11	Programmes on Child Protection & Civic Education (1 per year for 10 institutions)	30	48000	1440000	21403
12	Rehabilitation of abused children	25	20000	500000	7432
13	Children Library	5	100000	500000	7432

14	Health Camps (1 per year)	25	10000	2500000	37158
15	Organizing outdoor games	25	25000	625000	9290
	Sub Total			13919000	206882
	Adolescents care givers				
16	Training programmes for High School Teachers on stages of development and the role of school in the development of child (1 per year)	10	120000	3600000	53508
17	Workshops for teachers on Teachers - Student relationships (1 per year)	1	120000	360000	5351
	Sub total			3960000	58859
	Adolescents				
18	Seminar on sexuality and reproductive health (1 per year)	10	120000	3600000	53508
19	Seminars on Transitions to adulthood, interpersonal relationships, goal setting (2 per year)	20	90000	5400000	80262
21	Constructively handling, pre & Post exam fear (1 per year)	10	48000	1440000	21403
	Sub Total			10440000	155172
	Capacity Building (Sub Total 1)			36129000	536995
22	Staff Salary & Admin Cost				
22 a	Programme Assistants	4*36	30000	4320000	64209
22 b	Secretarial Staff	1*36	12000	432000	6421
22 c	Administration Cost	36	25000	900000	13377
	Sub Total 2			5652000	84007
23	Monitoring Cost				
23 a	Staff (Travel)	4*36	2000	288000	4281
23 b	Purchase of vehicle	1	900000	900000	13377
23 c	Reporting, Documentation & Follow up	36	50000	1800000	26754
	Sub Total 3			2988000	44411
	Grand Total			44769000	665413