PAHCHAAN

Khushhal Khandan Project

The first 1000 days – A window of opportunity for mother and child

For over 20 years, PAHCHAAN has worked to support the health and well-being of mothers and children.

What began as a vision is now a growing network of support reaching families across underserved areas.

In 2024 alone, over 4,000 visits from mothers were received across our Mother and Child Health Promotion Centres (MCHPCs), proof that the need is real and how far our efforts have begun to reach.

Before our MCHPCs, many pregnant women depended on untrained Daiis, leading to complications and miscarriages. Today, with **regular check-ups, timely referrals, and early detection, these risks have dropped significantly.**

When these people visit a **private clinic in a small town,** they are charged **Rs. 300 to 700,** often equal to their **entire day's income.** We support the same care throughout pregnancy at **no cost** to the mother.



The ground where our Khushhal Khandan centres stand once saw frequent losses of newborns and mothers. Today, those outcomes have significantly reduced.

The first 1000 days of a child's life are absolutely crucial. This period—spanning pregnancy to early childhood—shapes the lifelong health and development of both mother and child. **If stunted growth or brain damage occurs during this window, the damage is irreversible.** The child will live with its effects forever.

That's why these days aren't just important—they are everything.

From the moment of birth until the child turns two, we provide 10 essential visits for both mother and child — all for just Rs. 5,000, each visit costing only Rs. 500.

From the very beginning of pregnancy to well beyond birth, this is what our First 1,000 Days project is all about— Providing care, support, and standing beside her every step of the first 1,000 days journey.

جہاں سہولت نہیں، وہاں سہارا بنیں۔
آپ کا تعاون، زندگی کو صحت مند اور محفوظ بنا سکتا ہے



Each centre serves a population of around 16,000 or more, making healthcare accessible at the community level.

Call for Support:
0301-1126212

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: **Silk Bank**

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