

FROM MOTHERS TO MOTHERLAND

TOGETHER, WE RISE

In rural India, not every birth marks the beginning of two new lives.

*Nothing teaches you about impact quite like being on the ground,
where stories aren't heard, they're lived.*

We saw her before we saw anything else. In a maternity ward in remote Madhya Pradesh, a young woman sat curled on a hospital bed, with a newborn child. The room around her was overfull yet empty. There was nowhere else for her to be. No family to ease her discomfort. No bed unsoiled by the blood/ medication of past births.

No doctor or even a nurse to promise her tomorrow.

Hours from the nearest 'big city', we had finally arrived at this Community Health Centre (CHC) serving numerous villages surrounding it. 180+ deliveries each month. 2 beds long past their use. 1 neonatal incubator, and a washbasin hard-won after much pleading. Needless to say, no ICU or complicated delivery support. Here, many caregivers learn their craft through trial, through error, through lives lost too soon. The dedication of the only one sanitation staff working all shifts of the day is commendable, but some stains—of grief, of neglect, and of such little value of life—never truly fade.

Some say India is rising. But here, in places where distance keeps healthcare just out of reach, where belief battles biology, where mothers bring life into a room empty of everything but prayers—here, India is still choosing which lives to save. A story that repeats, as if trapped in time.

The same now. Different places. A divided nation.

Should every mother and child not have an equal right to a healthy life?



"Every time a mother walks miles for basic care, I see both strength and a broken system. We're here, but we need more support to reach them."

- ANM worker, Khargone district



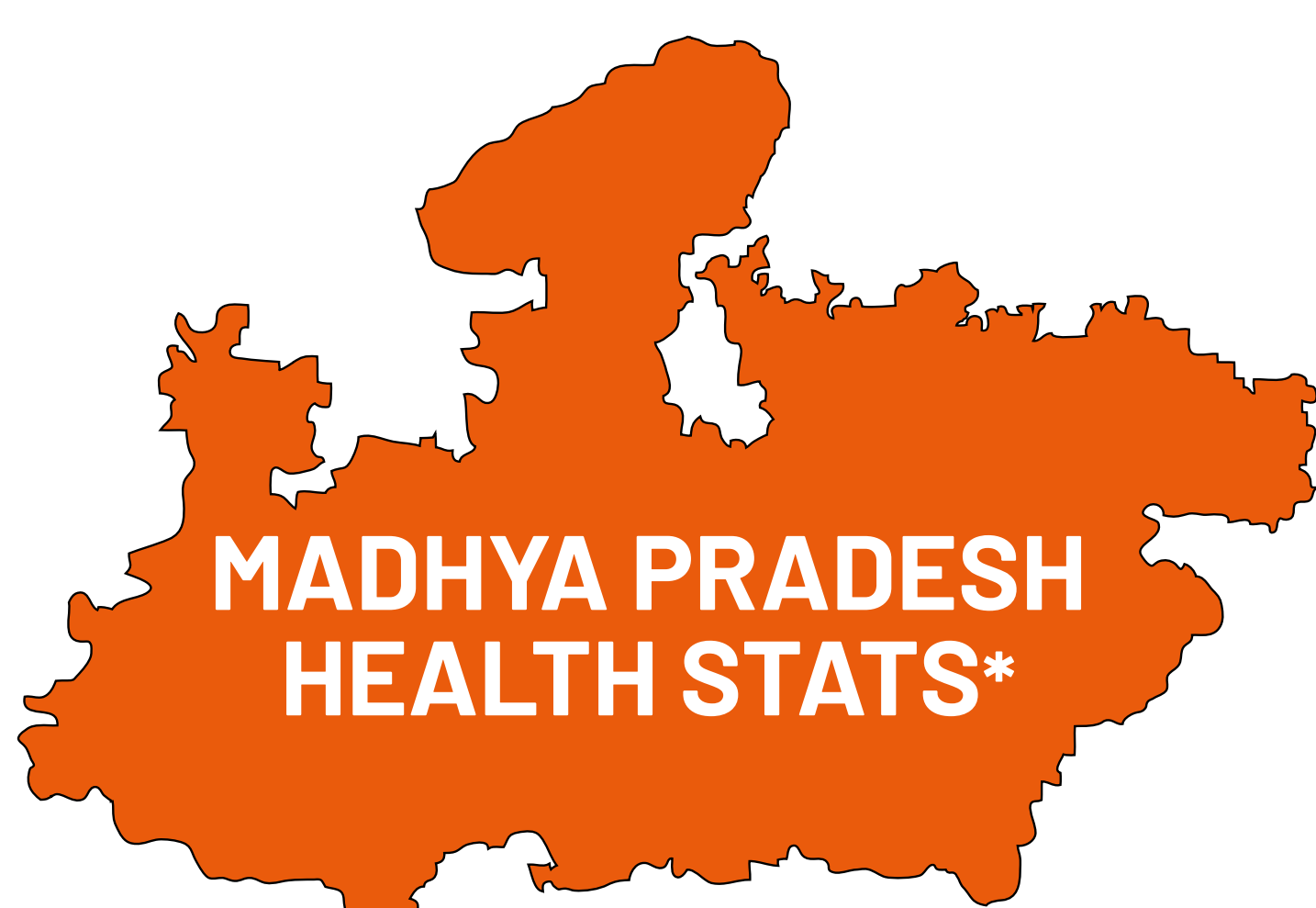
"In our village, women still give birth at home because the nearest hospital is too far. When complications arise, those precious hours slip away just trying to reach one."

- ASHA worker, Barwani



"I lost my first child because I couldn't get to a hospital in time. Now, I work to make sure no mother goes through what I did."

- Faliya volunteer, tribal area



Madhya Pradesh records
173 maternal deaths per
100,000 live births.

Newborn deaths stand at
35 per 1,000 live births

56 out of 1000 children die
before reaching their 5th
birthday



TRIBAL AREAS LEFT BEHIND

Madhya Pradesh is home to



15%

of India's tribal population

1 IN 5

pregnant women still deliver at
home, without skilled attendance



Here, 9 in 10 mothers walk over
10km for basic care



Only 1 in 3 homes have basic
sanitation



Most villages lack
emergency transport



Distance

One health centre serves an area that three should.



Time

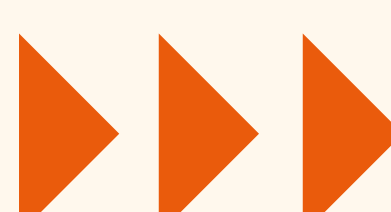
When emergencies strike, help is hours away.



Culture

Ancient beliefs and restrictions keep mothers
from modern care.

THE REAL CHALLENGES



**DON'T LET ANOTHER YEAR PASS WITH YOUR
CSR SPENDING FALLING SHORT OF REAL IMPACT.**

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