



Integrated Child Development Services (ICDS)

ICDS was launched in 1975, which is a unique early childhood development programme aimed at addressing health, nutrition and the development needs of young children, pregnant and nursing mothers.

Strengthened and Restructured ICDS

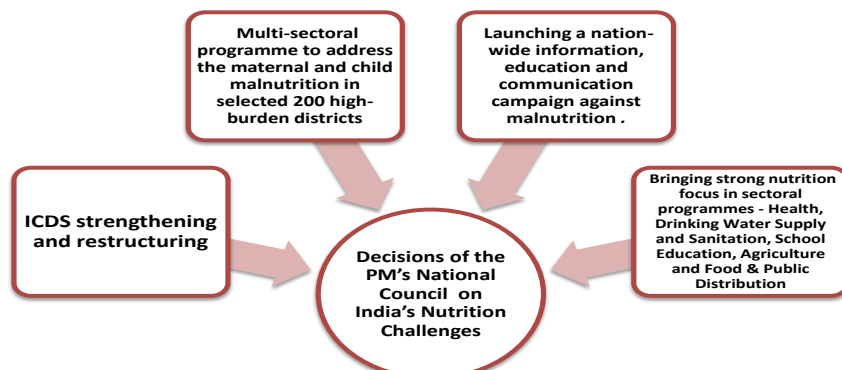
ICDS in Mission Mode – Steps initiated for Strengthening:

- ◆ Annual Programme Implementation Plans (APIP) to be extended along with IDA assisted ISSNIP.
- ◆ Adoption of New WHO Growth Standards and joint Mothers and Child Protection Card.
- ◆ Introduction of the Five Tier Monitoring System including supervision guidelines.
- ◆ Draft Guidelines for grading and accreditation of AWCs and awards for service providers and other stakeholders.
- ◆ Roll out of revised Management Information System (MIS)
- ◆ Core group on ECCE policy formulation
- ◆ Enhancement of Honoraria of AWWs and AWHs
- ◆ Establishment of Nutrition Resource Platform (NRP)

Steps in ICDS Restructuring

◆ Programmatic Reforms

- Repositioning the AWC as a “Vibrant ECE Centre”, to become the village outpost for health, nutrition and Early Learning.
- Appropriate AWC building and infrastructure.
- Strengthening the package of services
- Focusing on under 3s and early child care and learning environment.
- Strengthening Early Childhood Care and Education
- Improving Supplementary Nutrition Programme
- Care and Nutrition Counselling sessions for mothers



New Thrust Areas

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- ◆ Re-designed package of services
- Focus on under -3 children, Care & Counselling & Early Stimulation
- Early Childhood Education and Development /Pre-school education
- ◆ Focus on impact, outcomes and results indicators
- ◆ Service standards for ICDS prescribed
- ◆ Programmatic and thematic convergence
- ◆ Mission review with participation from civil society
- ◆ Voluntary action- Promoting nutrition, ECCE, Child Development etc. through partnership with institutions
- ◆ Greater Community Participation
- ◆ Provision of Jan-Sunvai, social audits and disclosures

- Management of severely and moderately underweight children (village nutrition counselling and Sneh Shivar)
- Focusing on children with special needs

Table: Supplementary Nutrition Cost Revisions

Category	Existing Norms (w.e.f. 16.10.08)	Revised norms (per beneficiary per day)
Children 6-72 Months	Rs 4.00	Rs 6.00
Severely Underweight Children	Rs 6.00	Rs 9.00
Pregnant Women & Nursing Mothers	Rs 5.00	Rs 7.00

- Strengthening Human Resources
- Capacity development to ensure professional child development services
- Promoting community ownership

◆ **Management Reforms**

- Decentralized planning, management and flexible architecture
- Ensuring convergence
- Strengthening governance
- Strengthening ICDS MIS
- Use of Information, Communication and Technology (ICT)
- Allocating adequate financial resources

◆ **Institutional Reforms**

- ICDS in Mission Mode
- Guidance and supervisory bodies
- Greater involvement of PRIs

Strengthening the Package of Services in ICDS Mission Mode



ECCE

- ECCE/Preschool and Non Formal Education
- Supplementary Nutrition



CARE AND NUTRITION COUNSELLING

- IYCF promotion and Counselling
- Maternal Care and Counselling
- Care, Nutrition, Health and Hygiene Education
- Community based Care and Management of underweight children



HEALTH SERVICES

- Immunization and Micronutrient Supplementation
- Health Check Up
- Referral Services



COMMUNITY MOBILIZATION, AWARENESS, ADVOCACY AND IEC

- IEC Campaigns and Drives