



Communication behaviour of Anganwadi workers about Integrated Child Development Services

■ Pradip Joshi¹, Vidya V. Tayde and V.M. Wattamwar¹

Department of Extension Education, Marathwada Krishi Vidyapeeth, PARBHANI (M.S.) INDIA

¹Department of Extension Education, Anand Niketan College of Agriculture, Warora, CHANDRAPUR (M.S.) INDIA

Email : vidyasane02@gmail.com

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ABSTRACT

A present study was conducted in forty villages of four taluka of Parbhani district of Marathwada region of Maharashtra State on 80 anganwadi workers with an object to study the communication behaviour of Anganwadi workers about Integrated child development services. The data were collected by personally interviewing the Anganwadi workers and analyzed statically. The result of study depicted that the overall communication behaviour including information input, information processing behaviour and information output the majority of respondents were in medium level category. Cent per cent of the respondents were found to be always using personal visits to circle head quarter and training programmes, followed by monthly meetings, personal visits to their supervisor and also received information from news paper. As regard to information processing behaviour, it was observed that majority of the respondents checked the information against existing situation while processing the information, followed by discussed with the concern officer and with fellow workers for evaluation of received information. The major source of information storage followed by memorization As regards to information transformation, it was noticed that majority of the respondents were found to be preparing chart followed by preparing wallpapers, transfer into local language and preparing circulars. As regards to information output pattern, it was observed that majority of the respondents always used home visits for dissemination of information followed by guidance speech, method demonstration and meetings of house wives.

INTRODUCTION

The Integrated child development services (ICDS) is India's gift to her own future-her own children. Especially the programme seeks to improve the health and nutritional status of children, expectant and nursing mothers. In the ICDS programme, an Anganwadi workers (AWW) is the most important functionary who provides all the services in the project area. Training of the Anganwadi workers is an important factor which aims to maintain and increase the effectiveness in her job. The performances of Anganwadi workers are pivotal in making programme a grand success. Nevertheless, her performances, by and large, will depend on how important she perceives the jobs as an Anganwadi worker. With this point of

view, the present study was conducted with the specific objective that to study the communication behaviour of anganwadi workers about Integrated Child Development Services.

METHODS

The present investigation was undertaken in Parbhani district of Marathwada region of Maharashtra state. Four taluka and from each taluka 10 villages were selected randomly by lottery method from selected district. Twenty respondents were selected randomly from each taluka. Thus, overall 80 respondents were selected for present investigation. The respondents were personally interviewed with the help of