PAHCHAAN

Open new horizons with us through promoting mother & child health

With your kindness, 80% women and children can be saved

We believe that by providing them with primary healthcare facilities at their doorstep today, we can make a better tomorrow for millions of mothers and their children.





From every pregnant mother's safety today to a child without stunting tomorrow. Though it is a dream, it can become a reality.

The First 2 years can redefine the possibilities for these two generations at a time when, despite there being thousands of hospitals in Punjab, healthy life for the poor remains a distant dream.

Looking at the worsening conditions of families, especially the mothers and children, the need for action is evident. We believe that by working on the internationally acclaimed 1000-day concept and striving towards the elimination of stunting, we can make a ground-breaking impact for generations to come.

While the focus predominantly remains on treatment and medication in times of crisis, we believe that preventive measures taken today can save more than 80% of mothers and children from coming to a point of serious illnesses. We shall provide them with hands-on training and awareness, especially during the first 1000 days from conception, because we know that this will bring changes in the lives of a mother and her child that no amount of money or effort later can.



The Brain's Window Of Opportunity:

Small Interventions Can Create A Big Impact

It is a known fact that the right interventions at the right time are the key to betterment whether it comes to an individual or a society. Similarly, thousands of studies and researches conducted by scientists suggest that the much-needed interventions during the first thousand days of a child, including 280 days of conception + 720 days till his/her second birthday, will decide his/her lifelong health, growth, development, social behaviors, psyche and also intellect. So, these 1000 days are a window of opportunity or a door of despair, not only for the child, but also the whole family.

How it all starts is defined by the 280 days a child spends within its fragile mother

These children, as they grow up, will become the backbone of our country. They will share the same responsibility and knowledge that was imparted to their mothers.

If they are not mentally and physically strong, it will have a negative impact on their own family, not to mention the whole country. This is why we need to ensure post-delivery care for the mother and nurturing support for the child during these crucial 720 days.

How can a mother, who herself has healthcare problems and deficiencies, host a child's optimum development?

The most important dilemma faced by our country is child stunting which may be caused by malnourishment, infections, diseases or any physical harm to the children once they are born. We believe that if basic healthcare, nutrition (including micro-nutrients & vitamins) and counseling are provided to the mother from her baby's conception to the thousandth day for that child, they both can be protected. When imparted, this will ensure an optimum life given to the child and the mother for years to come.

How We See A Woman Becoming A Mother

The crucial next steps after the 280 days of pregnancy.

Pregnancy is the most delicate phase of a woman's life and yet, even in these crucial days, in most cases, especially among the poor communities, the much-needed care seems to be out of the picture. As the 280 days of pregnancy for a mother come to an end, and the child is detached from her body, the only thought she has in her mind is giving a good life to the child in her arms. Little does the mother know that a child's health is critically linked to her own health and welfare. We believe that it all begins with her!

Over the period of time, low income families have suffered a great deal due to inaccessibility of healthcare and prevalent ignorance. A mother who is weak cannot possibly take good care of herself and the child or the family.



Therefore, aiming for maternal health since the first day of conception are of great significance. It has far-reaching impacts on the child, girl or boy, than we can imagine. This is because a healthy mother can incur these important values to her children and they, in time, can reinforce them as well, thereby making a lasting impact on the future generations.

Looking at these circumstances, PAHCHAAN and FACES Pakistan have come together to introduce a low-cost structure that will provide the antenatal (قبل از پیدائش) and postnatal (بعد از پیدائش) care for a mother to become a superwoman! Small interventions, costing just a few hundred, can change the future of a mother, her children, and the generations to come.

Our Naming opportunities offer you a meaningful way to support these mothers and children while permanently honoring and commemorating someone important in your life.

Did You Know?

In Pakistan, more than 41.7% of women of reproductive age are anemic. –Pakistan National Nutrition Survey, 2018

With JUST $1 (Rs. 200 PKR) you can save a LIFE

If launched in multiple areas, this project will strategically bring the cost down even further

A correction of nutritional deficits alone has been estimated to have the power to increase the World's intelligence quotient by 10 points – UNICEF

How Do We See A Child Leading A Normal Life?

The two years following the first breath into this world are the most crucial for a small baby's future

Immunization against all EPI Vaccines including Polio, Tuberculosis, Hepatitis B, Tetanus, Pneumonia, Rotavirus, and Measles is essential in promoting life-long immunity and health in a baby.



For PAHCHAAN, the day a baby is born, girl or boy, we know that they will, in time, become a mature adult, a bread winner of their family, an asset to the nation, and a mother or a father of the next generation. Until and unless we fully comprehend the magnitude of this timeframe, we can never understand the importance of timely interventions that can make a significant change. As the newborn opens their eyes to the world, the most crucial 720 days begin during which the foundations of strong health, tall growth as well as mental and social intelligence are established. These days set the basis of their whole life and any negligence during this time of their life can never be filled later.

The first 720 days are an indispensable period when the baby's brain undergoes critical neuro-developmental and neuronal growth.



For the first 6 months, the child relies completely on the mother's milk, which is the optimum nutrition. After this period, the child would need provision of nutritious complementary food and proper growth monitoring. Unfortunately, many children in Pakistan are deprived of these essential requirements. Consequently, they succumb to the throes of deadly diseases early onwards and more frequently in their lives. They harbor cognitive impairment and stunted growth, which puts them at a massive disadvantage in this world in terms of employment, career- building and problem solving. As the old proverb says, "A stitch in time saves nine", a small amount of money spent now will make a tangible difference by making sure that these children become independent healthy adults and will support others rather than need our support.

Mother & Child Health and Promotion Center

Construction cost for each center: Rs. 450,000

Patients visits / year: Rs. 14,000

With JUST Rs. 200, you can give a new life to a mother and her child!



We are so grateful for the ardent support and generous patrons of Pakistan who have supported us with their gifts of lands worth Millions.

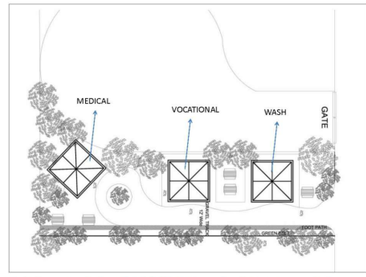
The whole arrangement is specifically a low-cost green structure made with mud and bamboo making it an eco-friendly initiative.

The two organizations strongly believe that Zakat spent today for mother and children can save lives rather than when they get extremely sick and require millions of rupees for treatment.

Features of PAHCHAAN Mother & Child Health Center:

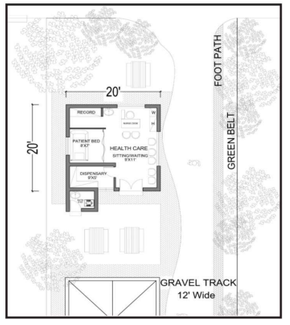
- Community-based
- Patient-oriented
- High Quality Services
- Eco-friendly
- Sterile & Safe Environment





Full layout of the PAHCHAAN medical hut; two of them have already been completed successfully

The strategically placed health centers will be a blessing for poor mothers and children who do not have access to reliable health facilities. Starting this endeavor from the most deprived localities of Sindh and Punjab, both organizations want to provide these communities with immediate relief through healthcare, advocacy and support.



Internal layout of one of our health facilities

The overall purpose is to uplift these communities.

- Medical Area will be our first step where the change begins.
- Early Childhood Education Area will provide nurturing care and positive parenting to develop the character of young brains
- Vocational Area will support women in creating a significant change by teaching skilled crafts

The center is a place of health, welfare and protection for a mother and child

Starting from pre-pregnancy assessments, antenatal support along with mental and social support through reproductive health guidelines, the centers provide the key factors for a mother and child to receive maximum benefit from the first 1000 days!

The centers support children with growth monitoring, development assessments, vaccinations and cater to their minor physical ailments so that they can grow in the best of health.

Our efforts do not just stop there. Around the year, we will provide guidance to the community about family planning, optimum mother feeding, child and mother nutrition, hygiene and sanitation. This will not only turn them into a healthier community but their progress in life will be manifold. At the end of the day, we believe that our efforts hold the power to eliminate stunting in the said communities.

The Impact That Your Contribution Will Make:

We can change the fate of a community comprising of 1000 families

Healthcare is a luxury that is often taken for granted by the privileged. This is why the Mother and Child Health and Community Centers are being built in poverty-stricken areas: to ensure that no innocent child is deprived of this fundamental right during the first 1000 days, thereby giving them the opportunity to become physically and mentally strong enough to lead a normal life in the future.

With this effort, 14,000 visits of the MOTHERS along with their CHILDREN will be catered each year

The impact initiating from individual households will subsequently grow to serve entire communities as well as future generations. This is where real change begins!

How Can You Help?

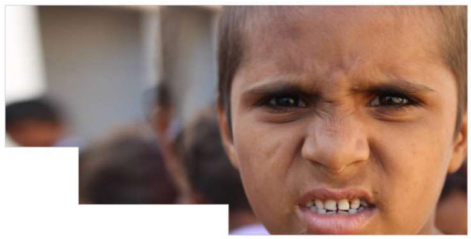
This cannot be achieved alone. The accomplishment of this goal is contingent upon the generosity of Pakistani people, which they are quite renowned for.

Every rupee that is donated will count towards saving a life during these 1000 critical days, before irreversible harm is incurred. **YOUR** help can make a difference.

Currently, 4 out of every 10 children under 5 years in Pakistan are stunted. Malnutrition, Iron Deficiency, Anemia and Cognitive Impairment are prevalent in these children. The only hope for this sad reality to be overturned is through your Zakat.

What Can We Give To You?

We know that the successful implementation of this project is only possible through your generous donations. Therefore, in return, we would like to give you the opportunity to name the Mother and Child Health and Community Centers after yourself and your Beloved ones!



Give a tribute (خراج تحسین) to the ones who taught you BENEVOLENCE, LOVE & MAGNANIMITY

It will not only be a reminder of their kindness and philanthropy but will also serve as an everlasting source of inspiration for many others.

Your Acts of Kindness Can Bring Joy to Countless Homes. Donate Today to Save The Future

FAMILY IS THE BEST GIFT OF LIFE!

Mother & Child Health and Community Centres

The first initiative empowering the Mother and Child through basic healthcare



Together we can save a life! Join hands and become a friend of PAHCHAAN

Donor Information

Name: _____

Address: _____ City: _____

Phone: _____ E-mail: _____

Pledge Information

I (we) pledge a total of Rs. _____ for: ☐ Treatment ☐ Equipment of a center ☐ Development of a center

☐ I would like to donate **Rs. 500,000** for the Development of a **"Mother & Child Health and Community Center"** in the beloved memory of

Name: _____

☐ I would like to donate **Rs. 600,000** for the Equipment of a **"Mother & Child Health and Community Center"** in the beloved memory of

Name: _____

Thank you for your pledge

You enable us to empower these families!

PAHCHAAN cannot help them alone, we make it all possible because of support from people like you!

+92-300-0659422, +92-301-1126005, Email: pahchaanmkt@gmail.com

Health Timeline

- **Medicines and vaccinations are provided for mother and child**
- **Optimum healthcare for mother and child**
- **Protection from recurring diseases is ensured**
- **Health security for the whole family is achieved**
- **Brighter economic future for family and country is possible**

Raise your hand to help in the first 1000 days!

PAHCHAAN'S NATIONAL FOOTPRINTS

