

DEPARTMENT OF COMMUNITY RESOURCEMANAGEMENT

And

DEPARTMENT OF LIFELONG LEARNING AND EXTENSION

Community Extension Program: Family Service Centre (FSC) - Colaba and Cuff Parade

Breast Feeding week celebration

Family Service Centre (FSC), is a non- profit, secular and unbiased organization; small seed of which was sown in 1955 by a group of women with a philanthropic perspective to assist women and children in difficult situations. FSC was given a professional approach by their Founder Director, Dr (Ms) Armaity Desai in 1961 by bringing it under the aegis of College of Social Work, Nirmala Niketan. Today it has blossomed into a full-grown tree which is committed to provide support and empowerment to the underprivileged sections of society. Their mission is to empower the family, the core unit of society, by creating an enabling and supportive environment, providing counselling and developing positive Human values. They are the recipient of Ahilyadevi Holkar Award for recognition of their contribution and achievements in the field of Women & Child Development. Ms Sheetal Rebello, is Deputy Director, Family Service Centre, working with FSC for 13 years.

We, the students from the Community Resource Management Department, wanted to make sure our community understands why breastfeeding is important. So, we spent 15 days planning, with 12 of us working on a cool street play script and making posters. We visited two different centres on 2nd August 2023 in Colaba and Cuff Parade, guided by two awesome volunteers. First, we went to a community centre in Colaba, and then we headed to another one in Cuff Parade. The moms there were awesome! They interacted with us a lot and gave super positive feedback on our posters and



the street play we did, which we called Nukad Natak. We even did street plays outside the centres, and that turned out to be a hit too! It was a great experience, and we're happy our efforts resonated with the community. Sharing important info about breastfeeding through posters and fun street plays felt like a success for all of us students.

Posters made by the students



Mrs. Sunita Jaiswal

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