

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

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Date: 30th May, 2014

Venue: Anganwadi Centre , Lyngkhoi

Anchor	Smt. R. Thongnibah Lady Supervisor ICDS
Welcome Speech	Shri.M. Marbaniang Rangbah Shnong (head-man) Wahrhaw village
Speech	Smt. P. Nongrum Lady Supervisor ICDS
Speech	Smt. M. Kharkongor Asst. Coordinator SRCW
Speech	Smt. P. Lyngdoh Lady Supervisor ICDS
Speech	Smt. L. Thongnibah CDPO, Mawphlang ICDS
Speech	Shri. M. Myrthong Block Extension Educator Sohiong PHC
Vote of Thanks	Smt. R. Thongnibah Lady Supervisor ICDS

REPORT ON IEC PROGRAMME
ORGANISED BY MAWPHLANG ICDS IN COLLABORATION
WITH STATE RESOURCE CENTRE FOR WOMEN (SRCW),
SHILLONG HELD ON THE 30TH MAY 2014,
AT LYNGKHOI VILLAGE



The programme was organised on the 30th May, 2014 at the Anganwadi Centre, Lyngkhei. The programme started with the welcome speech from Shri. M. Marbaniang, Rangbah Shnong (village Headman) who is the Chairman of the programme in the presence of the Child Development Project Officer (CDPO) Smt. L. Thongnibah, the staffs of Mawphlang ICDS and the State Resource Centre for Women and also the Secretary of Lyngkhei village. Altogether there are 60 participants attending the IEC Programme.

SPEECH BY: P.NONGRUM
LADY SUPERVISOR, MAWPHLANG ICDS



P. Nongrum briefly explained that community participation is a planned process whereby local groups are clarifying their own needs and objectives and taking collective action to meet them. She further elaborated the methods of community participation and benefits of joining a community organisation. Benefits are greater financial viability; improved levels of activity and access to services; increased opportunities for training, jobs and business development; and enhanced credibility with local authorities and outside agencies. These benefits contributed to a ‘social good’ of local well being.

Participation is the heart that pump the community and life blood- its citizen into community and development. A community’s members are a rich source of knowledge about their community and of energy and commitment into that community. For growth and development to progress tapping into the community expertise and enthusiasm is the key. It builds the communities capacity to make inform decision and collective action.

**SPEECH BY SMT. M. KHARKONGOR, ASST. COORDINATOR
STATE RESOURCE CENTRE FOR WOMEN (SRCW)**



Ms. M. Kharkongor, Asst. Coordinator SRCW briefly explained on NMEW and SRCW. She said that The National Mission for Empowerment of Women (NMEW) was 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.

**SPEECH BY SMT. P.LYNGDOH,
LADY SUPERVISOR, MAWPHLANG ICDS**



Smti. P Lyngdoh Lady Supervisor ICDS centre Mawphlang initiated on the importance of preschool. She explained that Preschool is one of the package of services delivered in ICDS in coordination with other Departments. Preschool as we all know is a non- formal school of learning that helps children to adapt to the outside system of educating and learning before formally joining in a proper educational institution.

In other words it is also known as play school. In formal schools it is seen that children have to wear a uniform, they have to have exact routine carry, proper books and come at fixed timings which is exhaustive and tiresome for the children. The Anganwadi centre is not only meant for distribution of supplementary food but acts as a preschool to educate those children below the age of 3-4 years or in other words preparing them for schooling. 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. The Anganwadi made the class interesting and attractive 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.

**ICDS SCHEMES BY L.THONGNIBAH,
CDPO, MAWPHLANG ICDS**



Smti. L.Thongnibah, CDPO of the Mawphlang ICDS thanked the people of Lyngkhoi village, the Rangbah Shnong, Secretary Shnong, the Anganwadi workers and their helpers for the support and for their active participation 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 gave brief explanation on immunization which is very important for the infants. He stated that many infants were not accessible to proper immunization in the olden days but as time passed by, people are now aware 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.

**VOTE OF THANKS FROM 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 Lyngkhai 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 Lyngkhai and its nearby village who came and their positive response encouraged them to organise another programme in the near future.