

No.12-1/2016-CD.I
Government of India
Ministry of Women & Child Development

Shastri Bhawan, New Delhi-1,
Dated: 20th June, 2017

To

Principal Secretaries/Secretaries in-charge of WCD (ICDS) in all States/UTs.

Subject: Display board providing information on the number of beneficiaries, services being provided, details of Supplementary Nutrition given to beneficiaries, etc. in local language for better outreach - regarding.

Sir/Madam,

As you are aware that the Anganwadi Services Scheme of Umbrella Integrated Child Development Services (ICDS) Scheme of this Ministry is administered through Anganwadi Centers (AWCs) across the country and implemented by the respective State Governments/UT Administrations for the providing services as per schematic norms to the children in age group of 0-6 years, pregnant women & lactating mothers. The objectives of the Scheme are (i) to improve the nutritional and health status of pre-school children in the age-group of 0-6 years; (ii) to lay the foundation of proper psychological development of the child; (iii) to reduce the incidence of mortality, morbidity, malnutrition and school drop-out; (iv) to achieve effective coordination of policy and implementation amongst the various departments to promote child development; and (v) to enhance the capability of the mother to look after the normal health and nutritional needs of the child through proper nutrition and health education.

2. These objectives are achieved by providing a package of six services by Anganwadi Workers (AWWs)/Anganwadi Helpers (AWHs) under the Anganwadi Services Scheme, viz., (i) Supplementary Nutrition; (ii) Pre-school non-formal education; (iii) Nutrition & Health Education; (iv) Immunization; (v) Health check-up; and (vi) Referral services.

3. These services are supplemented with non-formal education for women with stress on nutrition activities, nutrition and health education to women in the age group of 15-45 years with priority to lactating and expectant mothers. A special follow up is made to mothers whose children suffer from malnutrition or from frequent illness.

4. To make them aware about the benefits and services provided to beneficiaries in these Anganwadi Centres, it is requested to ensure that every Anganwadi Centre must have display board giving all the information/details about the services given under the ICDS Scheme including the details of supplementary nutrition/THR given to the beneficiaries.

Yours faithfully,

KB 20.06.2017
(Krishna Bahadur Singh)

Director (ICDS)

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Copy to:

Directors in-charge of ICDS in all States/UTs