

INTRODUCTION

In 2010, the death of 26 women during childbirth in Badwani District Hospital in Madhya Pradesh brought to national consciousness the weak state of maternal health services, unequal distribution of health services, reported high maternal deaths from child birth related complexities and a lack of political will in promoting community centric accountability processes. Various civil society organizations (CSOs) working at the grass-roots level came together to address the issue of Maternal Health as a Human Right which led to the formation of MHRC in 2013.

The Maternal Mortality Ratio (MMR) of MP at 269 stands higher than the national average of 212 which is indicative of the poor status of maternal health in the state. Maternal Health Rights Campaign (MHRC) aims to strengthen the healthcare system such that women especially those from the socially excluded communities have access to maternal health services of quality and are free of discrimination. It ensures government's responsibility for provision of free quality maternal health services through community based monitoring and influencing the policy level issues through advocacy. The Campaign which started in 2013 is currently present across 18 districts of Madhya Pradesh with more than 50 organisations as partners.

CAMPAIGN STRATEGIES

- **Capacity Building:** To build capacities of the civil society organizations and community level groups on issues related to health and maternal health rights.
- To ensure representation and participation of marginalized community members in the district, block and village level health committees to enable them to raise problems being faced at the grassroots level
- **Maternal Health Watch through Community Based Monitoring:** to mobilize people from the community for monitoring of the health facilities and the quality of care being provided at the village level.

- **Constructively Engaging with Health Service Providers:** to regularly meet with and sensitize public health care providers on issues of health rights and social exclusion so that they provide unbiased quality care to every member of the community. This is done through face to face discussions, holding public dialogues etc.
- **Advocacy for health and Maternal Health Rights:** to sensitize the media personnel about issues related to maternal health rights and exclusion and use the platform for advocacy. Also, to collaborate with different groups and networks working on women's rights and maternal health rights at the state & national level to raise issues related to maternal health and health rights.

MHRCs ACCOMPLISHMENTS

- Capacity building of practitioners on the Process of Community Based Monitoring, Process of Advocacy, Documentation Skills, Use of ICT techniques for evidence generation amongst other things.
- 3 rounds of community based monitoring carried out across 14 districts of Madhya Pradesh covering more than 60 villages and around 34 PHCs. A total of 150 cases of violations/denials were documented.
- 12 Public health dialogues organized to facilitate discussion amongst community members and healthcare providers.
- Strengthened collaboration with state as well as national networks such as Jan Swasthya Abhiyan (JSA), National Alliance for Maternal Health and Human Rights (NAMHHR), Common Health etc.
- Publishes a quarterly newsletter in Hindi by the name "मातृत्व स्वास्थ्य संवाद" to reach out to rural grassroots activists.
- Started reporting to State Human Rights Commission (SHRC), Women's Commission, ST Commission and NHM department on cases of violation

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