

F.No.15-1/2012-WBP (Kerala)
Government of India
Ministry of Women & Child Development
(ICDS APIP Cell)

1st Floor, Hotel Janpath
Janpath, New Delhi 110 001

31 July 2012

Subject: Review of ICDS Annual Programme Implementation Plan (APIP) for 2012-13: Minutes of the Meeting held on 16 July 2012 to discuss the State ICDS APIP with Govt. of Kerala – Reg.

A copy of the minutes of the above cited meeting is enclosed herewith for information and necessary action.



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To

1. Principal Secretary, Social Welfare Department, Government of Kerala, Secretariat, Thiruvananthapuram – 695 001
2. Ms M. S. Jaya, Director, Directorate of Social Welfare, Govt. of Kerala, 5th floor, Vikash Bhawan, Thiruvananthapuram – 695 012

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**Minutes of the meeting to discuss
State ICDS Annual Programme Implementation Plan (APIP) for 2012-13
with Government of Kerala held on 16 July 2012**

A meeting to discuss the State ICDS Annual Programme Implementation Plan (APIP) for 2012-13 submitted by Govt. of Kerala was held under the Chairpersonship of **Secretary, Ministry of Women and Child Development (MWCD), Govt of India (GoI)** on 16 July 2012 (*Venue: Shastri Bhawan, Secretary's Chamber*). **Director, Deptt of Social Welfare and Women and Child Development, Govt of Kerala** made a PowerPoint presentation on the State's annual implementation plan on ICDS for 2012-13 outlining the current health and nutrition situation of women and children in the State, and key programmatic issues. *List of participants is annexed.*

2. It was noted that the Social Welfare Department of Govt. of Kerala has framed a State Nutrition Policy in collaboration with the line departments for which approval of the Government is awaited. The State Plan of Action for Children (SPAC), 2004 had clearly spelt out strategies and monitoring indicators to improve nutrition status of children below 6 years, AGs, P&LMs with special focus on the marginalized groups in the coastal/tribal areas and neglected/street children. The State has made strong inroads in involving PRIs in ICDS implementation. Some of the key factors identified in the APIP that are causing problems in effective programme performance: (i) project functionaries are unable to meet the expectation of stakeholders; (ii) poor enrolment rate in pre-school at AWCs; (iii) poor coverage of beneficiaries for nutrition and health activities; (iv) inadequate integration of services; (v) low level of community participation in activities; and (vi) weak monitoring and evaluation.

3. Following major issues emerged during the discussion:

- a) The child sex ratio (0-6 years) in the State has decreased between 2001 and 2011 at an alarming rate, especially in the urban areas. On this issue, the State Govt. was suggested to undertake a specific survey to find out the factors for decreased sex ratio through a Research Agency, using the funds already available under the ICPS Programme.
- b) It was suggested that the "State Plan of Action (SPAC) 2004" may be updated as it was as old as 8 years.
- c) It was pointed out by the State that the present form of nutrimix as take-home ration (THR) is not liked by most of the children. Secretary (WCD) suggested about looking into the example of Gujarat where the nutrimix ingredients are based on traditional food recipes. The State can also work with the Food &

Nutrition Board, the State Home Science Colleges or the mothers for making the recipes innovative and acceptable by the children.

- d) There is a steady decrease in PSE beneficiaries at the AWCs due to influx of private nursery schools which are preferred by the parents for their children. The State Govt. was suggested to undertake social marketing on this issue to highlight the importance of early childhood education at the AWCs, without compromising the quality in early learning.
- e) It was felt that the existing training modules for AWWs need updates to align with the changing community perceptions and expectations.
- f) It was suggested that given the socio-economic conditions along with the highest literacy rates of women and rapid urbanization, the State Govt. needs to devise alternative delivery models to make the ICDS programme more effective and meaningful. An integrated approach is required to address the 2nd generation issues of over-nutrition/obesity and the 1st generation issue of anaemia amongst the children and women through brainstorming with all stakeholders (including the States with similar contexts).
- g) There needs to be a holistic approach for effective implementation of ICDS. An integrated school model will be beneficial for a State like Kerala that addresses: (i) pre-primary school and nutrition; (ii) crèche (because increasing number of women have started working in the State); and (iii) seamless transfer of children to primary school. It should be ensured that the AWCs have a happy playful environment for the young children.

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Annex

List of Participants

Ministry of Women and Child Development, Govt of India

- 1) Ms Neela Gagnadharan, Secretary (*Chair*)
- 2) Dr. Shreeranjana, Joint Secretary
- 3) Shri H. S. Nanda, Dy. Secretary
- 4) Dr. Saroj K. Adhikari, Asstt. Director
- 5) Shri Mrinmoy Thakur, Consultant
- 6) Ms Nidhi Dhingra, Consultant

Govt. of Kerala

- 1) Ms. M. S. Jaya, Director (Social Welfare)
- 2) Dr. P. Prathapan, Addl. Director (I/C)