

**Department of Administrative Reforms & Public Grievances
PM AWARDS**

INTEGRATED CHILD DEVELOPMENT SERVICES (ICDS) SCHEME

OBJECTIVES OF THE SCHEME:

The Government of Tamil Nadu has taken decisive steps to address the nutrition and health needs of children up to six years, pregnant women, lactating mothers and adolescent girls. With a strong push towards universalization of the ICDS programme.

ICDS services have been steadily extended to serve unreached habitations, underserved populations and hard to reach areas of the State and functioning towards the goal of **“Malnutrition free Tamilnadu”**.

- To improve the nutritional and health status of children in the age-group 0 month to 6 years
- To lay the foundation for proper psychological, physical and social development of the child
- To reduce the incidence of mortality, morbidity, malnutrition and school dropout
- To achieve effective co-ordination of policy and implementation amongst the various departments to promote child development
- 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.

ICDS BENEFICIARIES

- Pregnant Women
- Lactating Mothers
- 0M-3 Years Age Children’s
- 3-6 Years Age Children’s
- Adolescent girls

In Tiruppur District 14 Blocks having 1472 AWCs (Main – 1303, Mini -169), In order to bring nutrition to the centre stage of the National Development Agenda, Government of India launched Prime Minister's Overarching Scheme for Holistic Nourishment (POSHAN) Abhiyaan in March, 2018 and Tiruppur district comes under Phase III 2019. Components of POSHAN abhiyaan as Innovations, Training and Capacity Building (ILA), Grievance Redressal, Convergence (CAP), Poshan Tracker Mobile App, Behavioral Change (CBE, IEC, Jan Andolan Activities) and Incentives are rolled out in Tiruppur District. To ensure community mobilization and bolster people's participation, every year the month of September is celebrated as Rashtriya Poshan Maah across the District. During the Poshan Maah, activities related to nutrition awareness were carried out across the district up to the grass root levels to spread the message of holistic nutrition throughout the month to ensure a healthier future for women and children. Every year Poshan Maah was planned in Convergence with all Line Departments, stakeholders and public.

- Traditional Food and Nutrition Exhibition both at District and Block level focusing the importance of Poshan Maa 2023 themes and 1000 days through vegetable carving.
- Samuthya Vallaikapu conducted at block level for around 1400 Pregnant Women thereby creating awareness for safe pregnancy and healthy child.
- Growth Monitoring Drive and Identification of Severely Acute Malnutrition.
- Mass campaign by Mobile Van, Stickers and Posters
- Development of Community Kitchen Garden, Nutri Gardens at Anganwadi Centers, Schools, Panchayat Offices and at all Beneficiaries Houses
- Anemia & Diarrhea camps, Deworming Drive, Community Sensitization by Anganwadi workers and VHN.
- Webinars and Virtual Counselling by Professionals like Doctors, Professors, Nutritionist and Women Welfare Counsellors etc.,
- Online Yoga Classes for all beneficiaries.
- To insist the importance of our ICDS weaning food our workers have prepared around 50 dishes using our weaning food.

- Awareness campaigns on importance of hand washing, Self-hygiene and sanitation, skill development and self-confidence, ill effects of early marriage and teenage pregnancy, Women’s rights and shared child helpline number and details and girl child harassment was conducted in various Government and Private schools in Tiruppur district.
- Anemia Awareness Camp for Adolescent Girls
- E-booklets, posters, daily recipes and thought for the day in beneficiary whatsapp groups.
- Digital Competitions: Local / Traditional Recipes, Essay, Memes, Nutri-Quiz has been conducted at Anganwadi centre levels.

Action was taken to upload all the above mentioned activities conducted at all levels (District/Block/Center) and by all departments.

NUTRITIONAL STATUS: POSHAN TRACKER GROWTH
MONITORING DATA (Last one year data Apr 2023 to Apr 2024)

ICDS

Sl.no	District	Severely Malnourished	Stunted		Under weight		Wasted	
			Stunted	NFHS 5 2019-21	Under weight	NFHS 5 2019-21	Wasted	NFHS 5 2019-21
1	Tiruppur	3%	7.9%	22%	4.3%	23%	2.6%	15%
State Average		5%	15%	25%	7.1%	22%	4.1%	15%

Jan Andholan Activities Photos

Poshan Maah 2023-Rally



Traditional Food and Nutrition Exhibition:



Samuthaya Vallaikapu:



Growth Monitoring Drive:





Awareness Campaigns in Schools



Awareness Campaigns in Colleges:



Community Mobilization activities:

Home Visit:



Community Based Events:

