

CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION :

Media specially Mass media has an integral and vital role in shaping the life and personality since early childhood by providing information, education and entertainment. So, in each and every programme and schemes of government has to rely on the mass media for reaching, spreading its message to the target audience i.e. mass people or publics of the state. Mass media has now a days different forms including print, electronic, new media or digital media and alternative media. Media has also a major role to play in assuming responsibility for the message it sends out to millions of audience because of its reach, scope and influence (*Kevel, 1994*)¹. It influences everyone, irrespective of age, sex, social status etc. Similarly, media is playing a distinctive role in promotion of child development and welfare.

A human being's need for communication is as strong and as basic as the need to eat, sleep and love. It is 'both an individual and a social need. It is both a natural individual demand and a requirement of social existence to use communication resources in order to engage in the sharing of experiences, through symbol mediated interaction' (*Beltran, 1973*).²

Similarly, the mass media are a very important component of society. It is the most popular tool of communication in any extension activities. It plays also a significant role in Extension Education. The term 'Extension Education' is an 'out of school system of education' in which adults and children are learn by doing. (*Kelsey,*

1987) ³. It denotes those tools of communication such as television, radio, documentary show, newspapers, leaflets, booklets etc. that reach large number of people. The task of extension programme is accomplished by different extension methods or media which may come under individual, group or mass contact. The mass contact which includes mass media may be also an advocacy tool to achieve policy change improving the status of children and young people's live. It also helps in getting awareness about the world. Media and its agencies, especially print media like newspaper, leaflets, booklets, pamphlets and electronic media like – TV, Radio have face struggles to help people, communities and the nation to move forward better daily life.

It has plays a very positive role to convert the child development issues into one of the major political and social agendas. Significantly, involvement of the media in raising awareness of children's rights and also hold the government and society accountable to the commitments made and goals set to promote the different aspect of development.

Since, extension education has now attained the stature of a distinct discipline with its own research, teaching and field activities (*Singha, 1968*) opines "Extension Education is an applied behavioral science, which deals with the creation transmission and application of knowledge designed to bring about various strategies and programmes of change in the behaviour complex of people, with a view to help them live better by learning the ways of improving their vocations, enterprises and institution".⁴ It developed first as a specialization within rural sociology, which deals with human society, its structure, relations and functioning. The modern concept of Extension Education as the means for achieving community development. Extension

Education is now well-established as a discipline in the country. It has definite purpose for existence and growth.

The discipline of extension education and extension programmes are two faces of the same coin. The educational programmes within the faces walls of the institute fall in the discipline of extension education which is meant of generating knowledge for the need of the society. Another, away from the institute strives to solve the problems of the society by using the knowledge created by the discipline. It's expansion has been fast and it has grown manifold. It covers many dimensions that is sociology, economics, management, training, mass communication etc. In any extension programme, the knowledge of media and communication process are vital to extension education process. Media must also pay due attention to the field of education, adult literacy, child education, higher education, distance education and extension education (*John, 1995*)⁵. The role of media is to inform and build awareness regarding recent development in various fields of society.

Extension education essentially attempts to educate the various segments of the society in relation to varying content, therefore, it depends greatly on communication tools for reaching the masses on continued basis. There is tremendous potential and need for media and communication to contribute to the all round development of children. The development of media technology leads the growing need and importance of the people to participate in various development efforts, the ICDS programme assumes a greater significance.

“The ICDS is one of the world largest and most unique outreach extension programmes for early childhood care and development”(Kurup, 1991)⁶. The different welfare programmes both for the children and mother which have been included throughout the country. They are known by a variety of programme such as ICDS

(Integrated Child Development Services), ANP (Applied Nutrition Programme), SNP (Special Nutrition Programme), DWCRA (Development of Women and Children in Rural Areas) etc.

Women and children constitute nearly seventy percent of the country's population. Their condition therefore reflects the status of the health of the nation. In India, generally, these two segments of the population is not satisfactory. Most of the families of rural areas are economically backward and flood affected, where children suffered from mortality, morbidity and malnutrition. Any national development strategy that emphasizes human development essentially begins with the welfare of children. Since, children are backbone and future of a nation, therefore to develop proper psychological, physical and social growth, the key is the ICDS programme which is an integrated approach for converging basic services for improved Child Care, Health and Nutrition, Sanitation targeting young children, pregnant and Nursing mothers. Hence, the present study has undertaken to make an investigation towards the role of mass media in ICDS programme and its impact which is unique to early childhood care and development, nutrition and health education.

1.2 EARLY CHILDHOOD - THE FOUNDATION FOR PERSONALITY DEVELOPMENT :

Early childhood plays an important role in the total development of child's personality. Early childhood begins after the babyhood. In other words it extends from 2 to 6 years of age. Early childhood is a period of flowering self awareness and building self concepts, just as a flower opens to show to the world its nature, the child during early years shows to others what sort of person he is going to be. Because early childhood years play a vital role in molding the personality of children. An

individual's habits, attitude and his interest etc. are all molded by his early childhood experience.

The children of today are the citizens of tomorrow. If the citizens of tomorrow are to be equipped with freedom, intelligence and physical skills, the foundation must be laid at the pre-school in all areas. As it is known that rural community of Assam is vicious combination of poverty, illiteracy, destitution of children etc. Most of the families of rural areas are economically backward where children suffered from mortality, morbidity and malnutrition. The condition of children is organically linked with that of women, particularly mothers.

Development programme aimed at reducing poverty, it does not necessarily reach children constitute nearly 70 percent of the country's population. Their condition therefore reflects the state of the health of the nation. Govt. of India launched a number of programme scheme to provide services of these two segments of the population in India both for women and children. So that infant mortality, morbidity, malnutrition, poor educational status are some of the problems, which could be reduced.

Prior to 1947, provisions of child welfare programmes were entirely in the private sector. After independence, as per the directive principles of state policy in the constitution, adequate provisions were made for the care and protection of children. In order to meet this obligation, welfare services have been provided at the national level as an integral part of the country's development plans.

In the fifth five year plan, the programme of the integrated child development services was launched on 2nd Oct. 1975. Thirty three projects were started on experimental basis. Out of thirty three projects nineteen were rural, ten tribal and four

urban under integrated scheme, concentrated services in the area of health, nutrition and education were programmed for children and mothers and also for women between age group 15-45 years. Under ICDS programme the package consists of Supplementary Nutrition, Immunization, Health check-up, Referral services, Non formal Pre-school Education, Nutrition and Health Education for mothers and convergence of other supportive services like water supply, sanitation etc. for the different beneficiary groups (*NIPCCD, 1995*)⁷. It is the largest child nutrition and development programme in the world through which Government of India aims at uplifting the weaker section of the society.

1.3 MEDIA AND ITS IMPACT ON CHILD DEVELOPMENT :

Children are the blooms of tomorrow and to spread their fragrance around they need care at an early stage. Children are the most valuable possessions, assets and wealth of a nation. Therefore, care must be exercised to promote their holistic development. Mass media is the most powerful tool to inculcate the desirable traits for the child balanced overall development. The main role and responsibility of the media is transmit message to receivers. Since, the media, known as the fourth pillar of democracy has a huge impact on society. Media also plays a major role in promoting child development.

Child development begins with early childhood care and education. In this the expansion of ICDS is available to all, where pre-school centers and crèches are promoting community development. Another aspect of development is regarding children with disabilities. It aims to reduce the risk of living with a disability by taking preventive measure during pregnancy and right after birth that will ensure their mental and physical development. To meet the demand of this needs to strengthen programmes like ICDS, it helps the children procure physical aids and learning

material. So, India's interest in the welfare of the children is well known. The government launched a large number of programmes for the welfare of the children during the first four five year plans. And the government also uses mass media to disseminate information about its policies and programmes to the target audience. The government also tries to implement various welfare programmes for social and economic development of the weaker section of the society. These programmes were in the field of health, food, nutrition and education.

Since, the three major functions of media are information, education and entertainment. In regards of education, 'Right to Education' of every Indian child is a fundamental right.⁸ The mass media plays an important role in education also. The Govt. of Assam has also implemented the free and compulsory education policy for students up to the age of 14. The media has a crucial role to play to raise awareness of children rights and responsibilities. Regarding, information and entertainment much media also plays a very effective role for overall development of the children. The eleven five years plan (2007-12) clearly states "Development of the Child is at the centre of the Eleventh Plan".⁹ There are four areas like ICDS, Early Childhood Education, Girl Child and Child Protection in that current plan. The plan concerns about ICDS services and also give importance about their infrastructure, training of workers, quality of services etc. The plan also recognizes the need for early childhood education and child protection programmes and initiatives.

1.4 ICDS - ITS GROWTH AND DEVELOPMENT :

In pre-independent period, child welfare included education and child welfare services. Child welfare as a concept and practice has its historical root in our country. Traditionally care of the child was the responsibility of extended family. In the medieval India there was a system known as 'ADHEENNAM' (Protection) under

which community organized and established centres with free hasted facilities for imparting education for children. Voluntary agencies and vary few institution played the major responsibility for the welfare and development of children. It was only after independence when constitution was enacted that the responsibility for social welfare was taken over by the Government and constitution provided safeguards for children. They are the nation's biggest investment rent for development their health and happiness constitute the welfare of the nation.

After independence the constitution of India made the provision for child development. That can be reproduced in the following way:

Article 15 - Provision of discrimination of child on the ground of religion, caste, race, sex and place of birth.

Article 24 - Provision for ensuring pre-natal and post natal care for mothers.

Article 39 - The children are given opportunities and facilities to develop in a healthy manner and in conditions of freedom and dignify that childhood and youth are protected against exploitations and against moral and material abandonment.

Article 45 - Provision of free and compulsory education for children.

Article 47 - Duty of the state for raise the level of nutrition and standard of living and to improve public health.

Article 52 - Provision of proper use of mass media to the field of child welfare and child development.¹⁰

Any human development strategy begins with the welfare of children. With this legal provision, adoption of policy resolution for children by parliament and the constitution on National Children's Board and resolution on National policy for children 1974, were the other landmarks towards safeguarding the interests of the

Children.¹¹ The successive of five year plans gave special attention to the needs of children. As a result during periods many child welfare development programmes were started in the area of child education, health and nutrition.

In the first five year plan, Maternity and Child Health Services were kept in front in the planning of health programmes. The protection of health of the mother and child was considered a matter of utmost importance for building a sound healthy nation. Moreover, setting up Balwadis in the 50's under Central Welfare Board, was the first large scale attempt in this direction.

In the second five year plan, for nutrition, stress on the need for mid-day meals for school going children and popularization of basic education and need to intensify and expand elementary education were taken up.

The third five year plan emphasized the need for integrated development of children are necessary for the total development of child such as health, nutrition, education, recreation and social welfare.

In the fourth five year plan, on the basis of evaluation of the scheme of the Welfare Extension Project of Central Social Welfare Board and implementation of the scheme of demonstration projects for integrated child welfare services, a new scheme is known as family and child welfare was initiated during this plan period.

In the fifth five year plan, Integrated Child Development Service (ICDS) was launched on 2nd Oct. 1975. Thirty three projects were started on experimental basis. Out of thirty three projects, nineteen were rural, ten tribal and four urban. Under integrated schemes, concentrated services in the area of health, nutrition and education were programmed for children and mothers and also for women between age group 15-45 years. India, ICDS programme the package consists of Supplementary Nutrition Immunization, Health check up, Referral services, Non

formal pre-school education and Health and Nutrition education for mothers. It is the largest child nutrition and development programme in the world through which Govt. of India aims at uplifting the weaker section of the society.

1.5 IMPLEMENTATION OF ICDS WITH REFERENCE TO EXTENSION PROGRAMME :

The ICDS is one of the worlds largest and most unique outreach extension programme for early childhood care and development. On the other hand, extension education is an out of school system of education in which rural adults and children learn by doing.

ICDS is implemented through the State Governments with hundred percent financial assistance from the Central Government for inputs other than supplementary nutrition. The expenditure of the feeding programme is met by the State Governments from their own funds under the Minimum needs Programme.

To implement ICDS programme, the Department of women and Child Development works in close collaboration with other Technical Departments, Ministries and International organizations. It utilizes all the existing services provided at the state, block and district levels and has close functional linkage with many allied schemes of the Government of India and State Governments.

The Department of women's welfare (Ministry of Human Resource Development) is responsible for direction of the implementation of the scheme at the central level. There are forums like committee of Direction for ICDS programme; Central Technical Committee on Health and Nutrition; Apex Body for ICDS Training Programme and Technical Advisory Committee in the planning Commission. In each state an inter department committee under the secretary of the concerned department coordinates the implementation of the programme.

At the district level, a co-ordination committee functions under the chairmanship of the District collector or Deputy Commissioner is responsible for the coordination of the programme. At the block level, the co-ordination mechanism is informal, voluntary and yet more functional in nature. Here, stress is given on establishing close functionalities among District Social Welfare Officer, CDPO and between the rest of health and non-health staff of ICDS of avoid duplication of efforts and resources, and to optionize on time, money, energy and technical knowledge. At the village level, efforts are also made to have liaison between the Anganwadi and other local level organizations like. Mahila Mandals, Panchayats, Co-operatives, Schools etc.

Under extension programme, the health services of the ICDS programme are delivered by the staff of the Primary Health Center (PHC) and Sub-Centres. There are usually one doctor in each PHC, one HAF Health Assistants Female for 6 Health Worker's Females and one HWF for 5 Anganwadis respectively (*Social Welfare, 2005*).¹²

Thus, ICDS is a unique programme comprising the main components of human resource development namely health, nutrition and education. It is the country wide programme functioning on a large scale, requiring multisectional operation and intersectional linkages for its implementation.

Organization and implementation of ICDS Programme is depicted in Fig. No. 1.1

MINISTRY OF HEALTH AND FAMILY WELFARE	MINISTRY OF HUMAN RESOURCES DEPT. OF WOMEN'S WELFARE
STATE HEAD QUARTERS	
Director Health Services State Co-ordinator (Health inputs)	Director / Project Officer/ In Charge of ICDS
DISTRICT LEVEL	
Chief Medical Officer Advisor	District Social Welfare/ District Tribal Welfare/ICDS Programme Officer
BLOCK PRIMARY HEALTH CENTER LEVEL	
Medical Officer (MO)	Child Development Project Officer (CDPO) Block Development Officer (BDO)
Health Assistant female (HAF) Lady Health Visitor (LHV)	Mukhya Sebika (Supervisor)
SUB CENTER LEVEL	
Health Worker Female (HWF)	Auxiliary Nurse Mid Wife (ANM)
VILLAGE LEVEL	
Health Guide	Anganwadi Worker
COMMUNITY	

Source: Department of Women and Child Development, HRD, Govt. of India, 2001

Figure – 1.1

1.6 MASS MEDIA- STRENGTHENING THE ICDS PROGRAMME :

Mass media plays a significant role in extension programme. Mass communication, is used to describe the study of the various means by which individuals and entities relay information through mass media to large numbers of people and to target particular groups to people. At the same time it has been seen that the most powerful tool of communication in ICDS programme is mass media. It denotes those tools of communications such as Television, Radio, Documentary show, Newspapers, Leaflets, Booklets etc. that reach large number of people. Thus, the ICDS is one of the world's largest and most unique outreach extension programmes for early childhood care and development. With the development of media technology and the growing need and importance of the people to participate in various development efforts, the ICDS programme assumes a greater significance. And mass media has attained great importance in the community development and extension programmes. It also help in getting awareness about the society as a whole.

Media is the fourth pillar of democracy has a huge impact on society. India being the largest democracy in the world, the role of media understandably is greater. In general, media refers to various means of communication viz. T.V., Radio, News paper are different types of media. Without communication an individual could never become a human being; without mass communication and individual could never become part of modern society. Since, socialisation is a life-long active process, beginning of the day of one's birth. The child learns to socialize from the parents and the social groups he or she belongs to. In this regards, mass media is the most powerful tool to inculcate the desirable traits for the child balanced overall development.

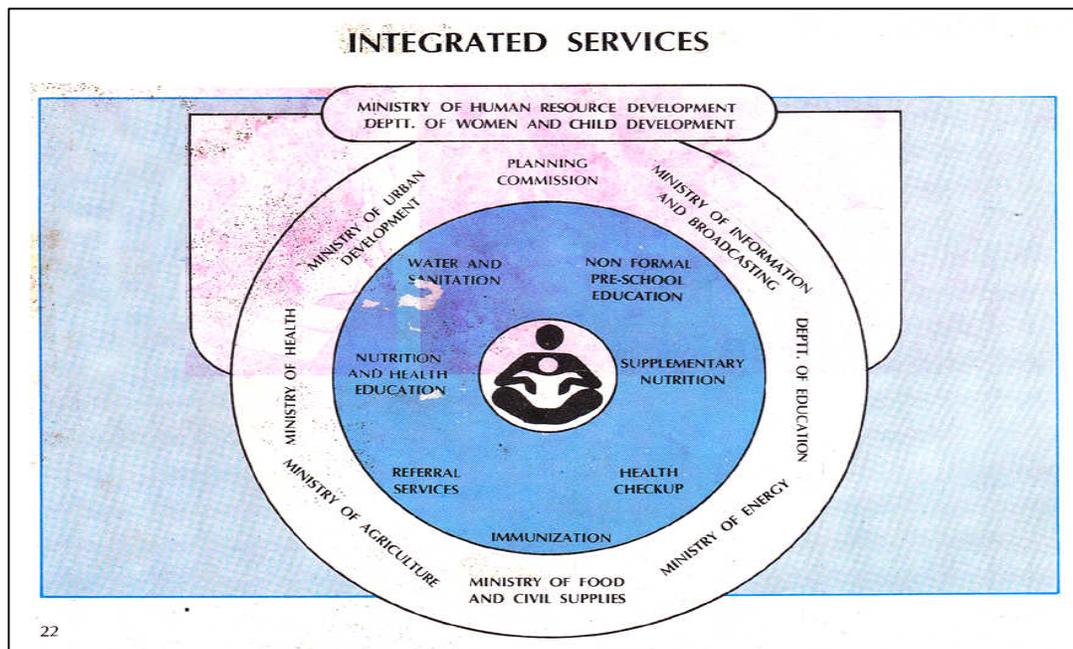
The main role and responsibility of the media is transmit message to receiver. The existing ICDS programme can be more effective through the proper utilization of mass media. So, the role played by mass media in ICDS programme is a matter of great concern for implementation of the services at AWC.

Anganwadi can be termed a heart of the ICDS. The success of an Anganwadi (AW) depend on the kind of programme that the Anganwadi works organizes for children as well as for parents in the centre. Anganwadi workers can be used In-home media like Radio, T.V., chart, poster etc and Ex-home media like fash cards, film show etc. as to meet the demand both for the early childhood and their mother. So, the programme of Anganwadi centre should be drawn that it satisfies the needs of the individual child as well as the group needs and it should be functional and meaningful. All these can be possible only through the use of mass media. It is used as a motivating factor of learning and doing. The method of learning is, therefore, active, playful and joyful (*NIPCCD, 2000.*)¹³

1.7 ANGANWADI AS THE NUCLEUS COMPONENT FOR IMPLEMENTING ICDS PROGRAMME :

The ICDS one of the world's largest and most unique outreach programmes for early childhood care and development. Anganwadi can be termed as the heart of the ICDS. The word Anganwadi means "Courtyard Garden"¹² (Angan- Courtyard; Wadi-Garden). It is a place where in safe, secure and congenial environment rich with varied toys and equipment; Environment is a part and parcel for proper growth and development of children, which can be ensured in Anganwadi.

The ICDS services are delivered at the community centre or Anganwadi centre. ICDS is a unique programme comprising the main component of human resource development namely, health, nutrition and education. It is the country wide programme functioning on a large scale, requiring multisectional operation and intersectional linkage for its implementation integration of service is shown in the following figure No.1.2



Source : Handbook of Anganwadi Workers, NIPCCD, 2009

Figure – 1. 2

At the grass root level, Anganwadi is the focal point in the village or urban slums for delivery a package of services to pre-school children and mothers.

Each Anganwadi is run by an Anganwadi workers (AWW), who is multipurpose agent of change and is supervised by the supervisor, co-ordinate by CDPO. The success of a Anganwadi (AW) depends on the kind of programmes that

the Anganwadi worker organizes for children as well as for parents in the centre. Since, mass media is the most powerful tool to inculcate the desirable traits for the child's balanced overall development. Anganwadi workers can be used to meet the felt demand for the existing ICDS programme. So, the programme of Anganwadi centre should be drawn that it satisfies the needs of the individual child as well as the group needs and it should be functional and meaningful. Anganwadi at present, like a homely, childcare centre, a play centre, a learning centre, a health centre, a meeting place for women and mothers. (*Hand book of AWWs, NIPCCD, 2003*)¹⁴

1.8 OBJECTIVES OF THE STUDY :

The study is concern about the role of mass media in ICDS of Assam and its impact on the beneficiaries of Rupahi Development Block under Nagaon District. The present effort is an attempt in that direction to achieve the actual set of objectives of the programme.

The central objective of the research is to study the role of mass media in ICDS of Assam: with special reference to Rupahi Development Block in Nagaon District.

The study is being conducted to achieve the following specific objectives :

1. To elicit information of Anganwadis and the socio-economic background of beneficiaries.
2. To find out the people's awareness and participation towards the programme.
3. To assess the role of mass media in existing ICDS programme.
4. To know the attitudes of beneficiaries towards the programme.
5. To highlight the suggestions for improving implementation of the ICDS programme.

1.9 NEED OF THE STUDY :

The various studies reveal that mass media plays a powerful tool for implementations of ICDS scheme and its impact on its beneficiaries, which is unique to early childhood care. But the research conducted in this area is not available and adequate. Since, the study is concerned about the role of mass media in ICDS of Assam: with special reference to Rupahi Development Block in Nagaon District. There has been found More Other Backward Class (MOBC), Schedule Tribes and low income families in this block with various problems like to illiteracy, poverty, destination of children's etc. in the locality. It is unfortunate to note that most of the families of this economically backward areas and flood affected areas and children have suffered from mortality, morbidity and malnutrition for which the extension programme requires more technical knowledge for strengthening.

Keeping all these in mind, the researcher has great interest to make an investigation about the role of mass media in ICDS of Assam: with special reference to Rupahi Development Block in Nagaon District. Which is unique to early childhood care, pre-school education, nutrition and health services are given to all and it will help to build a nation fit and protected for children.

It is the fact that children are the mirror of the nation, their health and happiness constitute the welfare of the nation. They should be developed as worthy citizen of the country, but the overall development of the Rupahi Development Block cannot be advanced. In this situation, the study of ICDS or any other child care programme has importance. The ICDS projects are running in full swing in minority areas, but no study has for been made in this area. The present study in the first attempt in this minority area and hope the findings could be used extensively to

strength and inspire the training of various child welfare officials particularly working in backward areas.

Since, the children are back bone and future of the nation, the significance of early childhood care and education has internationally recognized. With the same aim in view Govt. of India launched ICDS more than in four decades ago. The programme through its various packages of services has been taking care of the mothers and childrens. But most of the childrens have suffered from mortality, morbidity and malnutrition. And they are unable to develop proper physical, mental & social growth due to poverty, ignorance of their parents. Moreover, after implementation of any development programme it needs evaluation in its impacts. Hence, the present effort is an attempts in that direction.

In addition to this, there is a great need to bring in awareness among planners, administrators and functionaries with regard to the problem related to services of the programme and to design alternative solutions to solve their problems.

Moreover, in order to assess the role of mass media in ICDS programme made so far and to modify or change any component of the programme if necessary, it becomes a pre-requisite to evaluate the present status of the programme.

It is the fact that Anganwadi as the nucleous component for implementing on ICDS programme especially poor, disadvantaged and disabled children. In this light, in addition to emphasis on supplementary nutrition and convergence with health services, special focus is also being given on the pre-school education component of the ICDS programme. Therefore, it is necessary to assess the role of mass media in ICDS programme and its impact, which is unique to pre-school education, nutrition and health coverage through a community base child care worker that is AWW. Because, children are nation's assets and future resource of manpower.

Hence, the present endeavour is the first attempt in that direction to implement the programme in the most appropriate manner to achieve the actual set objectives of the programme.

1.10 STATEMENT OF THE PROBLEM :

Mass media is the most powerful tool to inculcate the desirable traits for the child's balanced overall development. ICDS is one of the outreach extension programme for child care and education. Since, children are the blooms of tomorrow and to spread their fragrance around they need care at an early stage. In this situation, proper utilization of media and its impacts on ICDS of any other child care programme has importance. Thus, the ICDS is India's gift to her own future, her own children. Since, the district of Nagaon, a sizable section of people is covered by minority belt and block inhabited, mostly by Muslim (MOBC) people which is one of the most backward and economically poor disadvantaged area. So, the investigator considered it is necessary to make a study of "Role of Mass Media in ICDS of Assam : with special reference to Rupahi Development Block in Nagaon district'.

1.11 HYPOTHESES :

In a preparatory stage of research, hypotheses have special importance through which the facts are confirmed or rejected. Thus, as per objectives of the present study the following hypothesis, have been formulated.

1. The Role of mass media in ICDS programme is very limited.
2. That the percentage of people's awareness and participation towards the use of mass media programme is assumed to be unfavourable.

1.12 DELIMITATION OF THE STUDY :

1. The study is limited to Rupahi Development Block of Nagaon District and also 44 selected AWCs.
2. Considering the time factor and communication facilities the study has been conducted only 97 respondents from the functionaries at difference level and also 264 beneficiaries from the AWCs.

1.13 SCHEME OF CHAPTERISATION :

The whole project comprises of six chapters. The scheme of chapterisation of the present study is presented below :

In the first chapter the subject has been tried to sketch the background of the research, need and importance of early childhood. This chapter includes media and its impact on child development media, ICDS its growth and development, Implementation of ICDS with reference to extension programme, mass media-strengthening the ICDS programme, Anganwadi as the Nucleuse component of ICDS. This chapter also has been highlighted under the titles namely objectives of the study, need of the study, statement of the problem, and the hypotheses upon which the entire study depend. Besides this, it explains delimitation of the study and also towards the end it deals with scheme of chapterisation of the research.

The second chapter highlights review of literature and methodology. Review of literature deals with the review concepts, theories and some of the findings of other studies where models seem to be related to the present study. This has been introduced into two categories i.e. theoretical and conceptual frame work. Under the theoretical frame work it has tried to sketch the focus is on media and extension education and another is Impact of media. Further, it also explains the conceptual frame work of the related research and it had been divided into four categories i.e.

studies related to media and welfare services, studies related to media and ICDS programme i.e pre-school component, health and nutritional component, impact and awareness of media and ICDS programme and also some other related studies. The emerging points from the review is given at the end of the chapter. Besides this, it explains the methodology of the research under the titles namely, research design, study area, universe of the study, population and characteristics sample, selection of the respondents, types and sources of data, development of tools for the study and data collection.

In the third chapter, Mass-Media – Developmental perspective with the historical background has been discussed in detail under the titles namely mass-media – its growth and development, role of mass media in implementing ICDS and other welfare programmes for children and also role of mass media. Besides this it deals with the mass media – its impact on ICDS of the study undertaken, the package of services providing ICDS and the teaching personnel or Anganwadi worker and the teaching method used in AWCs at the end of the chapter.

The fourth chapter deals with the background and methodology of the study. Here an attempt has been made to bring to highlight the demographic profile of the study area, namely profile of Nagaon District, Sample block, ICDS programme and further it also gives the brief profile of the socio-economic background of the selected villages.

The fifth chapter discusses the analysis and interpretation of data. For this purpose three sets of interview schedules for Anganwadies, beneficiaries and also functionaries and one set of observation sheet have been analysed and interpreted.

The sixth chapter deals the summary, findings and conclusion of the study. The investigator has also offered some suggestions for further research in the same field. Besides the bibliography is then provided in the appendices tools of the study have been included.

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