Protection And Help of Children Against Abuse and Neglect

20 Years Of Working For Children & Their Families

PAHCHAAN

From Protecting One Child to Uplifting Thousands of Families

Our Journey began when we listened to the struggles, pain, and urgent needs of overlooked communities

We saw children in underserved communities facing hardships far beyond their age, burdened, unprotected, and unheard. That's when PAHCHAAN took its first step, with a firm decision: **these children deserve safety, care, and a future.**

As we stood by children, we came to a deeper realization, we cannot truly protect children unless we ensure the protection of mothers as well. From pregnancy through childbirth and beyond, a mother's health is directly tied to her child's well-being.

This understanding led us to initiate the **First 1000 Days** project, a vital program focused on the health and care of both mother and child, from conception until the child turns two.

Today, we can say that we have started putting the final pieces of the picture together, because now, we are moving from community to community, building **Mother and Child Health Promotion Centres,** and expanding our reach with every step. From Saggian to Bhagoki, Malikpur to Chak 59, and all the way to Sanawan, these centres are living examples of what can be achieved when care meets commitment. What once took us years, we are now achieving month by month. That's the transformation, and that's what this newsletter will show you.

Saggian Centre (Lahore)



Bhagoki Centre (Changa Manga)



Chak-59 Centre (Kasur)



Sanawan Centre (Kot Addu)



Read the stories. See what we've done. And be part of PAHCHAAN, by giving پہچان to others.

With Your Trust, We've Grown. With Your Support, We'll Go Further

The support of kind-hearted individuals, from Pakistan and the U.S, made it possible to grow from a single centre to five, with many more currently in progress. Their unwavering belief has been the foundation of every step forward. This growth wasn't possible without the trust and generosity of those who believed in the mission. Every new centre is a promise kept for those in need. Now, with the same commitment of expanding this mission, our team is heading back to the US, and to those who have walked with us before and will walk with us in the next chapter of this journey.





Dr. Naeem Zafar

We Want You To Meet Faisal And His Family.

Unlike many men in his community who hesitate to bring their wives or children to health centres due to the cultural pressure, he didn't hesitate. The day he heard that a Mother and Child Health Promotion Centre had opened in his area, he brought his 10-month-old daughter Hiba and his wife for a check-up.



During the routine check-up, our Lady Health Visitor noticed that little Hiba's legs were thin, showing signs of malnutrition. Her mother, too, showed signs of severe weakness. Life had been tough on them, and their health quietly reflected that burden. We gave them supplements, created a nutrition plan, and asked them to return for regular follow-ups. And they did, without missing a visit.

Today, Hiba has recovered. Her legs are growing stronger, her smile wider. Her mother is regaining strength, too. Together, they've found rhythm, stability, and care, right here at the centre.

He shared, "We didn't have money for checkups and medicines, but when the opportunity came, my heart said, don't hold back now."

In a world where silence and hesitation too often win, Faisal chose action. He chose love. And his choice made all the difference.

When fathers take the first step, families don't just survive, they flourish.

Breathing Should Not Be A Luxury—Let's Make It A Right For All.



In Changa Manga, Nabila works in the fields while silently battling asthma. Her husband, an addict, offers no support.

With no money to spend on her treatment, she kept bearing it. One season after another.

میرے شوہر صرف نام کے ہیں،

میری مدد کرنے والا کوئی نہیں۔

For years, she endured without help—until the Mother-Child Health Promotion Centre stepped in, offering free inhalers and care she could never afford.

She's still fighting, but now, she can finally breathe freely.

She knows her life is still hard, but she's grateful someone helped her stand. Because sometimes, a single act of care gives you the strength to keep moving.

A FATHER's Struggle For Clean Water And Healthcare For His Family



For years, the people of Saggian have battled diseases caused by contaminated water, yet they had no other choice but to consume it. Children fell ill, families suffered, and the cycle of sickness never seemed to end. Muhammad Daud is also a part of this community who was waiting for an upper hand to take them out of this helplessness.

"یہ پانی اگر بوتل میں رکھیں تو سبز ہو جاتا ہے۔
فلٹر شدہ پانی استعمال کرنے کے بعد بیماریوں
کی تعداد اور بچوں کے اموات کی شرح کم ہو گئی ہے۔"

Just like others, he and his family had no option but to rely on polluted water—water that turned green if left sitting, carried a foul odor, and was unfit for drinking or cooking. Living in a slum with his wife and five children, he watched helplessly as his little ones suffered from frequent bouts of diarrhoea and stomach pain. The endless cycle of sickness and worry had become a painful reality for many in his neighborhood.

Everything changed with the installation of a water filter. Daud recalls, The burden on families lessened, and access to safe water became a source of relief.

The presence of MCHPC nearby has also made a difference.

Clean water and accessible healthcare have given his family a much-needed sense of security, something they had long lived without.

She Was Just a Child



Not her actual photo, but paints the right picture!

Palwasha, a resident of Saggian, was married at the age of 12 and got pregnant immediately after. While early marriages may be a norm in her community, it does not change the fact that she was still a child, and expecting a child at such a young age is far from normal. The emotional and physical toll of such a burden is unimaginable for a child to endure.

When Palwasha came to one of our Lady Health Workers, the first thing our health worker said was, **"We cannot undo what has already happened, but we will do everything to prevent it from getting worse."** We provided her with thorough check-ups and facilitated her referral to a government hospital for a safe delivery. Everyone around her knew what challenges her body would face during pregnancy and after delivery, except her. Over the months, we prepared Palwasha through regular check-ups and support, ensuring a safe delivery for her and her child.

Her story is not unique; others like her come to us, each carrying the weight of decisions someone else makes for them. For them, we are the only hope between these decisions and the life afterwards.



She Thought She Was Helping

Fatima didn't mean to put her baby at risk. When little Nisar fell sick, she gave him the same deworming syrup that had once helped her younger sister. But Nisar was just an infant—his body couldn't take it. He was rushed to our MCHPC in Saggian with severe diarrhoea. **"I didn't know it would make him so sick, I just gave him the same medicine I gave my sister."** she said, her voice trembling. We spoke to Fatima, gently explaining the risks. Because when parents understand better, they can protect better. **When parents are aware, children stay safe.**

Child maltreatment cases managed 3224 | Children educated at ILM Power 1000+ | MCHP centres operational 5

01 **Provided quality education to 1,000+ out-of-school children** through our ILM Power Learning Center initiative.





02 **Established 5 MCHP Centres** in underserved communities, with ongoing expansion to reach more areas.

03 **Initiated Pakistan's "First 1,000 days"** intervention, supporting women from conception to a child's second birthday.





04 **Set Foundation to the "Khushhal Khandan" Project** to promote the well-being of mothers, children, and fathers, fostering healthier families.

He Was Getting Sicker, and I Couldn't Stop It (A Father's Cry)



8-year-old Jamal lived with a condition far bigger than his tiny frame could carry, Wilson's Disease. It's a rare genetic disorder where the body cannot flush out excess copper, slowly damaging the liver, brain, and other organs. Overtime Jamal's body began to change. His feet swelled. He grew weaker.

His father, a daily wage earner, did what he could. But the foods he could afford, lentils, leafy greens, and vegetables were the very ones that were harmful for Jamal.

"I was bringing home what little I could," his father said, grief heavy in his voice. "And I knew it was harming him."

Each meal became a painful choice and Jamal's condition kept getting worse. By the time he was taken to a hospital in Lahore, his liver had begun to fail. Doctors spoke of amputation. His father could hardly process the words. Jamal's case eventually reached PAHCHAAN. Our team supported the family with Jamal's treatment, nutrition, and essential medical care. With time, the swelling subsided. Surgery was no longer needed. And slowly, his laughter returned to the house.

His father, holding back emotion, shared: "I am forever indebted to those who stood beside us when we had nowhere else to turn."

A HOME IN EVERY HEART: THE SPIRIT OF CHANGA MANGA



We often talk about the strength of communities, but meeting Hanifa in Changa Manga showed us its true meaning.

Hanifa's story isn't just about survival, it's about the love and unity of a close-knit community. Now in her twilight years, Hanifa has endured unimaginable loss, losing her husband and all four of her children. Yet, she was never truly alone. Her community stood by her, offering open doors, shared meals, and constant support.

When she began working in the fields, the village helped her through every struggle. It was during this time she found her way to our center, battling aging, severe pain, and the need for urgent eye surgery. Thanks to the constant support of our donors, we were able to provide her with the care, medicine, and dignity she deserved.

Thank You MOHAMMAD UMAR for Trusting Us



In a community where health awareness is still growing, Mohammad Umar's journey reflects a significant shift. Initially, he was doubtful about MCHPC Saggian and discouraged his family from seeking care there, uncertain about its services. Umar, who runs a shop near the center, often saw others benefiting from the centre. When his wife became pregnant with twins for the third time and faced health challenges, he decided to send her to the center for treatment. Over time, as he witnessed the attention and support his family received, his trust in the center grew. Today, Umar not only relies on the center for Maternal and Child Care but actively encourages others in his community to attend the awareness sessions.The story emphasizes the power of trust in accessible healthcare services and how one person's experience can inspire others in the community to seek better care.

پہلے میں اس مرکز کے بارے میں شک میں تھا لیکن جب دیکھا کہ لوگ فائدہ اٹھا رہے ہیں، تو میں بھی آگیا۔اب مجھے اس سنٹر پر بھروسہ ہے،اور دوسروں کو بھی یہاں آنے کا مشورہ دیتا ہوں۔



کھیتی باڑی، چھانگا مانگا اور دوائی کی ضرورت

In Changa Manga, daily life revolves around work in the fields, and health often goes unnoticed unless it becomes urgent. For four years, Musarat lived with high blood pressure and diabetes, but treatment felt out of reach, as the hospital was far, and every visit meant losing a day's income. When our centre opened nearby, her husband brought her in. Her sugar levels were dangerously high. We immediately referred her to the hospital for timely care. Today, she visits regularly for free medicine and checkups. She's feeling better, and is back in the fields, with a little more ease and peace.

Health professionals trained 5000+

Total people reached through advocacy and awareness efforts 15 Million

05 Influenced the establishment of the Child Protection case management system by the Government of Punjab with UNICEF and CPWB.





06 Delivered vital healthcare, social, and psychological services to families affected by floods and the COVID-19 pandemic

07 Reached **15 million people online** through awareness, education, and rights campaigns.





08 Trained 5,000+ health professionals in critical areas of trauma response and child safeguarding to strengthen frontline healthcare capacity.

Why Did They Pick Up Sweets Without Asking?





They were eight children running, playing, and laughing through the dusty streets. Life didn't offer them much, but that day, it offered sweets"میٹھائی"left behind in an empty rickshaw.

The sweets had poison in them, added to feed stray dogs.

Three children died, and five barely survived, after eating those sweets.

It's a tragedy. But tragedies like this will never stop unless our society wakes up and understands the most basic principles, we've all been taught, and long forgotten.

Why did the children eat them without asking? Why didn't something stop them—a thought, a voice, a teaching?

This story is not about consoling parents who lost their children. It's not about the effort that went into saving the five others.

The truth is: this is not the first time.

We've spent years watching children drink acid by mistake, break their bones due to falling from the roof or a bus (page 3), lose their lives over carelessness. And while we continue to sit with parents, and comfort them, we know these incidents aren't just **"accidents"** they were bound to happen. Because no one is teaching the basics to the millions who are alive, but not truly living.

At PAHCHAAN, we've long been working to raise awareness and ensure children are safe at home, in schools, and across communities.

We are so shocked and deeply moved and we are here for the parents — like we always are, and we wish with all our hearts that this never happens again. But we also know the truth: it won't stop. Today it's one incident. Tomorrow, it will be another.

With the support of our donors, we are doing our part, reaching out to those forgotten, and left behind. Still, we hope that something will change. That one day, prevention won't come too late.

10 years gone....in 10 minutes



They had spent a lifetime saving.

A rupee here, a rupee there, saved with hope, patience, and love. Over ten years, an elderly couple in Rajanpur turned their hopes into bricks, their prayers into walls, and finally, a house they could call their own. A home built not just with money, but with patience, sacrifice, and love. **It was meant to be their sanctuary in old age.**

But in 2022, the floods came without mercy. And in just ten minutes, everything was gone.

Water swallowed their home. Seven feet deep.

The roof, the walls, the memories, all submerged in mud and silence. They didn't just lose shelter. They lost clothes, blankets, utensils, and the comfort of knowing they had a place in the world.

For weeks, they slept on bare ground exhausted, exposed, and alone. No belongings. No privacy. Just the sky above and the ache of waiting for a miracle.

Through PAHCHAAN, they received warm meals, dry clothes, and a safe place to rest.

We couldn't undo their loss, but we could be there, so they didn't have to face it alone.

Some losses can't be repaired. But in that moment, being there for the needy means something.

There are many more case studies like this that deserve to be seen and felt.
Scan the QR code to understand and connect with what others have been through.



You Can't Save Everyone. But You Can Try.

In 2023, we met Iqra, a six-month-old baby with pneumonia and a fragile heart. Her family couldn't afford treatment. We did all we could, but after weeks of struggle, Iqra passed away in her mother's arms. **Iqra is no longer with us, but many children like her are still waiting.** Iqra's story reminds us why we must keep going, for every child like her, and every family still waiting. We face these stories every day. Some end in hope, others in heartbreak, but all of them deserve our attention and support.

CPC Established in Districts 18 MCHP Centres Under Construction 5 Communities Benefitting 20K-50K (per centre)

09 **Installed clean water filters in undeserved communities improving health and saving lives.**





10 **Established child protection networks in 18 districts,** connecting schools, health & communities.

11 **Launched PAKISTAN's first structured Positive Parenting Program,** laying the foundation for stronger families and emotionally healthier children.





12 **Rehabilitated street-connected children** through drop-in centers offering care, education & life skills.

She Wanted Others To Know: Help Exists

There are countless women like Masarat, each bearing their hardship and struggles, but what sets this Masarat apart is her relentless struggle, managing a household alone with five children, balancing survival on a thin thread. Before the opening of MCHPC, every time her children fell ill, she faced an impossible choice: spend her scarce money on medicine or on food to feed her family. The MCHPC in Malikpur became a lifeline when she learned it provides free medical care and medicine. When she first arrived, there was a desperation in her voice, shaped by years of stretching every rupee just to survive.

بس بی بی، گزارا ہی مشکل سے ہوتا ہے۔ جو تھوڑا بہت کماتی ہوں، وہ بھی بچوں کے پیٹ کے لیے پورا نہیں پڑتا۔ دوا کے پیسے کہاں سے لاؤں؟ بڑی مجبوری ہے، سمجھ نہیں آتا کیا کروں، کدھر جاؤں۔

But within those clinic walls, for the first time in years, she felt seen, not as a burdened mother, but as a woman who mattered. Since that day, the centre has been a source of comfort for her. Overwhelmed with gratitude, she brought her children and said:



Masarat with her family

میں چاہتی ہوں لوگ اس سینٹر کے بارے میں جانیں

and asked for her picture to be taken, so others like her would know help exists.

Because This Time It Was The Mother Who Walked Away

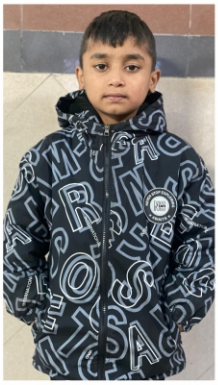
They say no one feels a child's pain like a mother does.
But what happens when the mother is the one who leaves?
At PAHCHAAN, we've spent years working with abandoned and vulnerable children. Every now and then there is a new case, a new life left behind. But what we witnessed in 2023 and 2024 felt heavier.

In **2024,** we received the case of a mother abandoning her seven-year-old son Amir, not long after her husband had died. We found Amir completely alone in an empty house, sitting in silence, waiting.

It felt unimaginable, a mother walking away from her own child. And yet, she did.

In **2023,** we came across the case of a newborn girl, only days old, abandoned in a garbage heap. By chance, someone heard her faint cries just in time.

The success is that she was rescued by PAHCHAAN, and now she has a name, a home, and a family. Still, it is heartbreaking to think that her life began in such a place, left where no child should ever be.


Lastly, in **2024** again we received the case of another five-year-old girl (special child) who was left behind in a local hospital. Her family abandoned her there and never returned. When we found her in the hospital, we started taking care of her.

This is what we witness every now and then, and for the past 20 years, we have been doing our part to help these children.

We are deeply grateful to those who have supported us along the way, and we invite more people to come forward and join us in making a difference.

— Tamkanat Arra (Writer)

It's Not About Perfect Parenting. It's About Never Giving Up



We often see mothers in hospitals, rushing through corridors, staying up all night by their child's side, asking the doctors a hundred questions. And while fathers do show up, it's rare to see one carrying the entire weight on his own. But that's exactly what we saw with little Umaima.

She was rushed in unconscious, with dangerously high blood sugar from diabetes. Her father explained that the insulin hadn't been skipped—it had gone bad in the heat. He didn't know it needed to be kept cool.

He stayed with us, listening carefully as we explained how to care for Umaima. Before leaving, he bought a small travel cooler. Holding it tight, he said,

"This won't happen again."

This story is for fathers who don't leave when it gets hard. **At PAHCHAAN, we support every parent working to build a safer, healthier future for their child.**

An 8-year-old. A Snake Bite. And No Help For Three Days



During the 2022 floods, 8-year-old Jaleel from Basti Sahu, Punjab, was bitten by a snake. With no nearby clinic, he endured three painful days before reaching us. His foot was swollen, and untreated. We immediately referred him to our medical camp, where his wound was cleaned, dressed, and treated. Luckily, the snake wasn't venomous, but what if it was?

No child should have to rely on luck to survive. At PAHCHAAN, we're building Mother & Child Health Promotion Centres across underserved areas to provide timely care to children like Jaleel. For just **PKR 500,** you can cover the cost of a mother and child's visit.

While others repaired homes, PAHCHAAN helped restore hope with medical aid, counseling, and support for the wounds no one could see.

جلیل تو بچ گیا... مگر ہر بچہ اتنا خوش نصیب نہیں ہوتا۔ اس لیے ضروری ہے کہ ہر بستی، ہر گاؤں، ہر کونے میں بچوں کو بروقت علاج کی سہولت میسر ہو۔

Khushal Khandan: Healthier Homes, Stronger Families



At PAHCHAAN, we believe true health starts at home. It's about more than hospitals and medicine, it's about everyday essentials like clean, safe water that every family needs to thrive. Through our Khushal Khandan Program, we support whole families, mothers, fathers, and children, ensuring they all have access to the care they deserve.

In 2023, we saw firsthand the impact unsafe contaminated water has on families. In communities where our centres operate, children were suffering from recurring illnesses, especially gastrointestinal issues such as diarrhea, typhoid and other conditions caused by contaminated water, carrying bacteria and toxins in alarming amounts. Treating symptoms wasn't enough. So, we acted, installing water filters where they were needed most. The results were clear and powerful. Clean water didn't just stop diseases from spreading; it gave families a real chance at better health and a stronger future.

We are deeply grateful to ***APPNA Qatra Fund*** for their generous support in providing these water filters. Their contribution is helping turn a basic need into a source of health and hope for many families.

Together, we're building healthier homes and stronger communities.



This is PAHCHAAN



When traveling became too challenging for elders aged 85 and 90, PAHCHAAN brought healthcare directly to their doorsteps. Our dedicated community mobilizer delivered their monthly medicines right to their homes, easing their burden and ensuring they received the care they deserved.

This kind of care is being made possible for less than two dollars.



With just **Rs. 500** we cover essential checkups, medicines, supplements, and counseling, for those who need it most, exactly when they need it.

Only a few organizations offer such comprehensive care at this cost. This work began because people's voices were heard and acted upon. We didn't wait for change, we made the first move.

Now, the second step is yours: to join this journey and help carry it forward.

Through this newsletter, we invite you to witness the progress, share the stories, and come together to sustain this vital mission.

Towards a Khushhal Khandan: Caring for Every Pillar of the Family



At PAHCHAAN, our commitment goes beyond mothers and children, we understand the importance of the men who bear the daily burdens of survival. Many of these fathers are farmers and laborers, working tirelessly for long hours, often ignoring their own pain and health needs because their families depend on them.

That's why we're taking a crucial step to open our centres on Sundays, the one day many of these hardworking men might find a moment to care for themselves.

Because a **Khushhal Khandan** truly flourishes only when every member of the family is healthy and supported, including those fathers who ask for nothing but give everything.

Investment for Years to Come

صدقہ جاریہ

In the name of your loved ones.

- Donate land for one Centre with **PKR 1.7 million**
- Contribute to medical equipment per centre **PKR 1.4 million**
- Support construction cost of one centre **PKR 1.6 million**
- Cover one centre's monthly running expenses with only **PKR 450,000**

I would like to help with their treatment.

Support mother and child visit costs: * cost per visit PKR 500	10 visit: **PKR 5,000**	20 visits: **PKR 10,000**	30 visits: **PKR 15,000**
Support healthcare for 1 mother & child:	For 3 month: **PKR 1,500**	For 6 month: **PKR 3,000**	For 9 month: **PKR 4,500**
Support of medication for a mother & child:	15 days: **PKR 15,000**	1 month: **PKR 30,000**	2 month: **PKR 60,000**

Please send your contributions to:

The Marketing & Fundraising Department House # 9, Street # 38, Canal Park, Gulberg II, Lahore Pakistan.

Phone: **+92-42-35762612, 3587122**1. Mob/WhatsApp: **0301-1126-012**

E-mail: pahchaanmkt@gmail.com

You can also send your Zakat or Donation through easypaisa **0301-1126012**

Account for Zakat
Account Title: **PAHCHAAN**
Account Number: **PK64 MUCB 0000000005413583**
Bank Name: **MCB Bank Limited**

Account for Donation
Account Title: **PAHCHAAN**
Account Number: **PK 50 SAUD 0000 1320 1102 9887**
Bank Name: **UBL Bank**

For further information visit us at:

www.pahchaan.info | www.facebook.com/Pahchaan | pahchaanofficial

