Cover Page

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH
ISSN:2277-7881(Print); IMPACT FACTOR :9.014(2025); IC VALUE:5.16; ISI VALUE:2.286
PEER REVIEWED AND REFEREED INTERNATIONAL JOURNAL
(Fulfilled Suggests Parameters of UGC by IJMER)
Volume:14, Issue:10(3), October, 2025
Scopus Review ID: A2B96D3ACF3FEA2A
Article Received: Reviewed : Accepted
Publisher: Sucharitha Publication, India
Online Copy of Article Publication Available : www.ijmer.in

EXPLORING BENEFICIARY ENGAGEMENT WITH ICDS SERVICES: A MICRO-LEVEL STUDY IN VARAVOOR PANCHAYAT, THRISSUR, KERALA

[1]Athira M K and [2]Dr.Manjima M V
[1]Community Counsellor, Kudumbashree District Mission, Thrissur
[2]Guest Lecturer, Department of Sociology, Vimala College (Autonomous), Thrissur

Abstract

This micro-level study explores beneficiary engagement with the Integrated Child Development Services (ICDS) in Varavoor Panchayath, aiming to understand how beneficiaries interact with and benefit from these government-led interventions. The research focuses on mothers and primary caregivers of children aged below six years, examining their awareness, access, and utilization patterns of ICDS services such as supplementary nutrition, immunization, health check-ups, and early childhood education. The study investigates socio-economic, cultural, and infrastructural factors that influence engagement levels. Findings highlight significant disparities in service uptake linked to educational background, income levels, and distance from Anganwadi centres. Additionally, the study identifies challenges related to service quality, communication gaps, and beneficiary perceptions that affect consistent participation. The insights from this research underscore the need for targeted strategies to improve outreach, enhance service delivery, and foster sustained beneficiary involvement, thereby strengthening the overall impact of ICDS programs in rural settings like Varavoor Panchayath. These results offer practical recommendations for policymakers and ICDS functionaries to optimize program effectiveness and community health outcomes.

Keywords: Integrated Child Development Services, Beneficiary Engagement, Anganwadi Centres, ASHA workers, Beneficiaries

Introduction

"Children are like buds in a garden and should be carefully and lovingly nurtured, as they are the future of the nation and the citizens of tomorrow."

Jawaharlal Nehru

Society and health are intricately linked, forming a complex web of interactions that significantly impact the well-being of individuals and communities. The health of a society is not merely the absence of disease but a holistic state encompassing physical, mental, and social dimensions. One crucial aspect is the socioeconomic determinants of health. Disparities in income, education, and access to resources create profound inequalities in health outcomes. Individuals from lower socioeconomic backgrounds often face barriers to healthcare, leading to a cycle of poor health perpetuated by limited opportunities and resources.

Furthermore, societal norms and cultural practices shape health behaviors. Social expectations, peer influence, and media portrayals play pivotal roles in shaping lifestyle choices, affecting issues such as diet, exercise, and substance use. These factors contribute to the rise of non- communicable diseases, like obesity and cardiovascular conditions, posing significant challenges to public health.

The interconnectedness of communities further influences health. Social support networks, strong community ties, and a sense of belonging contribute positively to mental and emotional well-being. Conversely, isolation, discrimination, and social exclusion can lead to stress, mental health disorders, and compromised immune function. Public health initiatives

Cover Page

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH
ISSN:2277-7881(Print); IMPACT FACTOR :9.014(2025); IC VALUE:5.16; ISI VALUE:2.286
PEER REVIEWED AND REFEREED INTERNATIONAL JOURNAL
(Fulfilled Suggests Parameters of UGC by IJMER)
Volume:14, Issue:10(3), October, 2025
Scopus Review ID: A2B96D3ACF3FEA2A
Article Received: Reviewed : Accepted
Publisher: Sucharitha Publication, India
Online Copy of Article Publication Available : www.ijmer.in

are essential in addressing these challenges. Education campaigns, policy interventions, and community engagement programs can promote healthier lifestyles, reduce health disparities, and enhance overall well-being.

Accessible healthcare services, preventive measures, and mental health support contribute to a robust societal health framework. Health responses, community solidarity, and the ability to adapt collectively contribute to minimizing the impact of health crises. Conversely, weak social structures, misinformation, and disparities can exacerbate health challenges, highlighting the importance of a cohesive society in safeguarding public health. In times of crisis, such as pandemics, the resilience of society becomes evident. Effective public health responses, community solidarity, and the ability to adapt collectively contribute to minimizing the impact of health crises. Conversely, weak social structures, misinformation, and disparities can exacerbate health challenges, highlighting the importance of a cohesive society in safeguarding public health.

Ultimately, the relationship between society and health is dynamic and multifaceted. Building a healthier society requires addressing social determinants of fostering supportive environments, and promoting equitable access to resources. As individuals and communities collectively strive for better health outcomes, the intricate interplay between society and health continues to shape the well-being of current and future generations. Child health holds paramount importance in society as it profoundly influences the present and future well-being of communities. The early years of a child's life are critical for physical, mental, and emotional development, laying the foundation for a healthy and productive adulthood. First and foremost, investing in child health contributes to the overall vitality of a society. Healthy children are more likely to thrive academically, socially, and economically. Adequate nutrition, immunization, and healthcare during childhood promote physical growth, cognitive development, and resilience, preparing individuals to contribute positively to their communities.

Healthy Children, Better Futures

Child health is intricately linked to educational outcomes. Physically and mentally healthy children are better equipped to engage in learning, leading to improved academic performance. Addressing health concerns, such as malnutrition and preventable diseases, ensures that children can fully benefit from educational opportunities, breaking the cycle of poverty and fostering a more educated and skilled workforce. Moreover, the long-term economic impact of prioritizing child health is substantial. Healthy children are more likely to become productive and capable adults, contributing to the economic growth and stability of a society. By preventing and addressing health issues early in life, societies can reduce healthcare costs, increase workforce productivity, and create a more prosperous future.

Child health also plays a pivotal role in the social fabric of communities. Healthy children are better positioned to develop positive relationships, social skills, and emotional resilience. This, in turn, contributes to the formation of strong, cohesive communities where individuals can support each other, fostering a sense of belonging and social stability. The importance of child health in society cannot be overstated. It is a foundational investment that reaps long-term benefits, shaping the trajectory of individuals and communities. By prioritizing child health, societies can build a healthier, more educated, economically vibrant, and socially cohesive future. The well-being of children is not just a measure of the present; it is an investment in the prosperity and resilience of societies for generations to come. Health is crucial for overall well- being, influencing one's physical, mental, and social aspects of life. It enables productivity, enhances quality of life, and plays a key role in achieving personal and professional goals. Good health contributes to longevity and reduces the burden on healthcare systems, fostering a more vibrant and sustainable society. Child health is of paramount importance in Kerala, as it shapes the future of the state.

Ensuring the well-being of children contributes to a healthier and more educated population. Healthy children are better able to learn, leading to improved educational outcomes. Additionally, a focus on child health in Kerala helps prevent and address issues such as malnutrition, infectious diseases, and developmental challenges, laying the foundation for a

Cover Page

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH
ISSN:2277-7881(Print); IMPACT FACTOR :9.014(2025); IC VALUE:5.16; ISI VALUE:2.286
PEER REVIEWED AND REFEREED INTERNATIONAL JOURNAL
(Fulfilled Suggests Parameters of UGC by IJMER)
Volume:14, Issue:10(3), October, 2025
Scopus Review ID: A2B96D3ACF3FEA2A
Article Received: Reviewed : Accepted
Publisher: Sucharitha Publication, India
Online Copy of Article Publication Available : www.ijmer.in

prosperous and resilient society.so there is the importance of child health. The lack of attention to child and maternal health can lead to numerous interconnected issues. Maternal health is vital for a safe pregnancy and childbirth, impacting both the mother and the child. Insufficient prenatal care, limited access to quality healthcare facilities, and inadequate nutritional support can result in higher maternal mortality rates and complications during childbirth. For children, the lack of proper maternal care, including prenatal and postnatal care, can contribute to higher rates of neonatal mortality, developmental challenges, and increased susceptibility to diseases. Malnutrition, inadequate immunization, and limited healthcare resources further compound these issues.

Addressing the lack of child and maternal health involves comprehensive healthcare programs, education, and community support to ensure healthier pregnancies, safe childbirth, and optimal child development. This approach contributes not only to the well-being of individuals but also to the overall health and resilience of communities. In 1975 Indian government initiated integrated child development services (ICDS) scheme to check maternal and child Development malnutrition and ill- health and it emerged as one of the world's largest program for early childhood. Anganwadi had been in evolution since 1960s when Mid-day meal programmes was started by some states which later was replaced with special nutrition programme in 1970 The rate of rural development in India, is lesser than urban development. By rural development, here, we mean the actions which are mainly taken for the socio –economic development of the rural areas of the country. It is a process of improving the quality of life and economic well-being of people living in relatively isolated and sparsely populated areas. Rural development is also characterized by its emphasis on locally produced economic development strategies. India is a country suffering from malnourishment, high mortality rate & poverty. The problem is high in the rural parts of the country. In order to counter the health and mortality issues gripping the rural parts of the country,a need of medical and health care experts was felt by the government of India. A comprehensive and integrated early childhood services were regarded as investment in future economic and social progress of the country for both the urban and the rural areas of our country.

Happy mother and child are important by product of process leading to development any Nation. Their health being monitored globally as markers of human s and on October 2nd1975 Integrated Child-development Services (ICDS) Programme was started covering only33 blocks including 3 projects in Uttar Pradesh. The scheme of ICDS operated at state level and consists of multidimensional aims and targets in order to curb the problem of malnutrition among children and expectant mothers. Currently ICDS offers the following services: Health checkups and follow up of expectant mothers. Referral services, supplementary nutrition, Immunization, Preschool and non-formal education, Nutrition and health education. Being a provider of these services it can be seen as a fully-fledged package of initial development of children which includes the welfare services in the form of supplementary nutrition, immunization, health checkups, referral services, nutrition and health, education for both mother and children. ICDS is considered to be world`s largest child development programme providing care and services from conception till preschool age.

An ICDS programme is implemented through Anganwadi which is managed by the Anganwadi worker. She is a health worker chosen preferentially from the same community where Anganwadi is located. She is provided with the training pertaining to health, nutrition and child care for a period of 4 months. An Anganwadi covers an approximate population of 1000 and is in the charge of an Anganwadi worker. Further 20 to 25 Anganwadi workers are supervised by a supervisor which is known as Mukhyasevika. 4 Mukhyasevikas are headed by a child development project officer (CDPO). Anganwadi worker (AWW) is considered as a focal point in order to provide the services which are mentioned in ICDS scheme.

From Awareness to Well-being – Making ICDS Work through Knowledge.

The Integrated Child Development Services (ICDS) scheme holds paramount importance in addressing the multifaceted challenges faced by children, pregnant women, and lactating mothers in India. Knowledge and effective utilization of the ICDS scheme play a pivotal role

In shaping the health, nutrition, and overall development of the nation's vulnerable populations. Firstly, understanding

Cover Page

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH
ISSN:2277-7881(Print); IMPACT FACTOR :9.014(2025); IC VALUE:5.16; ISI VALUE:2.286
PEER REVIEWED AND REFEREED INTERNATIONAL JOURNAL
(Fulfilled Suggests Parameters of UGC by IJMER)
Volume:14, Issue:10(3), October, 2025
Scopus Review ID: A2B96D3ACF3FEA2A
Article Received: Reviewed : Accepted
Publisher: Sucharitha Publication, India
Online Copy of Article Publication Available : www.ijmer.in

the fundamentals of the ICDS scheme is crucial for appreciating its comprehensive nature. Launched in 1975, the program aims to provide a package of essential services encompassing health, nutrition, and early childhood development. Knowledge dissemination regarding the scheme's components, such as supplementary nutrition, immunization, health check-ups, and preschool education, is fundamental for both beneficiaries and stakeholders. The utilization of the ICDS scheme is directly linked to its effectiveness in combating malnutrition, a persistent challenge in India.

Awareness campaigns targeting parents and caregivers are essential to ensure the timely and optimal utilization of nutritional services provided under the scheme. Empowering communities with knowledge about the importance of balanced diets and regular health check- ups for children is instrumental in breaking the cycle of malnutrition. Furthermore, the ICDS scheme plays a pivotal role in maternal and child healthcare. Educating pregnant women and lactating mothers about the benefits of antenatal care, institutional deliveries, and postnatal services enhances their likelihood of availing these critical interventions. This, in turn, contributes to reducing maternal and infant mortality rates, thereby advancing the overall health indices of the population. The scheme's focus on early childhood development is another aspect that underscores its relevance. Knowledge dissemination about the significance of preschool education and early stimulation activities aids in laying a strong foundation for a child's cognitive, emotional, and social development. Parental awareness regarding the importance of early learning can positively impact the enrollment and regular attendance of children in Anganwadi centers. Moreover, fostering community participation is integral to the successful implementation of the ICDS scheme.

Educating local communities about their rights and entitlements under the program empowers them to demand quality services. This grassroots awareness also facilitates the monitoring of service delivery and ensures accountability at various levels of administration. The knowledge and utilization of the ICDS scheme are indispensable for addressing the complex challenges associated with child and maternal health in India. Effective communication, targeted awareness campaigns, and community engagement are key elements in maximizing the impact of this vital initiative. By harnessing the potential of the ICDS scheme through informed participation, India can make significant strides in ensuring the well-being and development of its most vulnerable citizens. The Anganwadi program fits into this vision of socially empowering women. It is a support to them in their daily lives, allowing them to take part in various activities outside of the house and go out to work, thus bringing in their own contribution to the household's finances and earning the respect of their families. The Anganwadi can contribute to the well-being of the care takers in this respect by providing a safe and clean place for the children, thus freeing the mind of mothers from worry about their child. It is essential to know whether Anganwadi Centre is fulfilling their duties in real terms or not.

Anganwadi centers have very crucial role to play towards reducing fatigue, health problems and stress of the care taker (mothers) by contributing to one of their important responsibilities, nurturing a small child, thus giving them more time towards rest of their daily activities & family duties. So this study mainly focuses to understand the activities of Anganwadi centers for health and attitude of women and children towards Anganwadi centers. The knowledge and utilization of the Integrated Child Development Services (ICDS) scheme among households in Kerala hold paramount importance in shaping the health, education, and overall well-being of its residents. This essay will delve into the multifaceted significance of understanding the awareness levels, factors influencing utilization, and potential barriers to effective implementation within the region.

Maximizing ICDS impact through Community Knowledge

At its core, the ICDS scheme is a pivotal government initiative aimed at providing comprehensive services for the holistic development of children, pregnant women, and lactating mothers. Assessing the knowledge levels among households becomes the bedrock for effective program implementation. Without adequate awareness, families may not fully grasp the available services, leading to underutilization and missed opportunities for critical interventions. Child development stands as a central focus of the ICDS scheme. Proper nutrition, healthcare, and early education are integral components for nurturing the physical and cognitive growth of children. Evaluating the utilization of these services ensures that the intended

Cover Page

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH
ISSN:2277-7881(Print); IMPACT FACTOR :9.014(2025); IC VALUE:5.16; ISI VALUE:2.286
PEER REVIEWED AND REFEREED INTERNATIONAL JOURNAL
(Fulfilled Suggests Parameters of UGC by IJMER)
Volume:14, Issue:10(3), October, 2025
Scopus Review ID: A2B96D3ACF3FEA2A
Article Received: Reviewed : Accepted
Publisher: Sucharitha Publication, India
Online Copy of Article Publication Available : www.ijmer.in

beneficiaries, particularly children, receive the necessary support for a healthy and prosperous future. This is not merely a matter of individual well-being but has far-reaching implications for the collective health and vitality of the community. Maternal health, another cornerstone of the ICDS scheme, is intricately linked to the awareness and utilization patterns within households.

Services catering to pregnant and lactating women are designed to safeguard maternal well- being, reduce complications during childbirth, and support healthy infant development. Understanding how households engage with these services is crucial for enhancing the overall health outcomes of both mothers and their offspring. Addressing malnutrition is a critical objective of the ICDS scheme. Kerala, like many regions, faces challenges related to nutritional deficiencies, and the ICDS program serves as a vital tool in combating this issue. By assessing the knowledge and utilization of nutritional services, policymakers can tailor strategies to bridge gaps, ensuring that vulnerable populations receive the essential nutrients needed for optimal growth.

Sometimes the society considered ICDS services only about preschool but the fact is not that Integrated Child Development Services (ICDS) indeed holds a crucial role beyond being merely a pre-educational center in society. While it does provide early childhood education, its significance extends far beyond. ICDS offers a wide array of facilities and programs aimed at nurturing both women and babies, thereby playing a pivotal role in their lives. One of its vital functions is providing nutritional support and guidance, ensuring proper nourishment for both pregnant women and young children, thereby addressing malnutrition issues which are prevalent in many societies.

General objective

- To understand the role of Anganwadi centers for improving the health of rural women and children.

Specific objectives

- To understand Anganwadi scheme and working of an Anganwadi Centre
- To describe the attitude of beneficiaries towards Anganwadi Centre
- To explain the timely disposal of services to beneficiaries.

Methods and Data

The study employs a descriptive research design, which utilizes both qualitative and quantitative methods to systematically collect and analyze data, enabling an accurate and comprehensive description of the research problem. In this context, the design is applied to examine the attitudes of beneficiaries towards the Integrated Child Development Services (ICDS). Sampling, a critical step in research, involves selecting a representative subset of individuals from a larger population to make valid inferences about the whole group. For this study, the researcher selected 22 Anganwadi Centres and 135 beneficiaries of the ICDS scheme as the sample. To ensure that the sample accurately represents the population and that the findings can be generalized, simple random sampling was employed. This approach minimizes bias and allows for reliable conclusions about the broader beneficiary community.

Major findings

The socio-demographic analysis of beneficiaries in Varavoor Gram Panchayat reveals significant insights into the knowledge and utilization of the ICDS scheme in Kerala. The findings suggest that age, sex, education, occupation, and income are crucial determinants influencing awareness and engagement with the program. Younger beneficiaries, particularly females, with higher levels of education and income, demonstrate greater awareness and utilization of ICDS services. However, there remains a gap in reaching marginalized groups, such as elderly individuals and those with lower education and income levels. Addressing these disparities is imperative for ensuring equitable access to essential services

Cover Page

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH
ISSN:2277-7881(Print); IMPACT FACTOR :9.014(2025); IC VALUE:5.16; ISI VALUE:2.286
PEER REVIEWED AND REFEREED INTERNATIONAL JOURNAL
(Fulfilled Suggests Parameters of UGC by IJMER)
Volume:14, Issue:10(3), October, 2025
Scopus Review ID: A2B96D3ACF3FEA2A
Article Received: Reviewed : Accepted
Publisher: Sucharitha Publication, India
Online Copy of Article Publication Available : www.ijmer.in

provided by the ICDS scheme and promoting overall community well-being in Varavoor Gram Panchayat and similar contexts.

The researcher conducted an analysis of 22 Anganwadi's, categorizing them into tiers based on their performance levels. The results showed that 15 Anganwadi's, constituting 68%, were classified as performing at their best, while 6 Anganwadi's (27%) fell into the medium category, and only 1 Anganwadi (5%) was categorized as performing the least. This classification not only shed light on the varying levels of performance but also served as a basis for categorizing Anganwadi activities accordingly. By drawing attention to these findings, the researcher aimed to provide valuable insights for authorities to enhance the effectiveness and reach of Anganwadi initiatives.

Most people hold the opinion that ICDS plays a highly positive role in community development, ensuring the health of children and pregnant women, particularly through the expectant mothers themselves. Additionally, beneficiaries express that Anganwadi workers exhibit a very cooperative behaviour. They appreciate the personalized attention and care provided by Anganwadi workers, who are seen as dedicated and empathetic towards their needs. Moreover, beneficiaries value the role of Anganwadi centers as community hubs, fostering social cohesion and empowerment through various outreach programs and skill- building initiatives. Overall, the positive attitude towards the Anganwadi scheme reflects its significant contribution to the well-being and development of marginalized communities across the region.

In addition to the consistent provision of daily services and monthly weight measurements, beneficiaries also commended the timely distribution of essential resources and healthcare provisions. They stressed the crucial role played by social workers and Panchayat officials in facilitating the seamless execution of services. Moreover, respondents underscored the significance of efficient coordination among stakeholders within the ICDS framework, emphasizing its impact on the overall effectiveness of service delivery. Furthermore, beneficiaries appreciated the accessibility of nutritious food and the promptness with which various services were rendered, contributing to their overall well-being and community development

Health is the cornerstone of any nation, and society plays a pivotal role in ensuring the well- being of its individuals. Therefore, initiatives like the Integrated Child Development Services (ICDS) are essential for fostering a healthy populace. While widespread awareness of the ICDS exists, albeit not comprehensive, many individuals recognize its significance in safeguarding the health of their children. This positive attitude toward the project underscores the public's awareness and appreciation of its importance. ICDS represents a multifaceted approach to addressing various health and development needs of children, pregnant women, and lactating mothers. Through its provision of supplementary nutrition, immunization, health check-ups, and early childhood education, the ICDS aims to mitigate malnutrition, improve child survival rates, and promote overall child development. Such comprehensive interventions are crucial for breaking the cycle of poverty and promoting the long-term prosperity of a nation. Moreover, the ICDS serves as a platform for community participation and empowerment. By involving local communities in the planning, implementation, and monitoring of its programs, the ICDS fosters a sense of ownership and responsibility among stakeholders. This grassroots involvement not only enhances the effectiveness of the initiatives but also cultivates a culture of health consciousness and collective action within communities.

Conclusion

The importance of child health cannot be overstated, and the Knowledge and Utilization of ICDS scheme among beneficiaries in Kerala, particularly in Varavoor Gram Panchayat, is crucial in ensuring the well-being of the youngest members of society. Through comprehensive understanding and effective utilization of the ICDS scheme, which provides vital services such as supplementary nutrition, immunization, and health check-ups, beneficiaries in Varavoor can significantly enhance the health outcomes of children in their community. By fostering awareness and active participation among caregivers, local authorities can create a supportive environment that maximizes the benefits of the ICDS scheme, ultimately contributing to the holistic development and future prosperity of children in Kerala.

Cover Page

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH
ISSN:2277-7881(Print); IMPACT FACTOR :9.014(2025); IC VALUE:5.16; ISI VALUE:2.286
PEER REVIEWED AND REFEREED INTERNATIONAL JOURNAL
(Fulfilled Suggests Parameters of UGC by IJMER)
Volume:14, Issue:10(3), October, 2025
Scopus Review ID: A2B96D3ACF3FEA2A
Article Received: Reviewed : Accepted
Publisher: Sucharitha Publication, India
Online Copy of Article Publication Available : www.ijmer.in

Keeping in view the vision that future of India is the future of the children, the department is laying greater emphasis and making, well deserved concrete efforts in the implementation of all existing government policies and programmes for the welfare and development of children which is an investment in itself, for their overall socio economic growth. Among India's most serious yet marginally addressed development challenges is malnutrition, which contributes significantly to the country's disease burden. Despite programme commitments since 1975, such as creating integrated child development services (ICDS) and national coverage of the mid- day meal scheme, India continues to grapple with a high rate of undernutrition. improving nutrition and managing stunting continue to be big challenges, and they can be addressed only with an inter-sectoral strategy.

According to the National Family Health Survey (NFHS)-5, India has unacceptably high levels of stunting, despite marginal improvement over the years. In 2019-21, 35.5 per cent of children below five years were stunted and 32.1 per cent were underweight. India ranks 116 out of 174 countries on the human capital index. Lack of investment in health and education leads to slower economic growth. The World Bank says, "A 1 per cent loss in adult height due to childhood stunting is associated with a 1.4 per cent loss in economic productivity." stunting also has lasting effects on future generations. Further, with 57 per cent of women anemic in 2019-21, this will have lasting effects on their future pregnancies and children. The situation worsens when infants are fed inadequately in community. In conclusion, the knowledge and utilization of the ICDS scheme among households are pivotal for promoting the health, nutrition, and early childhood development of children. By prioritizing awareness, accessibility, affordability, and community participation, stakeholders can collectively work towards maximizing the impact of the ICDS scheme and realizing its transformative potential in fostering a brighter future for the nation's children. It is imperative that concerted efforts continue to be made to empower households with the requisite knowledge and resources to leverage the benefits of the ICDS scheme, thereby contributing to the holistic development and well-being of future generations

Suggestions

- Community Workshops: Organize workshops at the community level to educate households about the benefits and services provided by the ICDS scheme. These workshops can cover topics such as nutrition, health, early childhood care, and education**.**
- Feedback Mechanisms: Establish feedback mechanisms to gather input from households about their experiences with ICDS services. Use this feedback to identify areas for improvement and ensure that services meet the needs of the community.
- Home Visits: Conduct regular home visits by community health workers and ICDS staff to assess the needs of households, provide personalized guidance, and facilitate access to ICDS services.
- Partnerships with NGOs: Collaborate with non-governmental organizations (NGOs) working in the field of child welfare and development to amplify outreach efforts and provide additional support to households in need.
- Interactive Sessions: Organize interactive sessions led by healthcare professionals, nutritionists, and child development experts to address common concerns and questions related to child health and nutrition. Encourage active participation from households to foster a deeper understanding of ICDS services.
- Awareness Campaigns: Launch targeted awareness campaigns through local media channels, such as radio, newspapers, and community newsletters. Utilize posters, pamphlets, and banners in public places to spread awareness about ICDS services.
- Mobile Information Units: Establish mobile information units equipped with audiovisual aids to reach remote and rural areas where access to information may be limited. These units can travel to different villages and communities to disseminate information about ICDS.

Cover Page

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH
ISSN:2277-7881(Print); IMPACT FACTOR :9.014(2025); IC VALUE:5.16; ISI VALUE:2.286
PEER REVIEWED AND REFEREED INTERNATIONAL JOURNAL
(Fulfilled Suggests Parameters of UGC by IJMER)
Volume:14, Issue:10(3), October, 2025
Scopus Review ID: A2B96D3ACF3FEA2A
Article Received: Reviewed : Accepted
Publisher: Sucharitha Publication, India
Online Copy of Article Publication Available : www.ijmer.in

References

1. Gupta, D., Lokshen, M. M., & Ivaschenko, O. (2005). Improving child nutrition: The Integrated Child Development Services in India. *Development and Change, 36*(4), 613–640.
2. Bhasin, S. K. (2001). Long term effects of ICDS. *Indian Journal of Pediatrics, 68*(3), 211–216.
3. Taksande, A., Tiwari, S., & Kuthe, A. (2009). The knowledge and attitudes of the Anganwadi supervisor workers on infant (breastfeeding and complementary) feeding in the Gondia district. *Indian Journal of Community Medicine, 34*(3), 249.
4. Ministry of Human Resource Development, Department of Women and Development. (1995–96). *Annual Report 1995–96 Part IV*. Government of India Press.
5. Sachdev, Y., Tandon, B. N., Krishnamurthy, K. S., & Kapil, U. (1995). Evaluation, research and training in ICDS. *Indian Pediatrics*, 2–3.
6. Tandon, B. N., & Kapil, U. (1991). ICDS scheme: A programme for development of mother and child health. *Indian Pediatrics, 28*, 1425–1428.
7. Kapil, U. (1989). Monitoring and continuing education system in ICDS scheme: A module for National Health Programme. *Indian Pediatrics, 26*, 863–867.
8. Kennedy, E., & Slack, A. (1993). The Integrated Child Development Services (ICDS) in India: Lessons learnt and implications for future policies. *International Food Policy Research Institute*, Washington, DC.

Websites

- https://wcd.kerala.gov.in/article.php?itid=Mzg3#:~:text=Integrated%20Child%20Devel opment%20Services%20
- https://wcd.nic.in/integrated-child-development-services-icds-scheme
- https://vikaspedia.in/social-welfare/women-and-child-development/child-development- 1/integrated-child-development-scheme
- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4925843/
- https://www.ijcmph.com/index.php/ijcmph/article/view/693
- https://www.business-standard.com/article/government-press-release/rs-23-092-crores- released-to-states-uts-under-icds-scheme-117032300921_1.html
- https://www.researchgate.net/publication/358924265
- https://www.peertechzpublications.org/articles/ACMPH-7-246.php
- https://ebooks.inflibnet.ac.in/wsp15/chapter/the-integrated-child-development-scheme- icds/
- https://karimganj.assam.gov.in/departments/social_welfare
- https://bangalorerural.nic.in/en/women-and-child-welfare-department/