

THE HEART OF INDIA, ON HOME GROUND

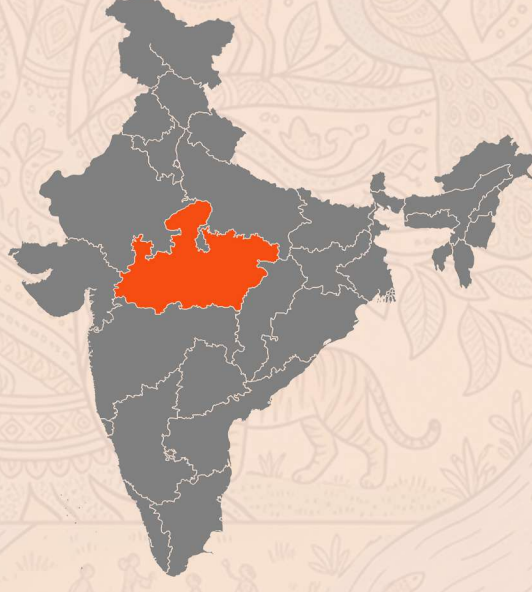
Madhya Pradesh sits at the geographic heart of India. The name itself means Central Province. And like all strong centres, it quietly holds many things together.

February, in professional life 😊, is often a moment to pause and reflect on what makes partnerships endure - time, consistency, and trust that stands firm when details matter.

For us at Let It Count, this month was also about home.

While we are based in Indore and work across 10 states, that reach comes with both access and responsibility. In the last week of February, we conducted an additional onboarding round in Madhya Pradesh, going deeper into our own backyard.

Because, home ground deserves the most rigorous work.



MADHYA PRADESH AT A GLANCE



POPULATION:

7.26 crore people, representing 6% of India's population



LAND AREA:

3,08,252 sq km, India's second largest state by area



NATIONAL ECONOMY SHARE:

Contributes approximately 4% to India's GDP



RURAL POPULATION:

Nearly 72% rural population, home to India's largest tribal population



ASPIRATIONAL DISTRICTS:

8 districts identified for accelerated development focus



HDI POSITION:

Ranks among the bottom third of Indian states on HDI

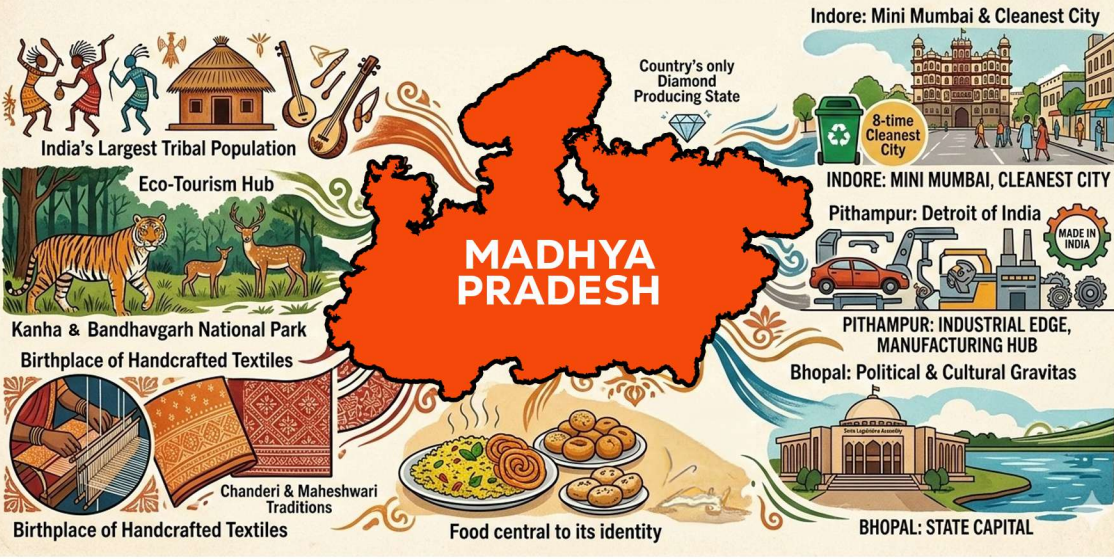
BIG STATE. BIG POPULATION. BIG ECONOMY.

YET DEEP, STRUCTURAL SOCIAL GAPS PERSIST

Especially in health, nutrition, education, and livelihoods.

THE MP IDENTITY

MADHYA PRADESH: A STATE OF MANY CENTRES, HELD TOGETHER BY A STRONG CORE



A CLEAR DEVELOPMENT CONTEXT



Alongside its cultural and economic strengths, Madhya Pradesh continues to face fundamental development challenges over-reliance on agriculture, gaps in maternal and child health outcomes, uneven education access, and gender disparities in higher education.

These realities shape where credible, well-designed programs can make the greatest difference and where rigour matters most

OUR ONBOARDING ROUND IN MADHYA PRADESH

PROXIMITY IS AN ADVANTAGE. IT ALSO RAISES THE BAR

In the last week of February, we conducted a dedicated onboarding round across Madhya Pradesh, focusing on **Education, Livelihood & Skill Development, Regenerative Agriculture**, and allied community priorities.

The process followed our standard on-ground methodology:

- Structured field visits to observe delivery realities
- Direct engagement with leadership and program teams on strategy, capacity, and execution
- Beneficiary interactions to understand relevance and lived experience
- Diligence checks that test whether systems hold up under real conditions



DUE DILIGENCE THAT HOLDS UP

Our due diligence is led by practitioners with deep, hands-on sector experience and operates across two lenses:

Finance, Legal & Compliance

Review of internal controls, budgeting realism, utilisation workflows, statutory and legal compliances, governance structures, board oversight, and accountability systems.



Program Quality & Evidence

Assessment of design integrity, delivery quality, monitoring practices, and outcome evidence aligned with stated objectives.



This is how confidence gets built. This is how trust becomes operational.

Strong CSR looks like credibility that holds up under scrutiny, outcomes that are measured with honesty, and partnerships that stay long enough to create real change.

If your CSR team is exploring programs in Madhya Pradesh or anywhere across India Let It Count would be glad to connect, whether for discovery, due diligence, or monitoring frameworks that work both on the ground and in the boardroom.

THE GROUND HAS BEEN COVERED. THE WORK IS READY.

www.letitcount.com

Contact us for more details contact@letitcount.com