

Sharing of Best Practices: Combating Infant and Maternal Mortality in India by various not for profit organisations

28 March 2018, New Delhi: Today's children are the foundations of tomorrow's future and so it is incumbent upon us to ensure a healthy atmosphere for the nurturing and development of our children. Over the last decade the percentage of child deaths have dwindled owing to various interventions including better nutrition and medical facilities. To this end, not only the government but also the non-governmental sectors have joined hands. However India still has an uphill task to combat this problem of maternal and child health.

Understanding the need for equitable, affordable, accountable and effective primary healthcare facilities, many non-government organizations, social development organisations, CSR wings of corporates are experimenting and innovating to ensure low-cost maternal and child healthcare services of high quality. There is a growing interest, in the new and innovative practices being developed by these organisations. FICCI's CSR Survey 2016 indicates that 31% of the companies' CSR projects' beneficiaries are children and 20% of them are focusing on Health, malnutrition, Sanitation, safe drinking water and eradicating hunger. **Glenmark Foundation** is one organisation that has been relentlessly working to make a difference in the lives of children and women given its fervent belief that every individual has the right to live a healthy life.

FICCI Aditya Birla CSR Centre for Excellence in partnership with **Glenmark Pharmaceuticals Ltd** organised a one day capacity building workshop on Sharing of Best Practices: Combating Infant and Maternal Mortality in India at FICCI, Federation House, New Delhi on March 28, 2018.

The conference revolved around in-depth discussion of best practices, and challenges related to Maternal, New Born and Child from the perspective of Health experts, NGOs, Government, corporates working in the sector.



The key speaker, **Ayushman Bharat Director, Dr. Dinesh Arora**, urged the NGOs to get associated with NITI Aayog for Ayushman Bharat and bridge the gaps for scalability, sustainability and outcome of various initiatives. He said that Ayushman Bharat (National Health Protection Scheme) is an entitlement-based scheme and not enrolment based. The challenge, however, is intimating the beneficiaries about their entitlement. He pointed that all the Gram Sabhas of the country will be commemorating an **Ayushman Bharat Diwas** on 30th April where in the eligibility list will be shared and put on public display.

Talking about the 115 aspirational districts project announced by Prime Minister Narendra Modi for transforming these districts, lagging on specific development parameters, he said that NITI Aayog is spearheading the project for the transformation of these districts. “NGOs working in the field and corporates must come forward and help us in transforming these districts because if these districts get transformed, India gets transformed. We are determined, by 2022, these districts will be in the mainstream,” he added.

A compendium of 33 case studies of NGO initiatives- “Sharing of Best Practices: Improving Maternal, New Born and Child Health in India” was also released by the dignitaries at the conference.



Although India has seen a decline in Infant Mortality Rates (IMR) and Maternal Mortality Rate (MMR) over the past decade, child and maternal deaths continue to be a key concern, particularly in rural areas, as awareness around hygiene, nutrition and immunisation remains low. **Mr. Jason D’Souza, Senior Vice President & Head, Corporate Strategy, Glenmark Pharmaceuticals Ltd.** in his address said, “There is a need to build capacity for greater impact and scale up of programmes in the domain of maternal & child health. It is important to work towards reducing infant and child mortality by reducing malnutrition, increasing immunization and improving sanitation practices. It is imperative that we adopt methods and resources which will help us in design a healthy and a sustainable future.”



Ms. Jyoti Vij, Deputy Secretary General, FICCI shared that FICCI has been mobilising India Inc’s management skills to address various developmental gaps and support the initiatives of the government through CSR for more than a decade. IISH (Indian Industry in Solidarity for Health) Kosh was launched by FICCI to work collaboratively with the Government to meet health

challenges of the country.