

Research Paper :

## **Community participation in integrated child development service programme in Jammu district**

**SAMRIDHI ARORA AND MADHU BURMA**

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### **ABSTRACT**

The present study was conducted to know the awareness of ICDS Services among community leaders and to analyze their participation in the ICDS programme. Sample of the study comprised of Sarpanch/Panch and President of Mahila Mandal subjected to their availability. Sample constituted of 60 respondents which were selected by using systematic random sampling technique in which 5 community leaders from each of the 12 projects of Jammu district were selected. Data were collected through the administration of interview schedule and observation and were subjected to quantitative as well as qualitative analysis. Results revealed that majority of the community leaders were in the age group of 30-40 years, qualified upto secondary level, belonged to general category, females, housewives and members of Mahila Mandal. 77% were aware of nutritional and educational services of ICDS. 63% participated in the meetings and rest of the sample was not able to participate due to lack of intimation, overload of work, lack of time and lack of presence of someone at home. Community leaders rendered help by motivating women to come to AWC, cooperating in organization of activities, providing raw material for supplementary nutrition and firewood for fuel and which further need to be enhanced to strengthen the programme.

See end of the article for authors' affiliations

Correspondence to:

**SAMRIDHIARORA**

Post Graduate Department of Home Science (Human Development), University of Jammu, JAMMU (J&K), INDIA

**Key words :** Integrated child development, Community participation, Community leader

**T**he Integrated Child Development Services Programme is a country wise programme which aims at total development of the child and seeks to deliver all basic essential services viz., health, nutrition and education services to children below six years of age, mothers and adolescent girls and provides services simultaneously to them in their own village/community (DWCD, GOI, 1986). ICDS is basically a community based programme and its success depends on active community participation.

Community which refers to a village or a group of villages with families inhabiting them, who are dependent on one another in their day to day transactions of mutual advantages. On the other hand, community participation is active involvement of people in ICDS programme which is for their well-being. Community participation is not just utilization of services and being passive users but it is voluntary and democratic involvement of elders, local and religious leaders, institutions and organizations. It includes community action and decision making in planning, implementing and monitoring of the programme which leads to self reliance, ownership and sustainability of the programme (NIPCCD, 2006).

Community participation in ICDS programme is important for the smooth functioning of the programme, reach and increase its utilization, accounts for success

and failure, reduce government intervention and create sense of ownership as well as sensitivity of the programme. It has been studied that community leaders were not aware of ICDS service and did not spare time and work outside the household for long hours (Lal *et al.*, 1995). It has also been found that 53.3% provided free accommodation for AWC and 42.6% assisted in implementing health activities and contributed in terms of raw food for supplementary nutrition and fuel for cooking. In rural areas, free accommodation for the AWC was the most common form of contribution to the ICDS programme (Nayer *et al.*, 1999). Negligible evidences concerning the issue are available with respect to the Jammu district. Through this study an attempt has been made to know the awareness of ICDS services among community leaders and to analyze the participation made by community leaders in the ICDS programme.

### **METHODOLOGY**

Sample for the present study consisted of community leaders who were Sarpanch/Panch, President of Mahila Mandal subjected to their availability. Five community leaders from each of the 12 projects of Jammu district including Akhnoor, Bishnah, Dansal, Jammu, Khour, Kot Bhalwal, Marh, Purmandal, R.S. Pura, Samba and Vijaypur were selected for the study. The total sample