

Organizational Profile and Track Record

Mian Muhammad Bukhsh Trust (MMBT) is an independent non-governmental organization to provide basic Health and Education with a vision of healthy and prosperous community and society. MMBT started its journey of philanthropy in 1995 by donating a plot of land, approximately 5000 Square meters, for the education of girls. This project for female education set a good example of public private partnership when handed over to the Education Department, later upgraded to High School in 2000 A.D. The Trust organizes free medical camps annually in collaboration with HIDA, PMA, PPMA, Lahore Royal Lions Club, The Health Department, District Headquarter Hospital, Fauji Foundation Hospitals and Paramedical school in Jhelum. Thousands of people get free treatment along with medicine from the camp. The trust has been running an Out-Patient Department at its hospital complex site for several years now where thousands of community members especially mothers and children get free treatment and medicine. MMBT is involved and actively participates in several philanthropic and social causes.

Background / Problem / Need Statement

Mother and Child Health is one of the most serious, growing, ignored and affecting problems in Pakistan. While certain organizations have worked at their level and initiatives started at either governmental or nongovernmental level, there has not been a concerted, cohesive, ongoing comprehensive effort with all-inclusive stakeholders. This is one of the few issues that affect everyone individually as well as the entire society collectively. The following facts and figures give us an idea of the gravity of the problem.

- Millennium Development Goals (MDGs) 3, 4, 5 and 6 are pivotal to MMBT programs.
- 99% of maternal deaths from childbirths occur in the developing world.
- More than 500,000 women die of pregnancy complications and childbirth every year.
- Infant mortality rate in Pakistan is greater than 1 in 10 compared to 1 in 143 in developed countries.
- Inexperienced, nonprofessional provision of mother and child healthcare services due to lack of management, infrastructure, logistics and financial, geographic and cultural barriers.
- Lack of institutional capacity, limited or no training, overall shortages and inequity in the professionals, lack of compensation for the professionals, lack of clarity over need, demand and supply.
- Program inadequacy, limited or no guidelines and strategic framework for provision of basic MCH.
- Lack of awareness about the care needed on the part of the main stakeholders i.e. mothers and children.
- Mother and Child health lies in the peripheries of lowest priorities of the policy makers and practitioners and is rundown by serious governance Issues.

Purpose / Rationale / Description

While MMBT has been working in the health sector for several years and have provided services to hundreds of patients, overtime Mother and Child Health (MCH) is taken up as one of our most strategic and priority healthcare issue. The underlying philosophy of our emphasis on educating the mothers in the Mother and Child Health program is best found in the words of Rudy Manikan, *"If you educate a man you educate a person, but if you educate a woman you educate a family."* In a male-oriented society where education opportunities for the poor are few, women are further less likely to receive them.

Mian Muhammad Bukhsh Trust (MMBT) Mother and Child Health (MCH) Center of Excellence (C.o.E) is a Healthcare enabling and service delivery framework designed to help in improving the health of mothers and children by increasing access to high quality healthcare services through capacity building, women empowerment and entrepreneurial framework. The Center will perform four pivotal functions:

1. **Healthcare Services** to Mothers and Children
2. **Capacity Building** programs for the stakeholders
3. **Research and Development** on relevant areas
4. **Advocacy and Activism** related to MCH legislation and Public Policy initiatives

1. **Healthcare Services** to Mothers and Children, MMBT Mother and Child Health (MCH) program is uniquely devised to utilize maximum potential of existing rural MCH staff consisting of women as midwives performing the following traditional functions:

- a. Family planning help and support
- b. Basic healthcare to pregnant women
- c. Delivery and
- d. Neo and post natal care

For the availability of basic health amenities especially for mothers and children, the project goal is to set up a round the clock emergency service in the excellence center that includes:

- e. 24x7 ambulatory service
- f. Trained professionals and first responders
- g. Enhanced services at Out-Patient Department

2. **Capacity Buildings** of the stakeholders with education, training and by making an enabling environment available through Mother and Child Healthcare training Centers that provide;

- a. Basic and comprehensive education and hands-on training programs; short courses, certificate trainings and diplomas in specialized programs including but not limited to:
 - o Paramedics
 - o Midwifery
 - o Nursing
 - o Support Staff
 - o Patient Care and Service
 - o Technicians
 - o Soft Skills
- b. Awareness workshops, seminars and programs
- c. Technical and Vocational Training
- d. Development of and support in Professional, Technical and Physical infrastructure

3. **Research and Development** is at the core of all MMBT programs, through which the evidence base for treating clinical conditions and service delivery framework is renewed and innovations explored. The Health board is committed to supporting an environment through research and innovations actively encouraged, recognizing R&D as an essential component in delivering a high quality care service for patients and service users and attracting the best staff to deliver those services.

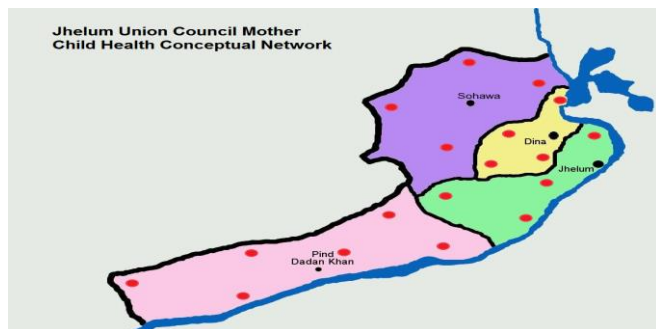
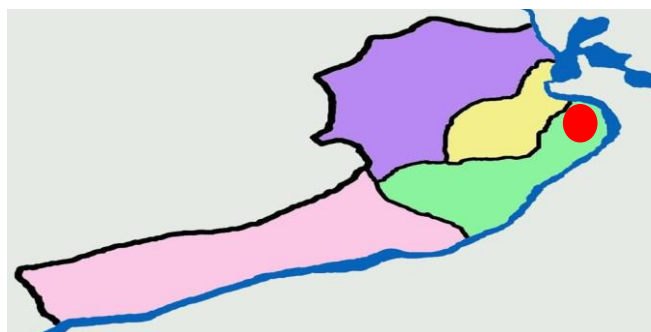
4. **Advocacy and Activism** play a pivotal role in getting any issue or problem recognized, increasing awareness and favorable legislation. Our Advocacy and Activism activities will include the following:
 - a. Dialogues among key stakeholders on relevant issues
 - b. Conference and informational seminars
 - c. Networking and Lawmakers
 - d. Keep a close liaison with media
 - e. Publish analyses and reports

Methodology

Mian Muhammad Bukhsh Trust, along with its national and international collaborating partners, has been working to help build capacity through different programmatic interventions in different thematic areas related to Mother and Child healthcare. We intend to expand and intensify our work using the strategies, which we have been using overtime to implement the program successfully for the Mother and Child Health Center of Excellence. Center of Excellence has elaborate plans to implement its above explained 4 mandates in the following three phases.

Phase I

The Center will be operational performing its all four core functions as described above. A Mother and Child Health Center (MCHC) will be setup in one of the Union Councils in Jhelum District as a pilot unit to smoothen out and test working of the model. The Center will help the community in not just MCH but also in general medical emergencies and, health and fitness programs. The MCHCs will run as professional self-sustained not for profit units.

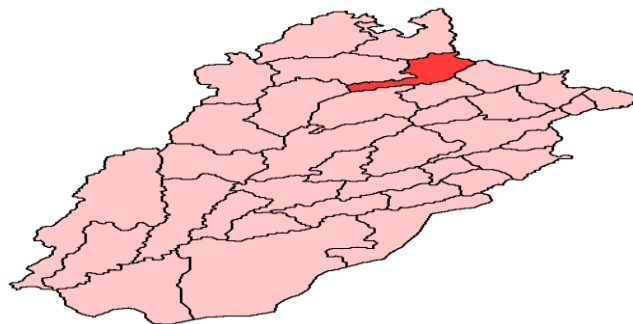


Phase II

Once phase I is well in the implementation mode, we will kick off phase II of the program that involves enhancing the services and program offerings as well as expanding the geographic area of the program by incorporating all Union Councils of the district. Every Union Council will have fully operating MCHCs along the style of BHUs supplied with competent and professional staff from MMBT Mother and Child Health Center of Excellence.



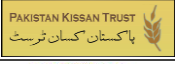





Phase III

After the MCHCs have been fully functional and successfully operating, the MMBT MCH Center of Excellence will be ready to offer its experiences, expertise and resources to other organizations and institutions with similar mission, goals and objectives throughout the country and elsewhere in the world on not for profit basis and a global community spirit.



Collaborating Organizations

The members of these organizations are responsible for developing the proposed program.

Organizations		Relation to program
HELP Pakistan		Consortium Of Partnering Organizations
Mian Muhammad Bukhsh Trust		Primary Program Development & Execution partner
Pakistan Kissan Trust		Field Support and Secondary Execution partner
Lahore Royal Lions' Club		Field Support and Secondary Execution partner
Giyan Foundation		Field Support and Secondary Execution partner
Peace University, USA		International Program Implementation partner
{C.A.R.D} Center for Advanced Research and Development		International Research and Development partner
Digital International Education		International Education partner

Sustainability

MMBT Board and the team of executives, as a policy have incorporated sustainability in the core values and the strategy. This spirit of sustainability reflects in every program and project of the Trust. Mother and Child Health Center of Excellence is founded on the same principals of sustainability and some of our ways and means to achieve sustainability all the way are listed as follows:

Trust Endowment

Endowment of the trust supports and gives core stability to each project. Chairperson and all the family members, along with several other friends of the trust, donated pricey urban residential land to the trust accumulating a significant asset base. Current and promised value of MMBT endowment is in excess of 260 Million PKR (2.5 million US\$) expected to rise sharply in next year or so due to ambitious urban development work going on the Trust residential land area.

Collaborating Organizations / Barter

We have always believed in collaborating on strategic and/or periodic, project basis. Collaborations range from sharing vision and goals to accumulating material and intellectual resources for a greater synergistic value.

Revenue Generated through Products and Services

Revenue will be generated through:

- Medical services especially inpatient private rooms for affluent patients who'd like to donate to the hospital or pay for the services.
- Training programs offered at the medical school, and
- Research and Development services offered to other organizations.

Corporate Social Responsibility (CSR)

Continuing commitment of businesses to contribute to economic and social development, while improving the quality of life of the workforce and their families as well as the local community and the society is priceless. CSR will play a major role by highlighting the performance of CoE in a transparent and cohesive manner and will result in better understanding from the community about the challenges that this sector faces.

Organizational and Individual Donors

We welcome donations from individuals or organizations who believe in our cause and corporate social responsibility. We have made a range of 'giving' options available to such donors from raffles, collection tins to regular periodic donations. We do reach out with solicited and/or unsolicited grants and funding proposals to donors whose goals align with ours.

Events

MMBT tradition is to involve the community at home or overseas in its programs and activities and hence plans several fundraising events a year. Ranging from coffee mornings, fundraising dinners, shows, concerts, sponsored walks etc., and the aim of such community-oriented events is to raise awareness on issue, encourage participation and collaboration.

Sponsorships / Dedications

Dedication and attributions are one of the important features of our program, which is very important to our community. Many community members have approached us in devising such a setting and hence we put sponsorships/dedications program together. Ever since, many have sponsored in the name of their loved ones.

Expected outcomes

1. Improved MCH Network
2. Increased number of trained MCH professionals
3. More responsive and responsible MCH emergency management system
4. Enhanced networking of and among MCH professionals
5. Robust Capacity Building education, research and development network
6. Publications:
 - Research Studies
 - Professional and Scientific Journal
 - Periodic Online / Print Magazine
 - Electronic Content
 - Project reports

Implementing Schedule

The Center of Excellence is already in the process of devising designed and developed into an implementable program. Tentative implementation schedule as per program is as follows:

	Nature of activities	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
0	Conceptual Framework	X									
1	Medical Service Delivery	X	X	X							
2	Education Programs	X	X	X							
3	Research and Development	X	X	X							
4	UC level MCH Centers Setup				X	X	X				
5	Help and Support Network				X	X	X				
6	Nationwide Knowledge and Experiences Sharing						X	X	X	X	
7	Enabling Environment Provisioning							X	X	X	X