

## **Study of Socio – Personal Profile and Awareness of Rural Women Regarding ICDS Activities in the Faizabad District of U.P.**

**Garima Tiwari<sup>1</sup>, P. Singh<sup>2</sup> and Pinaki Roy<sup>3</sup>**

### **ABSTRACT**

The study was conducted in Milkipur block of Faizabad district by interviewing a total of 100 respondents who were selected through proportionate random sampling technique. The study depicted that the highest number of respondents (59%) were found in the age category of 22 to 32 years belonging to joint families (62%) and having 5 to 8 members in their families (54%). The scheduled caste respondents were more in comparison to other categories of caste. The scientific orientation was observed of low level while value orientations and risk were observed of medium level. The contact of respondents with Auxiliary Nurse Midwife among formal sources, family members among informal sources and radio was observed important among mass media. Agriculture was observed as main family occupation of the respondents (55%) having annual income of upto Rs. 40000 (40%). An overwhelming majority of the respondents were found using cell phone as their main source of communication.

**Keywords:** Socio – personal Profile, Awareness, ICDS Activities.

### **INTRODUCTION**

The Integrated Child Development Scheme (I.C.D.S.) was launched by Government of India on 2<sup>nd</sup> October 1975. with an objective of improving the nutritional and health status of children and enhancing the capabilities of mother to look after the normal health and nutrition needs of the child. It is a revolution in improving the status of women and child in respect to overall development – education, health and socio economic life of the general masses. It represents one of the world's largest and most unique programmes for early childhood development. Education, annual average income, socio-economic status, extension contact, utilization of mass media were the important factors which have contributed to the knowledge gained by the rural women (Paonam 2015). ICDS is the foremost symbol of India's commitment to her children. India's response to the challenge of providing pre-school education on one hand and breaking the vicious cycle of malnutrition, morbidity, reduced learning capacity and mortality, on the other hand. So, authors felt it is important to estimate the level of awareness about the various activities of ICDS and to determine the socio- personal factors associated with awareness of the schemes.

### **METHODOLOGY**

The study was undertaken in Milkipur block of Faizabad district because the block has more no. of anganwadi centres than other block of district. Anganwadi centres are the basic unit of the implementation of ICDS. Out of 113 villages in Milkipur block 4 villages were selected randomly which has maximum no. of anganwadi centres for this study. A complete list of all those families having women age group between 15-45 years was prepared and categorised on the basis of caste category. A sample size of 100 respondents was selected from the list through proportionate random sampling technique and the data was collected personally with the help of semi structured and pre-tested interview schedule. Simple statistical tools like frequency, percentage, standard deviation and correlation coefficient were used to analyze the data.

### **RESULTS AND DISCUSSION**

#### **Socio-personal profile of rural women**

It is obvious from the Table-1 that majority of the respondents (59%) were observed in the middle age

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\*Senior Research Fellow, IARI, Division of Agricultural Extension, New Delhi – 110012, \*\*Associate Prof., Department of Extension Education, College of Agriculture, NDU&T, Narendra Nagar (Kumarganj), Faizabad (U.P.) - 224 229, \*\*\* Junior Research Fellow, IARI, Division of Agricultural Extension, New Delhi – 110012, Correspondence to: E-mail: garimatiwari198688@gmail.com

category followed by 33 and above (21%) and up to 19 (20%) respondents with mean 26.07 and standard deviation 7.45 respectively. Almost similar finding was obtained by Mishra (2005). It also stated that the majority of the respondents were literate (77%) as against 23 per cent as illiterates. Among literate respondents the level of education ranged between primary and post graduate. The literacy levels were found as primary (13%), middle (16%), high school (8%), intermediate (18%), graduate (14%) and postgraduate (3%) respectively. Hence, it may be said the literacy condition of women in the study area was quite good. Maximum of the respondents (37%) belonged to

scheduled caste followed by general caste (33%) and backward caste (30%), respectively. Hence, data showed equal representation of the caste in the sample of respondents under study. Majority i.e. 62 per cent respondents were observed in joint families, while 38 per cent respondents belonged to single family system. Hence, the joint family system was dominated in the study area. Almost similar findings were obtained by Mishra (2005). It is evident from the Table that 54.00 per cent respondents were observed to have 5 to 8 members in the families and 32 per cent had more than 9 members and only 14 per cent respondents were found to be having up to 4 members in their families. Minimum and maximum members of family members were observed in the range between 2 to 15. It might be due to joint family system in the study area.

**Table 1: Socio-personal profile of rural women**

Variables	Categories	Percentage
Age	Up to 19	20
	20 to 32	59
	33 and above	21
Education	Illiterate	23
	Literate	77
	Can read and write	05
	Primary	13
	Middle	16
	High school	08
	Intermediate	18
Caste	Graduate	14
	Postgraduate	03
	General Caste	33
	Backward Caste	30
	Scheduled Caste	37
Family type	Single	38
	Joint	62
Family members	Upto 4 members	14
	5 to 8 members	54
	9 and above	32
Land holding	Land less	05
	Marginal (below 1.0 ha)	69
	Small (1 to 2 ha)	19
	Medium (2 to 3 ha)	06
	Large (3 ha & above)	01
Housing type	Hut	06
	Kachcha	21
	Mixed	50
	Pucca	23
Social participation	No participation	55
	Participation in one organization	39
	Participation in two organizations	06
	Participation in more than two organizations or office bearer	00
Annual income	Up to 40, 000	40
	40001 to 80000	29
	80001 to 120000	08
	120001 to 160000	10
	Above 160000	13
Scientific Orientation	Low (upto 18)	72
	Medium (19 to 23)	23
	High (24 and above)	05
Value orientations	Low (upto 16)	15
	Medium (17 to 20)	56
	High (21 and above)	29
Risk Orientation	Low (upto 14)	03
	Medium (15 to 24)	94
	High (25 & above)	03

The tables show that most of the respondents (69%) were found in the land holding category of marginal farmers followed by small (19 per cent) 6 per cent in the medium category and 1 per cent in the large category of farmers, respectively. There were 5 families who do not have any land holding. The average size of land holding of the respondents was found to be 0.583 ha. Hence, it may be said that the small and marginal farmers were mostly found in the study area. It is evident from Table-7 that half of the respondents were found having houses of mixed type followed by pucca house (33 %), kachcha house (17%), respectively. There were 3 per cent respondents having hut type of houses. Thus, it can be inferred that the majority of the respondents (50%) had mixed type of houses. A cursory glance over the data indicates that most of the respondents i.e. 55 per cent did not participate at all in any organization while 39 per cent respondents participated in one organization and 6 per cent respondents participated in 2 organizations in descending order. It is obvious from Table that maximum (40%) of the respondents were from those families whose annual income were found in the category of Rs. up to 40000 followed by other categories viz., 29 per cent Rs/ 40001 to 80000, 8 per cent Rs. 80001 to 120000, 10 per cent Rs. 120001 to 160000 and 13 per cent Rs. 160000 and above, respectively. It is clear that 72 per cent of the respondents were found having low level of scientific orientation followed by medium (23%) and high levels (05%), respectively. The mean of scores was observed to be 20.07 with a range of minimum 14 and maximum 25 scores. It may be said that the scientific orientation of the women respondents was low. Data shows that half of the respondents (50%) were found having medium level of value orientation followed by high (29%) and low levels (15%), respectively. The mean of scores for value

orientations was found to be 18.02 with a range of minimum 13 and maximum 28. Hence, it can be inferred that most of the respondents (56%) had medium level of value orientations. It is apparent from the above table that an overwhelming majority of respondents (94%) was found having medium level of risk orientation followed by high and low level (2% each). The mean score for risk orientation was observed to be 18.94 with a range of minimum 12 and maximum 25. Hence, it can be inferred that almost all the respondents (94%) had medium level of risk orientation.

#### b) Information source of rural women

The table pertains to extent of contact of respondents with different information sources as used by them for receiving information. Information sources were categorized into three categories namely formal sources, informal sources and mass media exposure. So far as contact with formal sources was concerned ANM, AWWs, ASHA, Helpers, AWCS, PHCS, Gram Pradhan, Mukhya Sevika and CDPO had got the rank orders I, II, III, IV, V, VI, VII, VIII and IX respectively. The mean of scores for all the formal sources was found to be 1.286.

**Table 2: Information sources of farming community**

S.No.	Categories of information sources	Mean score values	Rank order
<b>[A] Formal Sources</b>			
1	CDPO	0.24	IX
2	Mukhyasevika	0.29	VIII
3	AWWS	2.32	II
4	Helpers	1.48	IV
5	ASHA	2.08	III
6	ANM	2.99	I
7	AWCS	1.11	V
8	Gram Pradhan	0.30	VII
9	PHCS	0.77	VI
Average (X)		1.286	
<b>[B] Informal Sources</b>			
1	Family members	6.00	I
2	Friends	5.64	III
3	Relative	2.48	IV
4	Neighbouring women	5.98	II
Average (X)		4.20	
<b>[C] Mass Media Exposure</b>			
1	Radio	5.37	I
2	TV	4.21	II
3	Newspaper	2.06	III
4	General magazines	1.18	IV
5	Poster	0.27	V
6	Circular letter	00.8	VIII
7	Exhibition	0.18	VI
8	Farmers fair	0.10	VII
9	Film shows	00.1	IX
Average (X)		1.495	
Overall average		2.327	

As far as contact with informal sources was concerned, family members, neighbouring women, friends

and relatives had got rank orders I, II, III and IV respectively. The mean of scores for informal sources was found to be 5.20. Among the mass media exposure, the radio, T.V., newspaper, general magazines, posters, exhibition, farmers' fair, circular letter and film shows had got rank orders I, II, III, IV, V, VI, VII, VIII and IX, respectively. Then mean of scores for mass media exposure was found to be 1.495. Hence, it can be concluded that informal sources of information seem to be most important as generally utilized by most of the respondents. The other i.e. formal and mass media exposure sources were also utilized by the respondents with considerable extent. The overall mean of scores for formal, informal and mass media exposure was found to be 2.327 which may be considered fair contact with information sources.

#### c) Degree of awareness about activities undertaken in ICDS

It is obvious from the Table that majority of respondents (66%) were found who did not give response in respect to awareness about ICDS as against 4 per cent who were aware. Among those who were aware, maximum of respondents (16%) were known through friends and relatives followed by 14 per cent and 04 per cent who were known through family members and through mass media, respectively. It may be concluded that majority of respondents were not aware about the ICDS. Almost all the respondents (96%) were aware about anganwadi centres followed by 04 per cent who were not aware. Among all the 6 services of ICDS, an overwhelming majority of respondents (97% each) were aware about vaccination and supplementary nutrition followed by preschool education (77%), health checkup and referral services (38%), growth observation (36%) and nutrition & health education (35%), respectively. The overall mean percentage of respondents i.e. 63.33 per cent were aware about all the activities undertaken in ICDS. The Table shows that the specific awareness about pre-school education services of ICDS. The majority of respondents (77%) were aware about the 1<sup>st</sup> item of this service and 76 per cent 2<sup>nd</sup> item, respectively. There were 23 per cent respondents who were not responded. Hence, it can be concluded that the awareness level of respondents about preschool education was considerably good. It reveals that the awareness of respondents about vaccination was 97 per cent in case of items I and II followed by 93 per cent in item III respectively. A meager number of respondents were not responded to this activity. It may be concluded that the awareness level of respondents about vaccination was considerably good. The table reveals that an overwhelming majority of respondents (96%) were aware about P.H.C. (vaccination source) followed by private

doctor (30%) and welfare organizations (21%) respectively. No response was showed by 4 per cent of the respondents. Data indicated in table reveals that majority of respondents (64%) had no response as against 36 per cent who were having awareness about I & II objectives of growth observation simultaneously. It also indicated that an overwhelming majority of respondents (97%) were aware about supplementary food i.e. Panjiri followed by 36 per cent Halwa, 28 per cent Dalia etc. and 6 per cent biscuit, respectively. A meagre number of respondents i.e.

03% had no response at all. It may be said that majority of respondents were aware about most familiar & daily distributable supplementary food i.e. Panjiri. The Table reveals that majority of respondents (65%) had no response as against 35 per cent who were aware about all the objectives of nutrition and health education service of ICDS. The Table focuses that majority of respondents (62%) had no response as against 38 per cent who were aware about all the objectives of health check up and referral service of ICDS.

**Table3: Awareness of farm women regarding ICDS activities**

N = 100

Particulars	Categories	Percentage
<b>Sources of information</b>	(A) No response	66
	(B) Known	34
<b>Status of awareness regarding agwanari centres</b>	Through family members	14
	Through friends/relatives	16
	Through mass media	04
	Have awareness	96
	Do not have awareness	04
<b>Awareness regarding different activities of ICDS</b>	Awareness regarding different activities of ICDS	Services/Activities
	Percentage(*)	
	Pre-school education	77
	Vaccination	97
	Growth observation	36
	Supplementary nutrition	97
	Nutrition & health education	35
	Health check up& referral services	38
	It includes children 3-6 yrs	77
	It educates children about morals, etiquettes & other necessary things needed for schooling	76
<b>Awareness regarding pre- school education</b>	No response	23
	<b>Items /Statements</b>	<b>Percentage (*)</b>
	I At birth / 0-10 month 3 to 12 month	97
	II 1.5-2 years	93
	III 2.5-5 years	97
IV No response	03	
<b>Awareness about vaccination</b>	<b>Items /Statements</b>	<b>Percentage(*)</b>
	1 P.H.C.	96
	2 Welfare organization	21
	3 Private doctor	30
	4 No response	04
<b>Awareness about sources of vaccination</b>	<b>Items /Statements</b>	<b>Percentage(*)</b>
	1 To check the growth & development of a child through various instruments	36
	2 It should be timely	36
	3 No response	64
<b>Awareness of growth observations</b>	<b>Name of supplementary foods</b>	<b>Percentage (*)</b>
	1 Halwa	36
	2 Panjiri	97
	3 Biscuit	06
	4 Others (Dalia)	28
	5 No response	03
<b>Awareness about nutrition and health education</b>	<b>Objective of NHE</b>	<b>Percentage(*)</b>
	11 To educate the women for maintaining the health of whole family through various easier methods	35
	22 To educate the children to protect their health.	35
	33 To educate the women for maintaining the nutrition of whole family by using various locally available food resources.	35
	44 No response	65
<b>Health checkup and referrel services</b>	<b>Objective</b>	<b>Percentage (*)</b>
	1 To take the weight of children and adolescent girls.	38
	2 To measure the height of children and adolescent girls.	38
	3 To measure the mid upper arm circumference of children and adolescent girls.	38
	4 To check the health of pregnant and lactating women	38
	5 No response	62

\*multiple response

#### d) Relationship of variables with the ICDS activities:

It is evident from the values of correlation coefficient as appeared in Table 4 that out of 13 variables, the five variables, i.e. education, family income overall material possession, extent of contact with information sources and overall satisfaction were found to be highly significant and positively correlated with degree of awareness about activities undertaken in ICDS at 0.01% probability. The variable, land holding was found to be significant and positively correlated with degree of awareness about activities of ICDS at 0.05% probability. The variables like-family size, scientific orientation were found non-significant but positively correlated. The variables like-age, value orientations and risk orientation were found non-significant and negatively correlated with degree of awareness about activities of ICDS.

**Table 4: Correlation of socio-economic variables with degree of awareness of rural women about activities undertaken in ICDS**

S.No.	Variabes	Correlation coefficient
1.	Age	-0.07112
2.	Education	0.4668684**
3.	Family size	0.0279
4.	Land holding	0.20161807*
5.	Housing pattern	0.092135
6.	Family income	0.26317**
7.	Overall material possession	0.345098**
8.	Extent of contact with information sources.	0.287577**
9.	Scientific orientation	0.106355
10.	Value orientation	-0.16962
11.	Risk orientation	0.01051

\* Significant at 0.05 probability level = 0.1946

\*\* Significant at 0.01 probability level = 0.2540

This led to the conclusion that out of 15 variables, 5 variables (which were highly significant) influenced the degree of awareness means that as the education, family income, material possession, extent of contact with information sources & overall satisfaction etc. are increased the degree of awareness will be increased.

### CONCLUSION

The literacy movement in the study area should be initiated to eradicate the illiteracy especially for women. For increasing the women participation in social organisations, the motivational activities must be organised. The cell phone has been becoming popular media among the rural people hence, this media can be utilized for imparting information regarding ICDS among rural families. To increase the scientific orientation among rural women, the motivational activities for enhancing the scientific orientation should be organized. The Educational programmes must be initiated for increasing the awareness

about rural development programmes among women. The evaluation and assesment of the rural developmental programmes should be done time to time for better implementation and better results. On the basis of findings we can say that radio and television were the main source of information among rural community, hence, information related to ICDS can be imparted through these media to remove the bottleneck i.e., lack of information about all services and scheme. To increase the scientific orientation among rural women, the motivational activities for enhancing the scientific orientation should be organized. It may be concluded that the variables which showed the positive relationship had positive influence over degree of awareness. It means that if the value of these variables increased the degree of awareness will also be increased. So, it is necessary for government and other financial institutions to enhance support for lending activities to these women through single window systems. Financial institutions must recognize the potential of these programme in the society (Kumar et al 2014).

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