

IEC PROGRAMME CONDUCTED BY
MAWPHLANG ICDS PROJECT IN
COLLABORATION WITH STATE RESOURCE
CENTRE FOR WOMEN, SHILLONG

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**REPORT ON IEC PROGRAMME ORGANISED BY
MAWPHLANG ICDS IN COLLABORATION WITH
STATE RESOURCE CENTRE FOR WOMEN (SRCW),
SHILLONG HELD ON THE 28TH MAY,
2014, AT WAHRHAW VILLAGE**



Highlights:-

Introduction:-

The programme was organised on the 28th May, 2014 at the Anganwadi Centre, Wahrhaw which is 40 km from Shillong. The programme started with the welcome speech from the Rangbah Shnong (village Headman) with the presence of the Child Development Project Officer (CDPO) and the staffs, Mawphlang ICDS and also the secretary of the Wahrhaw village as the chairman of the programme. Altogether there are 60 participants attending the IEC Programme.

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Date: 28th May, 2014

Venue: Anganwadi Centre , Wahrhaw

Anchor	Shri. K. Marbaniang Secretary Wahrhaw village
Welcome Speech	Shri. P. Kurbah Rangbah Shnong (head-man) Wahrhaw village
Speech	Smt. L. Thongnibah CDPO Mawphlang ICDS Project
Speech	Shri. M. Myrthong Block Extension Educator Sohiong PHC
Speech	Smt. I. Rapthap Asst. Coordinator SRCW
Vote of thanks	Smt. M. Basaiawmoit Lady Supervisor Mawphlang ICDS Project

WELCOME SPEECH FROM THE RANGBAH SHNONG OF WAHRHAW VILLAGE



Shri P.Kurbah, the Rangbah Shnong welcomed all the participants of the programme including smti. L.Thongnibah, CDPO, and the staffs of the Mawphlang ICDS. He also welcomed the Staffs of the SRCW, Shillong and all the people from the village and its nearby areas who came to participate in the programme. In spite of heavy rainfall in the said programme but it turns out to be a positive response from the part of the people at Wahrhaw village. The Rangbah Shnong said that it was the first time for them to be organised such programme in this area. He then asked all the participants to be actively participate in such an educational programme and if they have any queries they should asked in order to be cleared.

Through a collaborated effort like this, the people can understand clearly about work of the office of the ICDS and so also of the SRCW, Shillong who work for the betterment of the society as a whole. He said that due to lack of knowledge and awareness regarding their rights at various level, low literacy rate etc force the people to live in poverty. But through these kinds of programme, people can become aware about their rights and to strife towards the holistic development of the people and women in particular.

After the welcome speech, the Rangbah Shnong hand over the remaining programme to Shri.K.Marbaniang, the chairman of the programme who are also at the same time the Secretary of the Wahrhaw village.

**SPEECH FROM SMTI. L.THONGNIBAH,
CDPO MAWPHLANG ICDS**



Smti. L.Thongbah, CDPO of the Mawphlang ICDS thanked the Rangbah Shnong, Secretary, the Anganwadi workers and their helpers for the support and the people of the Wahrhaw village for their positive response in the programme and the staffs of the SRCW,Shillong for being collaborated with them for making the programme a successful one. She stressed about the importance of IEC Programme regarding the ICDS Schemes and also requested the participants to spread this programme to their respective places, so that they can be benefited out of it. She stated about the programmes of the ICDS Project and being the `youngest project when compared with other department like PHE, PWD, Agriculture etc. The project

started on the 12th October, 1975. There are many centre which are not working under the ICDS Guidelines The ICDS project are implemented mainly for the infant below 6 years of age, lactating and pregnant mothers because they lack nutritional food which leads them to many health problems like anaemia and so also for the school drop-outs . There are six programme implemented by the ICDS Project:

1. Pre-school education or the non-formal education
2. Supplementary Nutritional Programme (SNP)
3. Health Check-up or in other term the Growth Chart
 - a. Blue chart for boys
 - b. Pink chart for girls
4. Immunization along with the Health Department
5. Referral Services
6. Nutrition and Health Education

She then asked the Anganwadi Workers and helpers to check all the qualities and quantities of food supplied to the Anganwadi Centre and also to check to encouraged the people for proper immunization of the infant in their places. She also said that ICDS belongs to the people and each one of them should be benefited out of it. She talked about the Community Participation or community contribution which means that the community as a whole should contribute for the development of the community.

**SPEECH FROM SHRI. M.MYRTHONG,
BLOCK EXTENSION EDUCATOR, SOHIONG PHC**



Shri. M.Myrthong, Block Extension Educator of Sohiong PHC stated on proper immunization which is very important and he was facing a lot of problems during the past when it comes to immunization for the infants. But as time passed by, people are now understood of its importance and many infants are properly immunised on time as per the advised from the doctors. He stated that the Govt. Have introduced one health

programme known as Weekly Iron Folic Supplement Mission Programme. It will be introduced to school children for the age group of 10-19 years in the form of folic acid which will be given once a week in many health centres that is on every Monday. It should not be taken on empty stomach which may leads to constipation or diarrhoea but after food. This programme is very important for women especially because it was found out that most of them have the haemoglobin count of less than 12.5gm% only which is also one of the main symptoms of anaemia.

He stated that immunization for pregnant mothers is very necessary right from the start. Then they should register themselves with the Anganwadi or the ASHA. The injection to prevent from Hepatitis B is introduced by the Govt. for pregnant mothers and infants. He stated the stressed on the immunization regarding on DPT, OPV, Measles injection and Hepatitis B. Besides these, he talked also about Diarrhoea and its complication like dehydration. Overall this session on health makes the people to clearly understand about cleanliness at home and the surrounding includes safe drinking water.

SPEECH FROM I. RAPTAP, ASST COORDINATOR
STATE RESOURCE CENTRE FOR WOMEN (SRCW)



The National Mission for Empowerment of Women (NMEW) launched by the Government of India on International Women’s Day in 2010, with the aim to strengthen overall processes that promote all round development of women. One of the immediate priorities of the Government of India is to ensure that benefits of Flagship Programmes reach women. To achieve this, the Government had launched NMEW for implementation of women – centric programmes through better convergence.

Empowerment of women cannot be achieved in isolation by a single department. The State Mission Authority (SMA) would co-ordinate effective

implementation of women centric and pro-women schemes/programmes of all ministries under one umbrella. It would bring about co-ordination between Central Government and State Government for implementation of schemes/programmes for Gender Empowerment. To enable the National Mission to achieve its desired goal, the State Government has constituted the SMA under the Chairmanship of the Chief Minister with the Ministers of participating departments as its members. The **State Resource Centre for Women** has been set up recently in September, 2012 to provide requisite support to the SMA for holistic Empowerment of Women. The entire expenditure for the State Resource Centre for Women is centrally funded as per prescribed norms of Government of India. The State Resource Centre for Women include a Mission Director/Project Advisor, the State Coordinator and Research Officer Asst. coordinator, Data Entry Operator and Grade IV staff as support staff. The SRCW facilitate preparation of State Action Plans which are to be approved at the level of the Chief Minister. The Principal Secretary/Secretary, of the state social welfare or women and child development provides an overall insight and direction to the State Resource Centre.

FUNCTIONS

1. Facilitate linkages with other line departments, converge with them.
2. Work as an information centre and helpdesk for all Govt. schemes related to women.
3. To identify steps and undertake measures to improve the effectiveness of Govt. programmes from their perspective of impact on women.
4. To liaise with the existing institution/gender cells within departments and Civil Organisations (CSOs) for monitoring and reviewing of the Central and State Government schemes impacting women with a gender perspective.

5. To conduct studies of Govt. programmes to understand the efficiency of such initiatives.
6. To develop partnership models with Panchayati Raj Institution (PRIs), CSOs and Private Sector for initiating activities that promotes women empowerment.
7. To develop and implement the training and capacity strategy of NMEW in the State.
8. To convey out public Service campaign, workshops, awareness generation about the different programmes/schemes through suitable media strategy to achieve the mission objectives.
9. To develop strategies for enhancing livelihood options for women using the women collectives including promoting SHG federations.
10. To undertake innovative measures and practices to promote convergence and coordination of schemes, programmes and services that affect women at different levels(State, District, Block and Village).

VISION OF THE MISSION

1. Strengthen the processes that promote all round empowerment of women by focusing on a co-ordinate approach for implementation of the schemes of the participating ministries/departments.
2. To enable the women to create their own independent identity through economic empowerment.
3. Eradicate all forms of exploitation and discrimination.
4. Provide access to education, maternal and Child health care to achieve their full potential.
5. Ensure their rightful share in the allocation of resources and decision-making, so that they can become equal partners in the family, in the society and in the process of nation building.

PARTNERS

1. Department of Education
2. Department of Finance
3. Department of Revenue
4. Department of Housing
5. Department of Urban Affairs
6. Community & Rural Development Department
7. Agriculture Department
8. Co-operation Department
9. Health & Family Department
10. Industries Department
11. Law Department
12. Forest & Environment Department
13. Labour Department
14. Social Welfare Department
15. Chairman State Planning Board
16. Universities & NGO's

Responsibilities of SRCW

- I. Improving Government effectiveness
- II. Forwarding the agenda of women's empowerment
- III. Conducting and supporting action research and evidence based studies
- IV. Building Institutional capacities
- V. Designing IEC Campaigns

- VI. Documenting good practices and achievements for scaling up at the national level.

PLAN OF ACTION

- I. A convergence meeting with line department officials to discuss the key issues which emerged in the Regional Consultations on Women Empowerment organized by the Mission during 2012 and to draw up a convergence action plan for the state.
- II. Reference of any policy related documents such as the Women Empowerment policy for the state, the Girl Child Policy (inclusive of declining child sex ratio).
- III. Meeting of SMA wherein the states are free to include any other agenda which may be relevant to the lives of the women in their states.
- IV. Organization of Mahila Samelans on key gender equality and Women Empowerment issues
- V. State level consultations on safe spaces for women and girls
- VI. Legal awareness on legislation impacting violence against women
- VII. Gender sensitization workshops for police & Judiciary on PWDVA
- VIII. Placement linked short term duration training programmes in various sectors for unemployed women & Girls in collaboration with MSME & NRLM and skill development programme of other departments
- IX. District level convergence meetings in selected PSK model districts
- X. Undertaking of research studies on topical issues pertaining to the states
- XI. Creation and dissemination of best practices documents
- XII. Collecting, collating and maintenance of data base on women, including cross-sectoral sex disaggregated data.

**SPEECH FROM P.LYNGDOH,
LADY SUPERVISOR, MAWPHLANG ICDS**



Smti. P.Lyngdoh, lady supervisor of Mawphlang ICDS, stated on the importance of Pre-School in the Anganwadi Centre. The Anganwadi centre is not only meant for distribution of supplementary food but only to educate those children below the age of 3-4 years or in other words preparing them

for schooling (formal school). The Anganwadi workers are also known as teachers and should not be treated as mere distributor of supplementary food for children and women. Pre-school is also known as child-centred programme. The children are treated specially by entertaining them in the sense by displaying them with different kinds of pictures in the form of a chart paper. The children are required to stay for three hours a day to educate them properly. It encourages them to draw any pictures they want to draw, helping them to identify the National Flag, number writing etc.

In Pre-School there should be the strategies or methods to be included for all-round development the children. The first strategy includes Physical development, cognitive development and social development. The second strategy includes individual and group activities. The third strategy includes the outdoor activities by teaching them how to understand the surrounding or the environment. The fourth strategy which is very important and it includes interesting and attractive. It means how to make the children to be comfortable in pre-school. To make the class interesting and attractive the Anganwadi by displaying colourful pictures, helping them how sing. The fifth strategy is the flexible schedule. Pre-school is also known as play school. The children are allowed to do any kinds of activities they want.

**VOTE OF THANKS BY SMTI. M.BASAIWMOIT,
LADY SUPERVISOR, MAWPHLANG ICDS.**



Smti. M. Basaiawmoit, lady supervisor Mawphlang ICDS, thanked each and everyone who were presented in the programme. She thanked Shri. P. Kurbah, Rangbah Shnong, and Shri K. Marbaniang Secretary of Wahrhaw village for allowing them to organised the IEC Programme and to make it a successful one. She also thaked the staffs of SRCW, Shillong for collaborated with them and last but not the least to all the people of Wahrhaw and its nearby village who came and their positive response encouraged them to organise another programme in the near future.