



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Lecture 14

**Women Development
programmes- ICDS, Development
of Women and Children in Rural
Areas (DWCRA)**

Lecture 15

**Participatory Rural
Appraisal(PRA)**



Centurion
UNIVERSITY
*Shaping Lives...
Empowering Communities...*

Integrated Child Development Services (ICDS) scheme is world's largest community based programme. The scheme is targeted at children upto the age of 6 years, pregnant and lactating mothers and women 16–44 years of age. The scheme is aimed to improve the health, nutrition and education (KAP) of the target community. Launched on 2 October 1975, the scheme has completed 25 years of its operational age. The article describes in brief, the organisation, achievements and drawbacks of this national programme. It also suggests various thrust areas for its betterment and further improvement



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Objectives

i)

Improvement in the health and nutritional status of children 0–6 years and pregnant and lactating mothers.

II

Reduction in the incidence of their mortality and school drop out

iii)

Provision of a firm foundation for proper psychological, physical and social development of the child.

iv)

Enhancement of the maternal education and capacity to look after her own health and nutrition and that of her family

v)

Effective co-ordination of the policy and implementation among various departments and programmes aimed to promote child development.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

The services are extended to the target community at a focal point 'Anganwadi' (AWC) located within an easy and convenient reach of the community. AWC is managed by an honorary female worker 'Anganwadi Worker'(AWW).



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

Development of women and children in Rural Areas (DWCRA) was launched as a sub scheme of IRDP during the year 1982-83 in 50 districts. It subsequently extended to cover all the districts in the country by 1994-95.

Plan.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

It was observed that the flow of financial assistance to women was too marginal to enable them to cross the poverty line though women, as members of the target group, had been entitled to certain benefits under the Integrated Rural Development Programme (IRDP). It was felt therefore that a separate scheme, which would motivate women to come together and engage themselves in economically viable activities, should be drawn up. With this end in view, the Union Government in September 1982 launched Development of Women and Children in Rural Areas (DWCRA) as a sub-scheme of IRDP on a pilot basis. Low-female literacy and high infant mortality rates were the criteria for choosing the districts. It was proposed to cover all the districts in the country under the scheme by the end of VIIIth Plan.



Centurion
UNIVERSITY

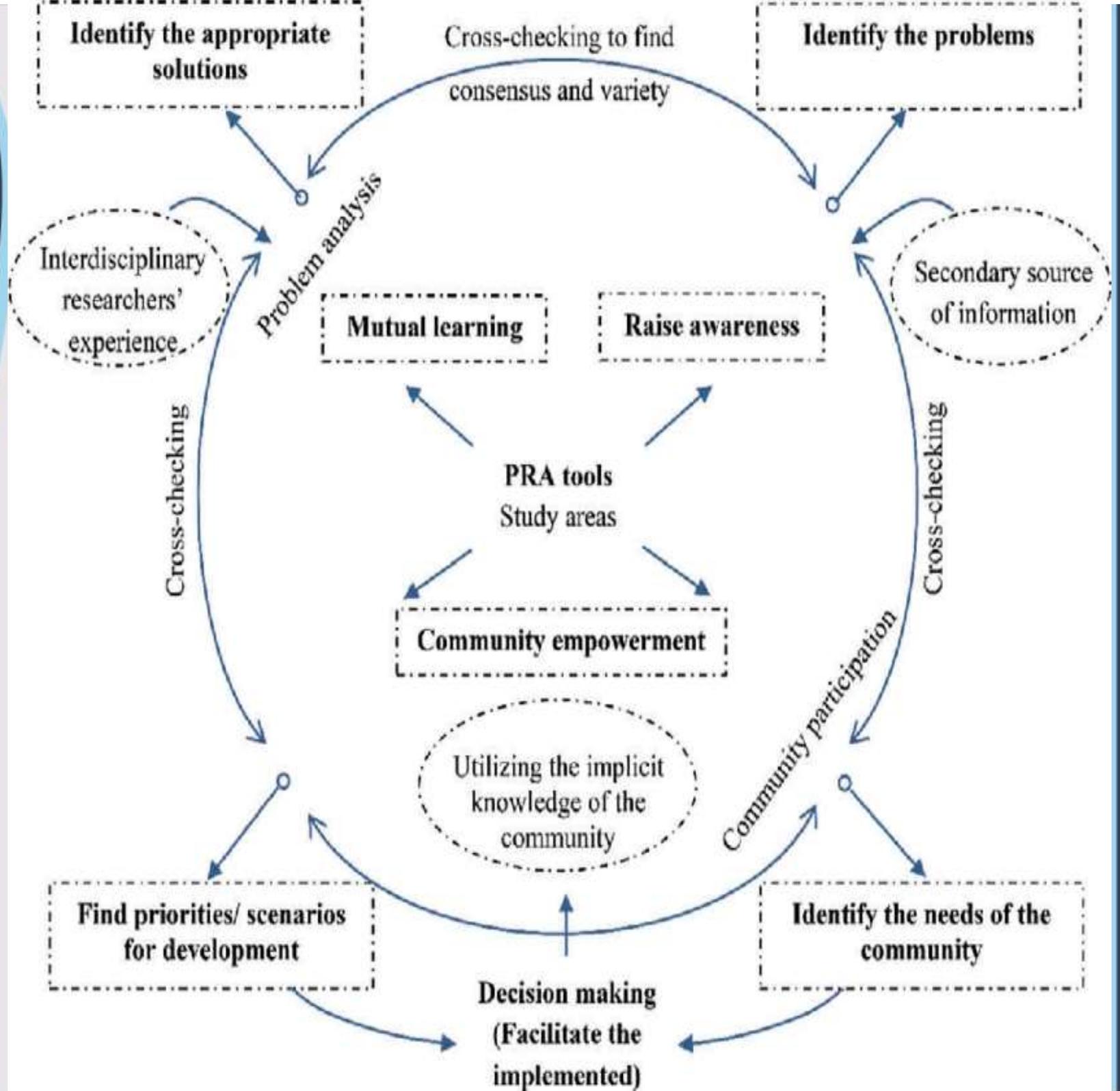
*Shaping Lives...
Empowering Communities...*

The main objective of DWCRA is to improve the socio-economic, health, and educational status of rural women by providing financial assistance and creating employment opportunities for them to become self-reliant and to raise their standard of living. The target group of DWCRA is the same as that under IRDP, ie. the families living below the poverty line. However, the basic difference with IRDP lies in that under DWCRA, it is not an individual family which receives assistance, but a group of families. The scheme envisages the formation of groups each consisting of 15 to 20 women.



Centurion
UNIVERSITY

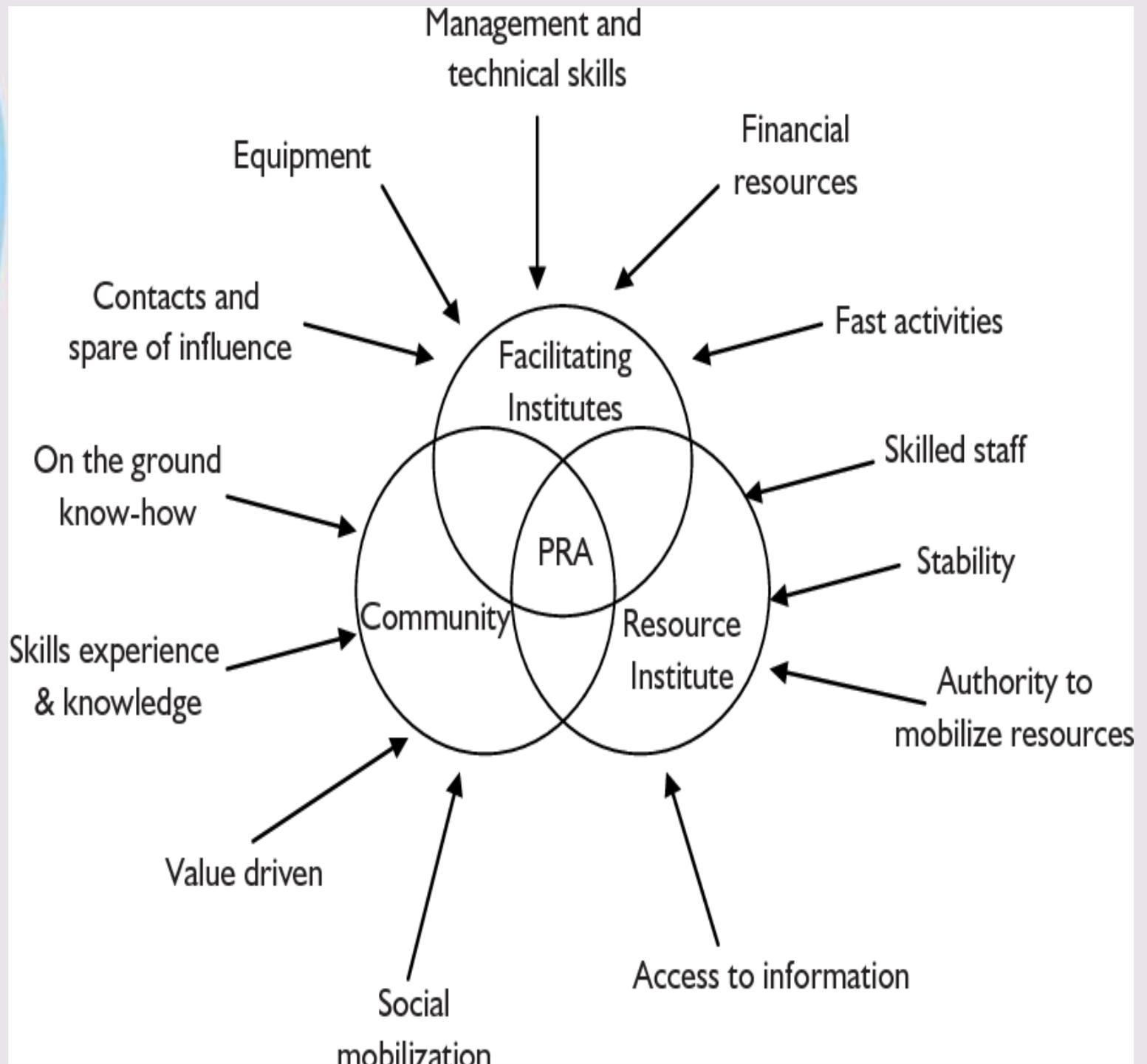
Shaping Lives...
Empowering Communities...





Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*





Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

Participatory rural appraisal (PRA) is an approach used by non-governmental organizations (NGOs) and other agencies involved in international development. The approach aims to incorporate the knowledge and opinions of rural people in the planning and management of development projects and programmes.



Centurion
UNIVERSITY
Shaping Lives...
Empowering Communities...

- The basic techniques used include
- Understanding group dynamics, e.g. through learning contracts, role reversals, feedback sessions
- Surveying and sampling, e.g. transect walks, wealth ranking, social mapping
- Interviewing, e.g. focus group discussions, semi-structured interviews, triangulation
- Community mapping, e.g. Venn diagrams, matrix scoring, ecograms, timelines