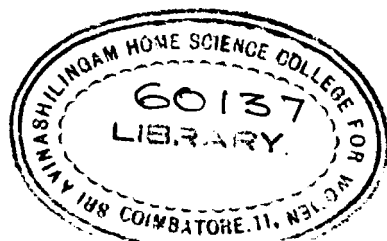


**MOTIVATING WOMEN'S CLUBS TO PARTICIPATE IN
THE HONOURABLE CHIEF MINISTER'S NUTRITIOUS NOON
MEAL SCHEME OF GOVERNMENT OF TAMIL NADU**

**By
RAJASHREE, S**

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I N T R O D U C T I O N

Women constitute 50 per cent of the population, out of whom 75 per cent are from the rural areas in India. Both are partners and beneficiaries, they are important section in national development. Therefore the needs, problems and the contribution of this large segment must be kept in view while planning for development (Report of Government of India, 1974)

The status of women in the society is the index of its civilization. A woman is the pivot around whom the family, the society and the whole community moves (Devedas, 1978). As Jawaharlal Nehru, (1963) has rightly pointed out, "In order to awaken the people, it is the women who have to be awakened. Once they are on the move, the village moves; the household moves and the country moves." Shouldering important responsibilities in the family, farm and the community, women are indispensable for economic, educational, political and socio-cultural progress and social change and development (India, 1976). A nation can rise only to the extent its homes are elevated. Women must study and work together to raise their standard of home living the highest level possible in the Country. (Rehatgi, 1990).

In ancient times, women played a significant role in moulding family thinking. The women are the very life of the

family, (Begun, 1967). She adds that it is the well known fact that women are the chief educators in the family therefore the education of women is of utmost importance. The entire responsibility of bringing up of our future generation depends on women.

In a developing country like ours the role of women is a vital one. Indian women have held very responsible position, since independence and have done much better work than their counterparts, (Begun, 1967).

For the development of the country, the involvement of women force in nation building activities is very important. For the development of women, the mahalir manrams are the most important agencies for development. The Department of Rural development of Government of Tamil Nadu has initiated a scheme for promoting and strengthening Mahalir Manrams, through which women can play their role in the development process. Through Mahalir Manrams women can broaden their profitable activities (Varadappan, 1979).

A Women's club in the villages is an organised group of women or home makers under the guidance of extension workers and local volunteer leaders (USDA, 1973).

Mahila Mandals have been organised in the villages of Community Development Blocks to work for the welfare of women, and also can profitably be used to impart nutrition education to

women. The Mahalir Manrams are the grass root organisation for bringing women together by creating a common interest and working together for their success and progress. They are intended to build up a base for development of integrated services of health, nutrition education, recreation and family life education for young mothers so that the problem in social life of the vulnerable groups will be reduced (Sreedharan, 1978).

The importance of involving rural women in the programme of development is considered as an integral part of the total development of the village community. The Mahila Mandals are associated with a large number of programmes concerning women and children. Mahalir Manrams widen the horizon of knowledge of women and equip them with good and valuable information for better living like family planning, and adult literacy through discussion, film songs and shows, folk songs and they can develop the skill and talents in a desirable manner (Chowdary, 1975).

Women's organisation such as Mahila Mandals can be the agency for planning, developing and executing programmes for women and children, guided carefully they can develop women's centres.

The Chief Minister's Nutritious Noon Meal Scheme was started on the 1st of July, 1982, in the rural areas as a

revolutionary scheme. This scheme has emerged to save our children from the damages of hunger, starvation and malnutrition. This programme has won the hearts and minds of the masses for its nobility of conception, firmness of conviction, daringness of design and efficiency of execution. It has generated immense good will, enthusiasm and also employment for the most deprived in the society, namely women specially, the widows and destitutes and the deserted. The laudable feature of this new, gigantic programme is feeding all the needy children from 2 years of age of to 10 years below the poverty line. (Devadas, 1983).

This scheme depends for its success on the whole hearted co-operation extended by the public, especially women and the active vigil exercised by them, in monitoring implementation in the thousands of remotest villages spread far and wide in the state. The magnificent welcome and response of this scheme has had from all sections of independent and enlightened public opinion has been a great boost to the morale of the staff engaged in implementation.

The aim of the study is to involve the members in the day to day activities of the Chief Minister's Nutritious Noon Meal Scheme. The present study is an attempt to initiate rural women (members of the women's club) to participate in the Chief Minister's Nutritious Noon Meal Scheme organised in their own villages.

II. REVIEW OF LITERATURE

Literature on women is discussed under the following heads:

- A. Importance of women in National Development.
- B. Role of Women's clubs.
- C. Hon'ble Chief Minister's Nutritious Noon Meal Scheme.

A. Importance of Women in National Development :

Devadas, (1978) points out that the position of women in any society is the index of its civilisation. Women constitutes one half of the country's human resources. Emancipation of women is an essential pre-requisite to generate economic development and social progress equal opportunity for women for participation in all areas of human activity and expression are potential generators of social change. Women's role in national economy is significant. Due to the fact that they are the first educators of children in self confidence, shouldering important responsibilities in the family, they are indispensable agents of social change and development. Acharya (1975) points out that first task of women is the biological one of giving love and life and caring for her family. All women healthy in mind and body will have the desire to fulfil this natural task. The women's second task is to be an active member of society. This

applies to all forms of society, matriarchal or patriarchal in industrialised or otherwise the various problems and conflicts arising out of these two vital roles of women vary from country to country depending on cultural level religion, traditions and customs.

Women constitutes half the world's population. As homemakers they are the main custodians of the social cultural and fundamental values of the society. Therefore social change and community development are not possible without their understanding, co-operation and effective participation.

Women's role in building nation is vital, but their role in the economic progress and development of the nation is no less important. Acharya (1975) points out that in spite of social, economic and other disadvantages for women as compared to men, women are taking their rightful place in all walks of life with general rise in the educational standard and progressive thinking, women are coming out of their seclusion and taking active part in sharing the responsibilities on equal terms with men in different activities of national development. The powerful women force needs to be mobilised and harnessed for optimum economic development. According to Kapur (1974) this will be feasible if women are treated respectfully, intelligently guided and channelised along the directions which will benefit the nation and also raise the status of women.

Women are accepted, as tools of social change. Begum, (1967) points out that any programme of development which does not take into consideration the needs of women and children cannot achieve success. The level of family living is determined by the way of women runs the home, the type of food she prepares, the degree of knowledge, skill and care she brings to bear upon her duties, responsibilities, as the mistress of the family. Therefore any programme, for the village women has to take into account her various roles in life. Only when the status of women is improved, the village will improve, only when the village is improved the cities can improve and as a whole the country can improve (Sundaram, 1974).

Rohatgi (1980) points out that women are anxious to share with men the responsibilities of economic and public life and their participation has been steadily increasing in all countries both developed and developing and their contribution in different fields of national development are in no way inferior to that of the male counterparts. In a changing society the community looks to the women who are generally considered to be lovers of stability and are stabilising factors in the life of the individual, the family, and the community, who can enrich the new values of a changing society.

B. Role of Women's Club :

Mahalir Manram have been organised in the villages to work for the welfare of women to enlist women's participation on

a permanent basis in community development activities and for the dissemination of knowledge among women.

Mahalir Manrams are merely the gatherings of some rural women, who discuss social and economic problems under the guidance of the Gram Sevika or the Mukhya Sevika, and thus it has only a limited role to play towards the welfare and development of women. (Bhatti and Sharma, 1982).

The activities of women's club according to (Sevile, 1965) are, cooking, health, child care, agriculture, co-operation, recreation.

Mahalir Manrams can help to create good health and hygiene practices among the home makers and thereby to others. They also create good nutrition habits among the home makers and thus eradicate malnutrition from the community. Mahalir Manrams also gives different ways through which the home makers and also the other members of the family could make money in desirable ways. Mahalir Manrams also helps in creating better living conditions and also stimulate the members saving habits, using the time in productive ways. Also the club helps in developing group habits and co-operative spirit among the villagers (Chowdary, 1978) gives the following aims and objectives of the Mahila Mandals.

- (1) To provide a common forum for socio-economic political and legal advancement of rural women and the general community through women's effort.

- (2) To assist the rural women in bringing about self reliance and to promote voluntary action among them.
- (3) To undertake constructive activities such as services for the welfare of women, children and family on voluntary self-help and democratic basis.
- (4) To assist village level workers, gram sevikas, and other block functionaries in achieving goals of rural development through the efforts of rural women.
- (5) To maintain liaison and to seek guidance and assistance from the village level workers/village block panchayats.
- (6) To nominate women representatives to the village/block panchayat samiti, where such nomination/co-option was permissible.
- (7) To prepare rural women to undertake responsibilities of socio-economic development and help them to develop leadership in running worth while developmental activities.

- (8) To participate effectively in the programmes of agriculture, and animal husbandry, rural crafts, family welfare, small savings, literacy, social education, child care, sanitation etc., at the village level.
- (9) To undertake such activities and programmes as are necessary for the fulfilment of the above aims and objectives.

Through the Mahalir Manrams, the village women are expected to broaden their mental horizons and learn profitable activities such as bee keeping, poultry, dairy, spinning, tailoring, embroidery, and food preservation. As a whole Mahalir Manram undertake intensive concerted work among rural women with a view set up and secure better conditions to satisfy their immediate educational, health, social and economic needs towards the attainment of progressive standard of living to build up or gain organisational activity to stimulate better consciousness about standards of community organisations to assist in improving the working conditions of the rural house wife, so as to lighten their drudgery and create more time and leisure to devote to creative work, cultural activity and recreations. Thus the clubs plan to bring about desirable changes in the participants in their knowledge, skills, understanding, attitude and actions. Their main aim is to educate

women, to develop in them qualities of sensitivity of the kind which would help them adjust personally and socially in this dynamic world.

Mahalir Manrams are the concrete achievements of rural work and have a vital role to play in implementing welfare programmes in rural areas. Today the activities of Mahalir Manram and the covering centres covering a vast area of the community's rural population, include, leadership training, defence oriented camps, training of farm women in increased agricultural production, family planning, Adult Education, Balwadies, craft centres, maternity and health services (Deshmukh, 1974).

Women are universally the nerve control of the family and the welfare of the family is primarily her concern. She plays a very important role in the family. India is primarily an agricultural country and women working outside their homes is not a new phenomenon. So women must be educated, to run the family and to look after her child. (Kapur, 1974).

The education of women and their position in society are a sure index of the advancement of society (Hobhouse, 1979). A distinguished government leader in the United States of America has rightly pointed out "The role of women in a community is a most important one and a nation cannot afford to ignore it." Women are as vital to a nation's progress, as its minerals, rivers, and agriculture, harnessed and properly controlled, but treated

with respect, they present a great and powerful force which can be used for the benefit and progress of the nation. Left to run wild however, or simply ignored, they will be as locusts in the nations cornfield. (Kerby, 1971).

Mahalir Manram are the grass root level agencies for women's development. (Varadappan, 1979) Mahalir Manram are women's organisation running welfare programmes in rural areas. The expenditure on Mahalir Manram is borne by the Central Social Welfare Board to the extent of 75 per cent and the remaining 25 per cent is met by the mahalir manram. During 81-82 a sum of Rs.35.42 Lakhs was sanctioned to 375 mahalir manrams with 1023 centres up to 31st December, 1981 against the allocation of Rs.53 lakhs for 406 mahalir manram with 1100 centres, (India, 1982).

Inspite of such allocation for Mahalir Manram it is disheartening to see that there are only handful of mahalir manram working successfully in villages. So a pragmatic approach is required to revitalise the mahalir manrams. Efforts should be made to remove bottle necks and difficulties of implementation by ensuring that all the components of integration, work fully to achieve the desired results (Vidvathi, 1973).

In order to strengthen the mahalir manrams action is being taken on the following lines, (Chowdary, 1978).

- (1) The rural mahalir manrams are at varying degrees of development though they are reported to be functioning in most of the

community development blocks, yet it has been found worthwhile to undertake studies about the working of the Mahalir Mandals in order to understand their strength and weaknesses and to work out for them a model organisation pattern. It is also thought necessary to evaluate the working of the Mahila Mandals after they have utilised, assistance under various schemes.

- (2) One of the handicaps from which the mahila mandals today suffer is absence of specific programmes and activities on a continued basis. There are large number of programmes which can be entrusted to mahila mandals such as non formal education, functional literacy, training in mother-craft and home craft, sanitation, motivational and educational aspects of family welfare, personal hygiene, nutritional food and proper cooking and preservation methods, better family budgets, training and production in rural crafts for women, belvadies children's play centres, feeding centres, etc.,
- (3) As various department such as social welfare, family welfare etc., have to channelise their

assistance for different programmes of social development through mahila mandals.

- (4) In order to improve and strengthen the organisations of the mahila mandals, a system of giving them maintenance grants for recurring purposes has been introduced in the fifth five year plan. The grants is given on the basis of the following criteria.
- (a) That the mahila mandal is registered.
 - (b) That the BDO/Block Panchayat Samiti is satisfied about the bonafide the organisation and its inspection.
 - (c) That the grant is recommended by the mukhya Sevikas indicating the steps necessary to strengthen the mahilir manrams.
 - (d) That the mahila mandal undertakes to organise services for members to all castes, crests and communities on regular basis.
 - (e) That mahila mandal agrees to include atleast two women out of weaker sections as members of its managing committee.
 - (f) That is it a non-political and non-profit making organisation.

- (g) That the mahila mandal is either running or is in a position to undertake a definite programme of social development entrusted to it, by any government departments such as Social Welfare, Family Welfare.
- (h) That the mahila mandal has arrangements for its own premises, and organised activities on a continuing basis.
- (5) The Office bearers of the mahila mandals such as president, vice-president, secretaries, treasurers etc., is given five days orientation training in organisational aspects of mahila mandals.
- (6) Realising that the mahila mandals have no linkage with the higher level voluntary organisation which can inspire and guide them in their activities, a beginning has been made in trying out an experiment of state level federation of mahila mandals. It is prepared to assist every viable village community to have well established mahila mandals to undertake socio-economic programmes for women and children.

For strengthening the mahila mandals the following

ways are suggested by (Bhatti and Sharma, 1982).

- (1) Giving orientation and training to members of the club and concerned field functionaries.
- (2) Minimum finances on returnable basis must be provided to these institution either from local contribution panchayat or the state government to undertake economic project.
- (3) Proper accounts must be maintained.
- (4) Participation of members in tours, conferences, workshops, etc.,
- (5) Funding of mahila mandals on co-operative basis.
- (6) Projects of interest based on local need should be undertaken.
- (7) Useful programmes must be interested to mahila mandal.
- (8) Mahila mandal must function on regular basis.
- (9) Government should help in the marketing of products prepared by the rural women, nevertheless, the raw materials should be made available to them at reasonable price in required quality.
- (10) Encouragement to economic projects where women can be helped to earn.

The Mahila Mandals thus promoted and strengthened as associated organisations in the villages would be the agencies for

the implementation of the socio-economic programmes in rural areas and bringing about a change in rural India for better conditions of living.

C. Chief Minister's Nutritious Noon Meal Scheme :

Nutrition is the science of foods the nutrients and other substances there is their action interaction and balance in relationship to health and diseases, the processes by which the organism in gets digests, absorbs, transports and utilises nutrients and disposes of this end products. In addition, nutrition must be concerned with social, economic, cultural and psychological implications of food and earing (Robinson, 1972).

Gopalan, (1974) illustrates nutrition as a combination of process by which the living organism receives and utilises the materials necessary for the maintenance of its functions and for the growth and renewal of its components.

Good nutrition is essential for normal organ development and resistance against infection, normal reproduction, growth and maintenance for optimum activity and working efficiency, for resistance to infection and for ability to repair bodily damage or injury. Poor nutritional status occurs when a man is deprived of an adequate amount of essential nutrients over an extended period of time (Krause and Mahan, 1979).

The close association of nutrition with other public health measures and socio economic factors is being realised all over the world. The national programme in nutrition are geared to improve the nutritional status of the vulnerable sections of the population. Several factors which are the results of the interactions between the educational, ethical, psychological, cultural and socio economic factors in a community, influence its nutrition (Chandrasekharan, 1978).

The Chief Minister's Nutritious Noon Meal Scheme was started on the 1st July, 1982 in the rural areas as a revolutionary scheme. This programme has been extended from 15th September, 1982 to cover the children in the urban areas also. The Government has implemented the scheme to provide one nutritious meal a day to those poor children living in villages and urban areas in order to make the present generation into healthy citizens of tomorrow. The distinction of having implemented this unique scheme to promote happiness of the poor goes to the Government of Tamil Nadu.

The beneficiaries have been divided into two age groups. The children in the age group 2+ to 4+ plus are catered in the child welfare centres where a trained Balasevikas and two helpers to assist her are incharge. Children in the age group 5+ to 9+ are catered in the Elementary Schools where they are studying. A part time cook and one helper to assist the cook and clean the vessels

are employed in each one of these school (Indian Express, 1984.)

Aims and Objectives :

- (1) Provide atleast one-third of the nutritional requirements recommended by the Indian Council of Medical Research for the child and help to promote his health, growth and development.
- (2) Enthuse children to go to school, remain in school and improve school attendance.
- (3) Ensure complete and full attendance at school.
- (4) Improve the learning capacity, mental ability and school performance of children.
- (5) Create an awarness in the community about the relationship between nutrition and good health.
- (6) Foster sound social behavious among children, narrowing the feelings of differences between various castes.
- (7) Inculcate good food habits in children.
- (8) Create an awarness for hygiene and adopt healthy habits.
- (9) Improve the physical, mental and all around development of children, and
- (10) Impart nutrition education to the parents and community through the children.

III. METHODOLOGY

The procedure adopted for the study on "Motivating Women's Clubs to participate in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme" consisted of the following aspects.

- A. Planning the programme.
- B. Conducting the Programme, and
- C. Evaluating the programme.

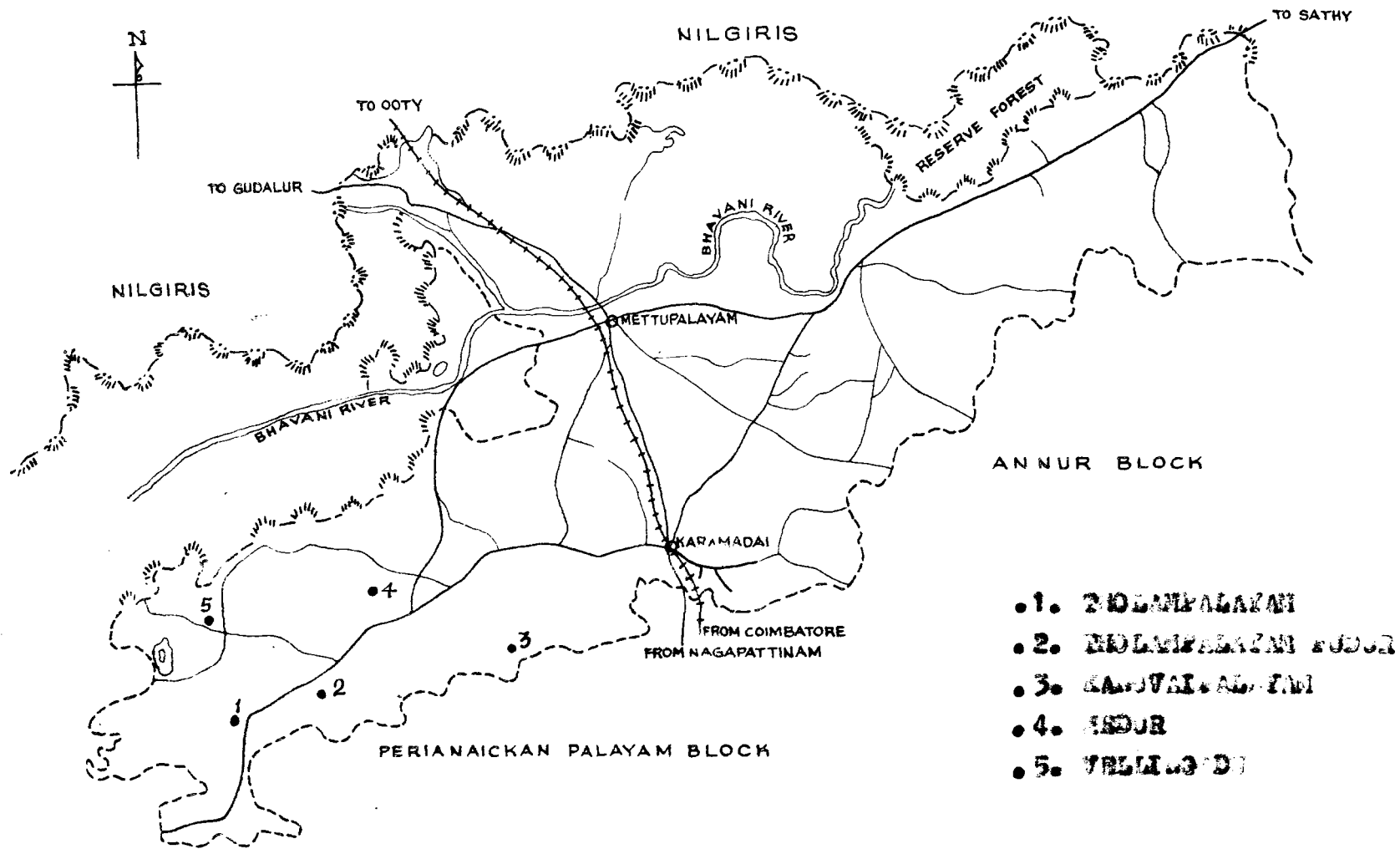
A. Planning the programme :

The planning of the programme involved the following aspects:

- 1) Selecting the villages.
- 2) Collecting base line data.
- and 3) Motivating the Women's clubs members for participation in the programme.

1) Selecting the villages :

Five villages namely, Tholampalayam, Tholampalayampudur, Kanuvsipalayam, Velliengadu, Madur of Karamadai Panchayat Union, Coimbatore District were the villages selected for the study. (Fig.1) The villages were selected because of the easy accessibility by public transport and co-operation of inhabitants. Also there were among the 25 villages adopted by the college, under their Silver Jubilee Celebration, for integrated development. Women's clubs had already been established in these villages.



MAP OF KARAMADAI PANCHAYAT UNION, COIMBATORE DISTRICT

LOCATION OF THE AREA.

Fig. I

2) Collecting base line data :

Base line data were collected on the following :

- (a) Details about the functioning of the women's clubs, and
- (b) Details about the functioning of the Hon'ble Chief Minister's Nutritious Noon Meal Scheme

(a) Details about the functioning of the women's clubs :

Background information about the women's clubs was collected through interview schedule (Appendix I). The opinions of the members about the Hon'ble Chief Minister's Nutritious Noon Meal Scheme were collected through discussions and meetings with the leaders of Women's clubs.

(b) Details about the functioning of the Hon'ble Chief Minister's Nutritious Noon Meal Scheme :

A preliminary meeting was conducted with all the 5 child welfare organisers, and details about the functioning of the Hon'ble Chief Minister's Nutritious Noon Meal Scheme was encountered. The problems faced by the Child Welfare Organisers in implementing the feeding programmes are given below :

- (1) Difficulty in providing meals during public holidays.
- (2) Lack of accommodation facilities.

- (3) Non co-operation of the villages in the preparation of mixed food.
- (4) Insufficient water provision
- and (5) Disturbance of beggars in the centres.

Other than these problems, the Noon Meal Centre was functioning well.

3) Motivating the Women's clubs members for participation in the programme :

Report was created with village leaders, Women's clubs leaders and also with the officials of the Meal Programme through home visits, group discussions, meetings and with the help of Rural Welfare Officers. Interests were created in the Women's clubs leaders and members to participate in the conduct of the Hon'ble Chief Ministers Nutritious Noon Meal Programme. Based on local conditions a detailed plan (Table - I) was chalked out to involve the women in the programme.

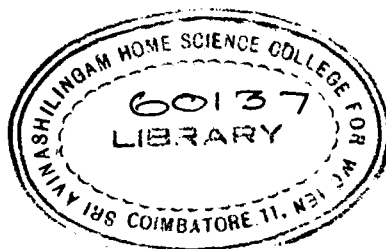


TABLE - I.

PLAN OF WORK

S.No.	Name of the village	Date	Time	Activities	Place
1.	Tholampalayam	5-1-84	Forenoon	Demonstration with green leaf cake and Hay box.	Convenor's House
2.	Tholampalayam Pudur	6-1-84	Forenoon	Demonstration with Drumstick leaves powder and Hay Box	Convenor's House
3.	Kanuvaipalayam	7-1-84	Forenoon	Demonstration with curry leaves powder and Hay box	Convenor's House
4.	Vellangadu	8-1-84	Forenoon	Demonstration with Tomato Jam and Hay box	Member's House
5.	Medur	9-1-84	Forenoon	Demonstration with Drumstick leaves powder and Hay box	Convenor's House

S.No.	Name of the village	Date	Time	Activities	Place
6.	Tholampalayam	10-1-84.	Forenoon	Exhibition on Nutrition childcare, kitchen garden etc.	Convener's House
7.	Tholampalayam Pudur	11-1-84.	Forenoon	Exhibition on nutrition childcare, kitchen, garden	Balwadi.
8.	Kanuvaipalayam	12-1-84.	Forenoon	Exhibition on Nutrition child care, kitchen garden etc.	Balwadi.
9.	Velliangadu	13-1-84.	Forenoon	Exhibition on Nutrition child care, kitchen garden, etc.	Balwadi.
10.	Medur	18-1-84.	Forenoon	Exhibition on nutrition child care, kitchen, garden etc.	Balwadi.

S.No.	Name of the village	Date	Time	Activities	Place
1.	Tholampalayam	13-1-84.	Forenoon	Talk on, involvement of women in Chief Minister's Nutritious Noon Meal Scheme.	Convener's House
2.	Tholampalayampudur	19-1-84.	Afternoon	Talk on, involvement of women in Chief Minister's Nutritious Noon Meal Scheme	Balwadi.
3.	Kamrvaipalayam	20-1-84.	Forenoon	Talk on, involvement of women in Chief Minister's Nutritious Noon Meal Scheme	Balwadi.
4.	Welliangadu	20-1-84.	Afternoon	Talk on, involvement of Women in Chief Minister's Nutritious Noon Meal Scheme	Members House.
5.	Madur	21-1-84.	Forenoon	Talk on, involvement of women in Chief Minister's Nutritious Noon Meal Scheme	Balwadi.

S.No.	Name of the village	Date	Time	Activities	Place
6.	Tholampalayam	27-1-84.	Forenoon	Involving the members in menu planning, helping the Ayah/Teacher in cooking and serving	Balwadi.
7.	Tholampalayam Padur	30-1-84.	Forenoon	Involving the members in menu planning, helping the Ayah/Teacher in cooking and serving	Balwadi.
8.	Velliangadu	31-1-84.	Forenoon	Involving the members in menu planning, helping the Ayah/Teacher in cooking and serving	Balwadi.
9.	Kanuvaipalayam	1-2-84	Forenoon	Involving the members in menu planning, helping the Ayah/Teacher in cooking and serving	Balwadi.
10.	Madur	3-2-84	Forenoon	Involving the members in menu planning, helping the Ayah/Teacher in cooking and serving	Balwadi.

S.No.	Name of the village	Date	Time	Activities	Place
11.	Tholampalayam	17-2-84.	Forenoon	Involving the members in raising kitchen garden for Balwadi school children	School.
12.	Tholampalayam Pudur	14-2-84.	Afternoon	Involving the members in raising kitchen garden for Balwadi school children	School.
13.	Medur	16-2-84.	Forenoon	Involving the members in raising kitchen garden for Balwadi school children	School.
14.	Velliengadu	16-2-84.	Afternoon	Involving the members in raising kitchen garden for Balwadi school children	School.
15.	KanuvaiPalayam	17-2-84.	Forenoon	Involving the members in raising kitchen garden for Balwadi school children	School.

3. Conducting the programme :

This aspect involved

1) Preparation of the women's clubs members to participate in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme, and

2) Involvement of the women's clubs members in the conduct of Noon Meal Scheme.

1) Preparation of the women's clubs members to participate in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme :

In order to equip the women's clubs members to participate in the Hon'ble Chief Minister's Nutritious Noon Meal Programme, they were oriented about the objectives of the balwadi and noon meal scheme. Health and nutrition education was imparted to the members covering aspects such as importance of nutrition for children, methods of cooking foods, child care, health and hygiene, importance of kitchen garden etc. through lectures, discussions and demonstrations, exhibitions and field trips to the various Nutritious Noon Meal Centres (Fig II and III).

2) Involvement of the women's clubs in the conduct of the Hon'ble Chief Minister's Nutritious Noon Meal Scheme :

The members of Women's clubs were involved in menu planning, meal preparation, checking the attendance of the children, distribution of the meal, provision of drinking water,



DEMONSTRATION ON COOKING

Fig. II



ACQUIRING NUTRITIONAL KNOWLEDGE THROUGH EXHIBITION

Fig. III

raising the balwadi kitchen garden, provision of firewood, helping the teacher in buying vegetables, checking the cleanliness of the balwadi, cooking a day's meal, and looking after the balwadi in the absence of the teacher. In all the activities the Women's club members were motivated to participate in the conduct of noon meal scheme (Fig. IV, V, VI, VII and VIII).

C. Evaluating the programme :

The evaluation of the project was done to study the

- 1) Extent of participation of Women's club members in the various activities organised, and
- 2) Out comes of participation in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme.

The extent of participation of the Women's club members was studied by a scrutiny of the attendance register in the women's clubs and observation.

An interview schedule as given in Appendix II was also administered to evaluate the extent of participation. A score card was also developed and used by the investigator to evaluate the participation. Appendix III gives the score card used.



MEMBERS HELPING IN CUTTING THE VEGETABLES

Fig. IV



MEMBER HELPING IN COOKING MEAL

Fig. V



MEMBERS SERVING THE MEAL FOR FUTURE CITIZENS

Fig. VI



MEMBER PROVIDING WATER TO THE BALWADI

Fig. VII



MEMBERS WORKING IN THE BALWADI KITCHEN GARDEN

Fig VIII

IV. RESULTS AND DISCUSSION

The findings of the study are discussed under the following headings.

- A. General details about the Women's clubs under study.
- B. Details about the feeding programmes in operation.
- C. Extent of participation of Women's clubs members in the Honourable Chief Minister's Nutritious Noon Meal Scheme.
- D. Outcomes of participation in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme.

A. General Details about the Women's clubs under study :

The background information of the Women's clubs are discussed under the following headings.

1) General information about the Women's clubs :

All the five women's clubs in Karamadal Block selected for the study were established during 1961-65. The information collected are given in Table II.

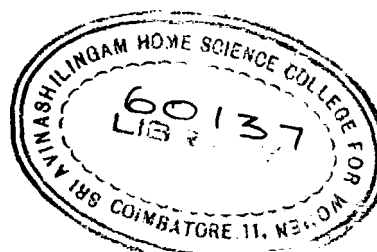


TABLE - II.

GENERAL INFORMATION ABOUT WOMEN'S CLUBS

S.No.	Name of the village	Strength of meeting.	Name of the convenors	Day of meeting.	Time of meeting	Place of meeting.
1.	Tholampalayam	33	Indirani	Thursday	2-00 P.M. 4-00 P.M.	Convenor's House
2.	Tholampalayam Pudur	15	Punithamani	Tuesday	1-00 P.M. 3-00 P.M.	Members House
3.	Kanuvipalayam	20	Potramarai	Tuesday	10-00 A.M. 12-00 P.M.	Members House
4.	Velliengadu	15	Kannammal	Saturday	10-00 A.M. 12-00 P.M.	Members House
5.	Medur	26	Submani	Friday	1-00 P.M. 3-00 P.M.	Salwadi

It is revealed from the above table that Tholampalayam village had maximum strength of members. The day of meeting of the Tholampalayam Pudur and Kanuvaipalayam women's clubs was one Tuesday. Mostly the time of meeting of all the five women's clubs was in between 1-00 P.M. - 3-00 P.M. and 10-00 A.M. - 12-00 P.M.

T A B L E - III

AGE RANGE OF WOMEN'S CLUB MEMBERS

S. No.	Age range of the members (in years)	Tholampalayam	Tholampalayam Pudur.	Kanuvai Palyam.	Velli-angadu	Medur	Total No. of members	Percentage of members
1.	18 - 30	21	8	15	7	12	63	58
2.	31 - 45	9	5	3	7	10	34	31
3.	46 - 60	3	2	2	2	4	12	11

The above Table shows that 58 per cent of women belonged to the age group of 18-30 years, 31 per cent belonged to the age group of 31-45 years and 11 per cent of women belonged to the age group 46-60 years. There were no women's club members in the age group of 60 and above.

Table IV gives the educational level of the Women's club members

T A B L E - IV

EDUCATIONAL STATUS OF THE WOMEN'S CLUB MEMBERS

S.No.	Educational Level	Tholam palayam	Tholam palayam pudur	Kanuvai palayam	Velliangadu	Medur	Total of members	Percentage of members
1	Illiterate	8	4	5	6	7	30	28
2	Primary school	12	7	8	7	13	47	43
3	Middle school	12	4	4	2	4	26	24
4	High school	1	-	3	-	2	6	5

The above table shows that 43 per cent of the members have studied up to primary school, 28 per cent of women were illiterates, 24 per cent have studied upto middle school, and only 5 per cent of the members studied upto highschool,

T A B L E - V.

MARITAL STATUS OF THE MEMBERS

S.No.	Marital status	Tholam palayam	Tholam palayam purur	Kanuvai palayam	Velliar. gadu	Medur	Total no of members	percentage of members
1	Single	14	5	6	8	40	43	40
2	Married	16	10	12	7	13	58	53
3	Widow	3	-	2	-	3	8	7

The above table shows that 53 per cent are married members 40 per cent members are single (Unmarried) and 7 per cent of members are widow.

2. Activities of Women's Club :

The activities carried out by the Women's clubs are given in the following Table VI.

T A B L E - VI

REGULAR ACTIVITIES OF THE WOMEN'S CLUB.

S.No.	Name of the villages	Activities carried out in the clubs
1.	Tholampalayam	Tailoring, wirebag making, cooking demonstration, embroidering.
2	Tholampalayam pudur	Tailoring, Wire bag making, embroidering
3	Kanuvaipalayam	Tailoring, wirebag making, embroidering.
4	Vellinangadu	Tailoring, wirebag making.
5	Madur	Tailoring embroidering, wire bag making.

The above table shows that nearly in all the villages the activities carried out are tailoring, embroidering, wire bag making, cooking demonstration, etc.

B. Details about the feeding programme in operation :

The aspects of the feeding programme as observed by the investigator

are discussed under the following headings :

1. Total strength of the balwadi.
2. Meal pattern.

1. Total strength of the balwadi in all the five villages are given below :

Total strength includes the children studying in the balwadi as well as children those who are coming from outside, for the Nutritious Noon Meal scheme.

T A B L E - VII

TOTAL NUMBER OF CHILDREN IN THE BALWADI

S.No.	Name of the village	No of children in the balwadi	No of children attending from outside
1	Tholampalayam	49	42
2	Tholampalayam Pudur	35	35
3	Kamuvaipalayam	44	56
4	Velliangaadu	36	39
5	Madur	49	46

2. Meal pattern :

Food included in the 5 centres were in accordance with the norms laid down by the Government of Tamil Nadu.

T A B L E - VIII.

MEAL PATTERN OF THE BALWADI

S.No.	Items	Quantity per child per day in Gms.
1	Rice	80
2	Oil	50
3	Dhal	10
4	Condiments and vegetables	50

The Nutritious Noon Meal Scheme provides for an out right grant of 45 paise for every child for feeding charges and 5 paise for every child for administrative expenses.

C. Extent of participation of the Women's Club members in the Honourable Chief Minister's Nutritious Noon Meal Scheme :

All the five Women's Club members had weekly meetings, on different days. The investigator prepared the members for participation through suggested and planned activities which enable the convenors to keep a record of the activities participated. The participation in the Hon'ble Chief Ministers Nutritious Noon Meal Scheme was a new venture,

hence, in addition to regular activities, they spared time to go to the balwadi and extend their co-operation in the conduct of the Hon'ble Chief Minister's Nutritious Noon Meal Scheme. They divided the group into twelve, the first batch consisted of 2-3 members carried out the first activity, would do the second activity in the next day. Thus the arrangement helped the members to participate in all the activities planned by the investigator. (figure IX).

A close observation of the Women's Club in all the villages and a scrutiny of the records maintained by convenors revealed the extent of participation of Women's clubs members. Table IX gives the details of participation.

PARTICIPATION OF WOMEN IN HON'BLE CHIEF MINISTER'S NUTRITIOUS NOON MEAL SCHEME

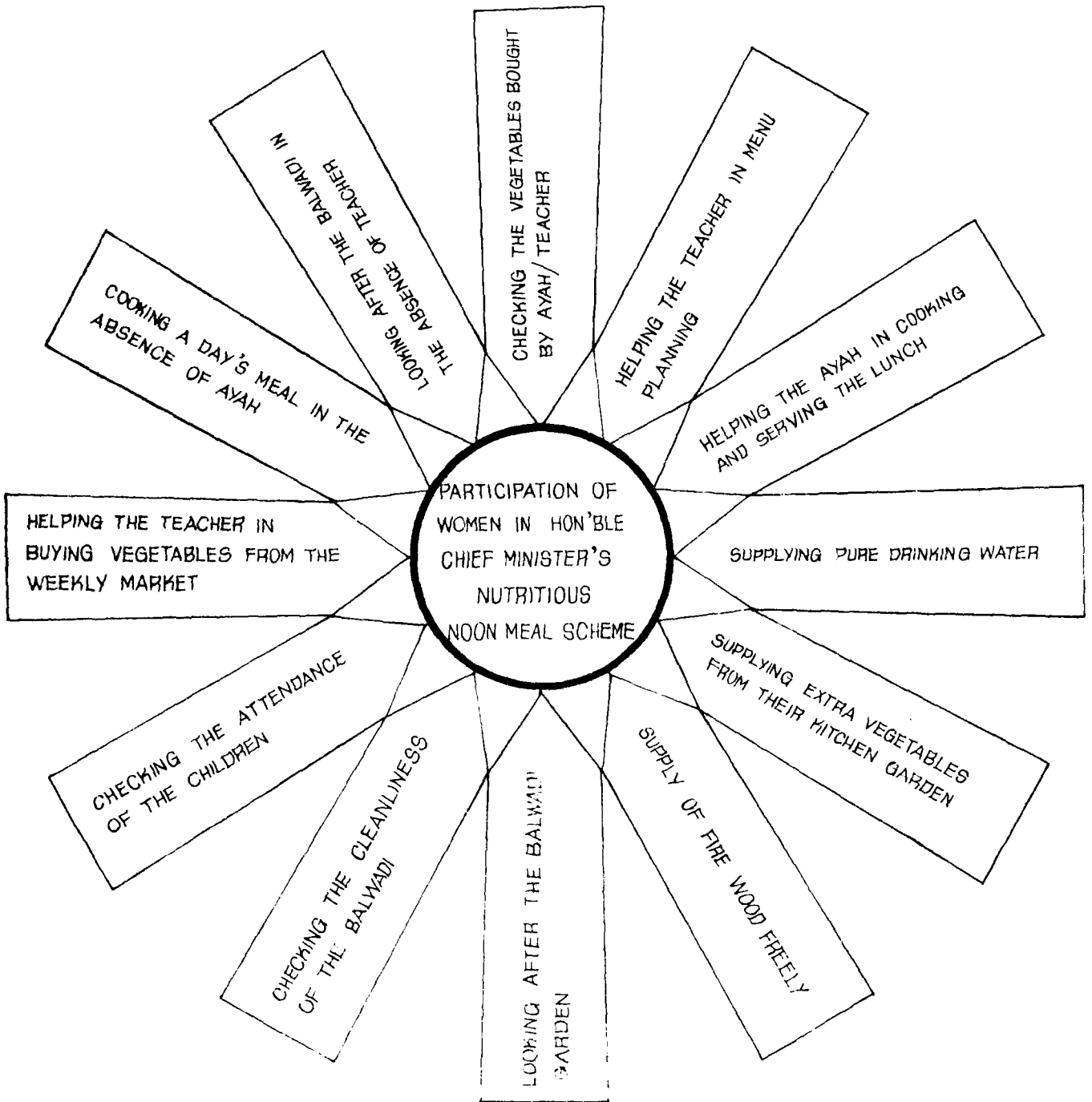


Fig IX

T A B L E - IX

PARTICIPATION OF WOMEN'S CLUB MEMBERS IN THE HON'BLE CHIEF MINISTERS

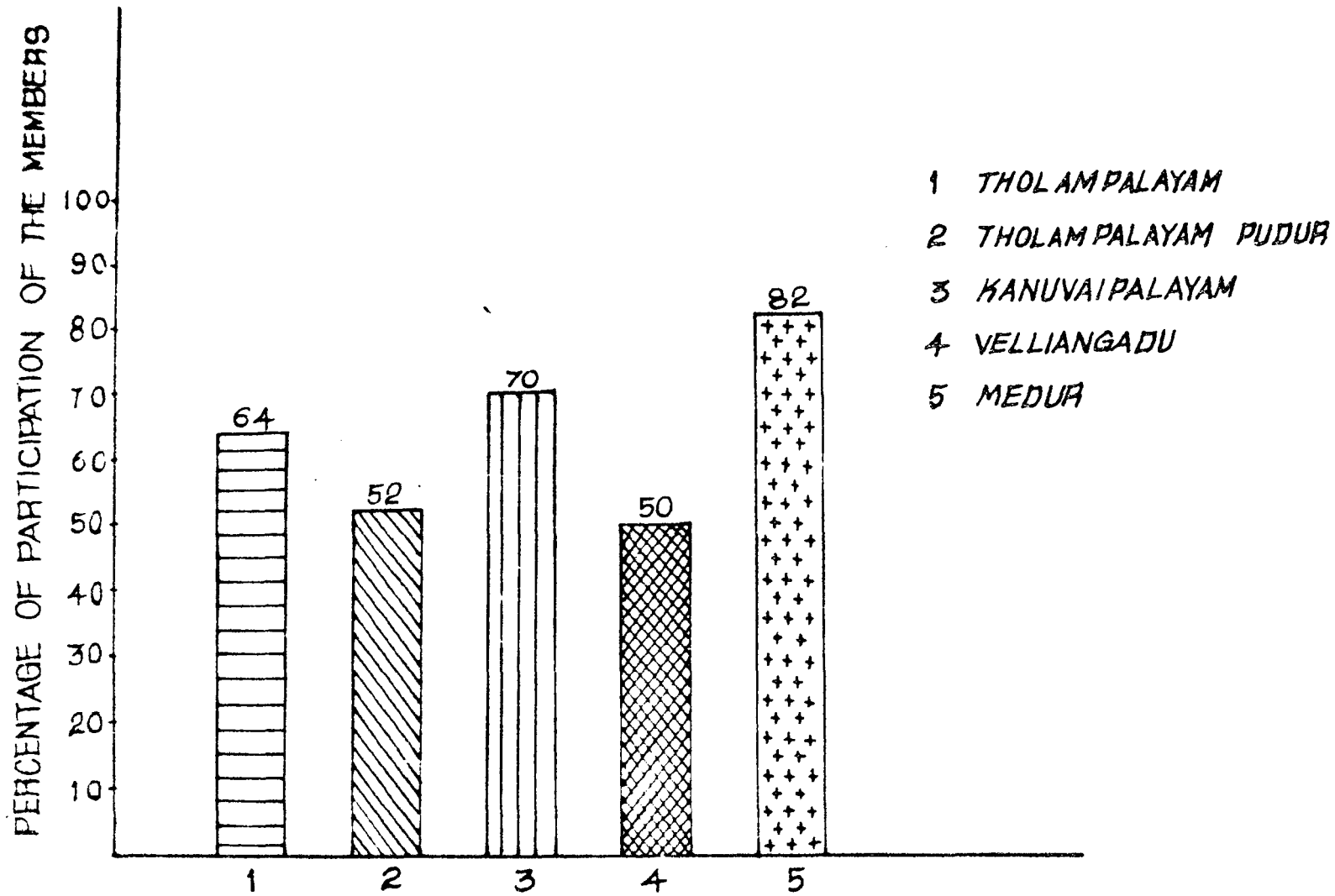
NUTRITIOUS NOON MEAL SCHEME

S.No.	Activities carried out	Percentage of Women's Clubs Members participating				
		V ₁ *	V ₂ *	V ₃ *	V ₄ *	V ₅ *
1	Checking the vegetables bought by Ayah/teacher	85	80	75	80	84
2	Helping the teacher in Menu Planning	91	52	90	67	92
3	Helping the Ayah in cooking and serving the lunch	91	87	90	60	92
4	supplying drinking water	79	80	80	67	85
5	Checking the attendance of children	91	66	90	60	84
6	Looking after the Kitchen garden	76	80	85	60	92
7	Checking the cleanliness of the Balwadi	91	87	90	52	84

8	Supply of firewood	50	80	80	30	87
9	Supply of extra vegetables from their own kitchen garden	75	54	90	67	92
10	Helping the teacher in buying vegetables from the weekly market	37	60	80	54	92
11	Cooking a Day's Meal in the absence of Ayah	---	---	---	---	44
12	Looking after the balwadi in the absence of the teacher	---	---	---	---	48

	Mean obtained	64	52	70	50	82

- V₁ = Tholampalayam
- V₂ = Tholampalayam Pudur
- V₃ = Kanuvaipalayam
- V₄ = Velliangedu
- V₅ = Nedur.



EXTENT OF PARTICIPATION OF WOMEN'S CLUB'S MEMBERS IN THE HON'BLE CHIEF MINISTER'S NUTRITIOUS NOON MEAL SCHEME

Figure. X

It was heartening to note that 64 per cent in Tholampalayam 52 per cent in Tholampalayam pudur, 70 per cent in Kanuvaipalayam, 50 per cent in Velliangadu and 82 per cent in Nedur village on an average participated in the various (fig.X) activities of the Noon Meal Scheme. In all the five villages, participation was high (52% - .92%) in the activities such as checking the vegetables helping in menu planning, helping in cooking and serving the lunch, supplying drinkingwater, checking the attendance of children, looking after the kitchen garden and in checking the cleanliness of the balwedi. The participation in supply of firewood was satisfactory in villages, Tholampalayam, Kanuvaipalayam, and Nedur. The specific activities in which the Women's club members took part in connection with the running of the Hon'ble Chief Minister's Nutritious Noon Meal Scheme offers great scope for the participation of Women in the community specially by mothers. The Women's clubs members of Tholampalayam, Tholampalayampudur, Kanuvaipalayam and Velliangadu were not participated in the activities of cooking a day's meal in the absence of ayah and looking after the balwedi in the absence of the teacher since a large majority of themselves were agricultural labourers and coolies and spending their time more than one hour was not convenient for them to ~~offer~~ offer assistance.

The response to programmes involving manual labour was only fair since the Women in the remote villages were still conservative and were hesitant to come out of their households for public participation. Medur Women's Club members were participated at maximum level in all the activities comparing to other Women's clubs members.

When the Women's clubs members were questioned regarding the frequency of their visit to the balwadies the responses as given in Table X were elicited.

T A B L E - X.

FREQUENCY OF VISITS BY THE WOMEN'S CLUBS MEMBERS TO THE BALWADIES

S.No.	Frequency of the visit.	Percentage of Women's Clubs members				
		V ₁ [*] N=33	V ₂ [*] N=15	V ₃ [*] N=20	V ₄ [*] N=15	V ₅ [*] N=26
1	Daily	45	53	60.	47	59
2	Weekly	28	21	20	20	23
3	Fort nightly	12	13	10	12	10
4	Monthly	6	—	—	7	—
5	Not at all visiting	9	13	10	13	8

The fact that 91,87,90,78, and 92 per cent of the members of Women's clubs in Tholampalayam, Tholampalayampudur, Kanuvaipalayam, Velliangedu, and Medur villages respectively

took efforts to visit the balwadies revealed their great interest and motivation to participate in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme, and their conviction that balwadi could be used as a developmental agency in the villages, both for preschool children and women folk. The reasons given by those members who did not at all visit the balwadi were lack of time and that their children were not studying in the balwadi.

D. Outcomes of participation in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme :

It was interesting and rewarding to note that 72 per cent of Women's club members in Tholampalayan, 64 per cent members in Tholampalayampudur, 78 per cent members of Kanuvaipalayam 60 per cent members of Velliengadu and 82 per cent of Women's club members in Medur could state the exact number of children attending the Noon Meal Scheme in their respective villages, which revealed their great interest in the Noon Meal Scheme. Opportunities to participate in the day to day running of the Nutritious Noon Meal Scheme brought forth among the members traits such as initiative, co-operation, team work, communication skills, self confidence, understanding ability, democratic attitude and common. Personal virtues such as interest, enthusiasm, love for children, originality, social insight, sincerity punctuality, patience, and kindness, which are so essential to enable the Women to acquire leadership abilities were also developed by the members to a great degree.

Evaluation in the broadest sense means judging the value of something. It helps us to determine the degree to which we are accomplishing that which we have set out to do. (Reddy, 1978).

The investigator evaluated the involvement of the Women's club members by a score card through observation method.

T A B L E - XII

TOTAL SCORES OBTAINED BY THE MEMBERS

 Scores obtained by the members Maximum scores 36.

Tholam Palayam.	Tholam palayam pudur	Kenuvai palayam	Velliangadu	Medur
28	23	30	32	34

The scores obtained by the Women's clubs members ranged between 28-34. The maximum score was obtained by Medur Women's club members. The minimum was obtained by Tholampalayam Pudur women's club members. totally. The involvement of Women's clubs members in Nutritious Noon Meal Scheme is satisfactory.

The following suggestions emerged out of their participation in Nutritious Noon Meal Scheme.

1. Raising the school garden,
2. Arranging for frequent health check up by doctor.
3. Provision of drinking water.
4. Provision of eggs to the balwadi children.

T A B L E - X I I I

SUGGESTIONS MADE BY THE WOMEN'S CLUB MEMBERS

S.No.	Suggestions	Tholam palayam N=33	Tholampalayam Pudur N=15	Karuvaipalayam N=20	Velliengadu N=15	Medur N=26
		percentage	Percentage	Percentage	Percentage	Percentage
1	Raising School garden	85	90	85	80	84
2	Arranging for frequent health checkup by doctor	90	86	90	86	92
3	Provision of drinking water	90	82	74	80	80
4	Provision of egg eggs too balwadi chindren	80	78	85	82	82

Suggestions :

The members were questioned as to whether or not they were satisfied with the running of the Hon'ble Chief Ministers Nutritious Noon Meal Scheme. 64 per cent in Tholampalayam, 52 per cent in Tholampalayam Pudur, 70 per cent in Kanvaipalayam, 50 per cent in Vellinangadu, and 82 per cent in Medur expressed their complete satisfaction about the running of the Nutritious Noon Meal Scheme. The suggestions given by the members revealed their ~~understanding~~ understanding about the various factors which contribute to success of the Hon'ble Chief Minister's Nutritious Noon Meal Scheme.

V SUMMARY AND CONCLUSION

The action research project was undertaken in order to motivate the members of Women's clubs in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme. Five villages of Karamadai Panchayat Union was selected to participate in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme in their respective villages and to assess the impact of such participation. The members were involved in all the day to day activities of the scheme. The findings of this investigation are enumerated below.

1. Among the selected villages Tholampalayan has the maximum strength of members.
2. 58 per cent of the members were belonging to maximum age range in between 18-30 years.
3. 43 per cent of the members are qualified upto primary school level.
4. 40 per cent of the Women's clubs members are unmarried.
5. The regular activities of women's clubs members are tailoring, embroidering, wire bag making and cooking demonstration. In order to strengthen and improve their activities, the investigator motivated and involved the members participate in the Hon'ble Chief Minister's Nutritious

Noon Meal Scheme. The Women's clubs members were involved in menu planning, meal preparation, checking the attendance of the children, distribution of the meal, provision of drinking water, raising balwadi kitchen garden, provision of fire wood, helping the teacher in buying vegetables, checking the cleanliness of the balwadi, cooking a days meal and looking after the balwadi in the absence of the teacher. The participation of members in the Hon'ble Chief Minister's Nutritious Noon Meal Scheme was a new venture. Hence in addition to regular activities the members spared time to go to the balwadi and extend their co-operation in the conduct of the Nutritious Noon Meal Scheme.

6. 82 per cent of the members of Medur village visit the balwadi regularly.
7. The evaluation of the extent of participation of Women's clubs members in various activities proved that the members were highly interested in involving themselves in Nutritious Noon Meal scheme. By evaluating the members by means of a score card and also through observation method. The maximum score (34) was obtained by Medur

village. The members also gave suggestions for the improvement of the Hon'ble Chief Minister's Nutritious Noon Meal Scheme. As the outcome of the efforts taken by the members the balwadi was improved. This shows their interest in improving their balwadi.

Thus the present project has thrown light on the possibilities of utilising Women's clubs as springboard of action and motivation for rural women to contribute to development as effective partners. If balwadies and Women's clubs in rural areas function in a co-ordinated and integrated manner, the future for the women and the children would definitely be better. It is hoped that the planners and the policy makers specially from the Government take advantages of such joint collaborative action between the balwadies and Women's clubs and gear their action plans and projects in this direction.

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A P P E N D I C E S

APPENDIX I

**INTERVIEW SCHEDULE TO ELICIT THE BACKGROUND INFORMATION OF
WOMEN'S CLUB**

I. Name of the Investigator :

II. Name of the Interviewee :

Religion :

Caste:

Village:

III. FAMILY BACKGROUND :

S.No.	Name of the family members	Relation with the head of the family.	Age	Education and status	Marital Status
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IV. General Information about Women's Club:

1. Name of your Women's Club :

2. When was the Women's club started in your village :

Month

Year

3. Is your club Registered :

Yes No.

4. Who is the President of your
Women's club

5. What are the aims and objectives of your club.

a)

b)

c)

d)

6. How long have you been a member
in this club.

V. Membership :

a) How many members are there in your club

b) Do you pay any membership fees.

Yes No.

If yes, what is the amount
per month/ per week.

VI. On which day you conduct meeting.

VII. Time of meeting.

3. Is your club Registered :

Yes

No.

4. Who is the President of your
Women's club

5. What are the aims and objectives of your club.

a)

b)

c)

d)

6. How long have you been a member
in this club.

V. Membership :

a) How many members are there in your club

b) Do you pay any membership fees.

Yes

No.

If yes, what is the amount
per month/ per week.

VI. On which day you conduct meeting.

VII. Time of meeting.

VIII. Do you have a separate building
for the Women's club activities
to be conducted

Yes No

If No. place of meeting

- a) convenor's house,
- b) members house
- c) Others

IX. What are the activities carried
out in your club ?

X. a) Do you have a Balwadi centre in
your village ?

Yes No

If Yes,

How many children are attending the Hon'ble Chief
Ministers Nutritious Noon Meal Scheme in your village.

XI. Suggestion's to improve the Hon'ble Chief Ministers
Nutritious Noon Meal Scheme.

APPENDIX - II.

Interview schedule to Evaluate the Extent of participation of members in Hon'ble Chief Minister's Noon Meal Scheme.

- I. a) Name of the Village :
 b) Name of the Member :
 c) Address :

II. what is the role played by you in the Women's Club.

III. Do you visit the Balwadi.

Yes

No

If yes, Frequency (Tick against the relevant)

1. Daily
2. Once a week
3. Twice a week
4. Once a month.
5. Occasionally.

If No. reasons.

IV. Do you know the number of children participating in Noon Meal Scheme.

Yes

No

If yes, mention the number.

V. Whether you are participating in the following activities in Noon Meal Scheme.

S.No.	Activities Carried out	Yes / No
1	Checking the vegetables bought by ayah / Teacher	
2	Helping the teacher in menu planning	
3	Helping the Ayah in cooking and serving the lunch.	
4	Supplying pure drinking water	
5	Supply extra vegetables from their kitchen garden.	
6	Supply of firewood freely	
7	Looking after the Balwadi garden	
8	Checking the cleanliness of the balwadi.	
9	Checking the cleanliness of the attendance of the children	
10	Helping the teacher in buying vegetables from the weekly market	
11	Cooking a days meal in the absence of Ayah	
12	Looking after the Balwadi in the absence of teacher.	

VI. Are you satisfied with the present running of this scheme.

Yes

No

If No,

Why

VII. What are the benefits from this scheme.

a)

b)

c)

d)

VIII. What are the facilities you suggest to improve the scheme.

a)

b)

c)

d)

TABLE - XI.

SCORE CARD TO EVALUATE THE INVOLVEMENT OF WOMEN'S CLUB MEMBERS IN HONOURABLE CHIEF MINISTER'S NUTRITIOUS NOON MEAL SCHEME.

S. No	Tholampalayam			Tholampalayam Padur			KanuvaiPalayam			Velliangadu			Medur		
	Highly Satis- factory	Satis- factory	Unsatis- factory.	Highly Satis- factory	Satis- factory	Unsatis- factory.	Highly Satis- factory	Satis- factory	Unsatis- factory.	Highly Satis- factory	Satis- factory	Unsatis- factory.	Highly Satis- factory	Satis- factory	Unsatis- factory.
	(3)	(2)	(1)	(3)	(2)	(1)	(3)	(2)	(1)	(3)	(2)	(1)	(3)	(2)	(1)
1. Checking the vegetables bought by Ayah/Teacher.	✓			✓			✓			✓			✓		
2. Helping the teacher in menu planning	✓			✓			✓			✓			✓		
3. Helping the Ayah in cooking serving the lunch		✓					✓			✓			✓		
4. Supplying pure drinking water	✓			✓			✓			✓			✓		
5. Supply extra vegetables from their kitchen garden	✓			✓			✓			✓			✓		
6. Supply of fire wood freely	✓			✓			✓			✓			✓		
7. Looking after the balwadi garden	✓			✓			✓			✓			✓		
8. Checking the cleanliness of the Balwadi	✓			✓			✓			✓			✓		
9. Checking the attendance of the children		✓					✓			✓			✓		
10. Helping the teacher in buying vegetables from weekly market.		✓								✓			✓		
11. Cooking a day's meal in the absence of Ayah.													✓		
12. Looking after the Balwadi in the absence of teacher				✓						✓					✓
Total	21	6	1	21	2		24	6		24	6	2	27	6	1

APPEND X - XII.

SCORE CARD TO EVALUATE THE INVOLVEMENT OF WOMEN'S CLUB MEMBERS IN HONOURABLE CHIEF MINISTER'S NUTRITIOUS NOON MEAL SCHEME.

S. No.	Activities carried out by members.	Tholampalayam			Tholampalayam Pudur			Karuvaipalayam			Velliangadu			Madur		
		Highly Satis- factory	Satis- factory	Unsatis- factory.	Highly Satis- factory	Satis- factory	Unsatis- factory.	Highly Satis- factory	Satis- factory	Unsatis- factory.	Highly Satis- factory	Satis- factory	Unsatis- factory.	Highly Satis- factory	Satis- factory	Unsatis- factory.
1.	Checking the vegetables brought by Ayah/Teacher															
2.	Helping the teacher in Menu planning															
3.	Helping the Ayah/in cooking and serving the lunch.															
4.	Supplying pure drinking water.															
5.	Supplying extra vegetables from their kitchen gardens.															
6.	Supply of firewood freely															
7.	Looking after the Balwadi garden															
8.	Checking the cleanliness of the Balwadi.															
9.	Checking the attendance of the children.															
10.	Helping the teacher in buying vegetables from weekly market.															
11.	Cooking a day's meal in the absence of Ayah.															
12.	Looking after the Balwadi in the absence of teacher.															
Total ...																