

There is no reason why a mother should die to give life, and why a child should die or be left an orphan at birth.

Easy and affordable access to maternity care can change this situation. Professional care and support throughout the continuum of childbirth can prevent serious complications turning fatal, and make motherhood safe for all.

Join us in our mission to create a task force of midwives across India and help provide care to every mother and child to survive and thrive.

Promise
PROFESSIONAL MIDWIFERY SERVICES
MIDWIVES SAVE LIVES

THE RARE EARTH

Pregnancy and childbirth are normal physiological processes in a woman's life. Every woman hopes to enjoy this special journey. Yet, there is nothing quite as fraught with pain and fear.

Sadly, in India, maternal care facilities are lacking. Despite reduction in maternal and infant mortality rates, India still records the highest deaths in the world.

We believe that it is possible to make drastic and enduring reduction in both maternal and infant mortality, through a woman-centered, more 'natural' and less invasive maternity care.

Our mission is to make pregnancy and childbirth safe. We want to create a cadre of health workers and services, which would provide professional yet affordable care to women, during pregnancy and childbirth.

The Fernandez Hospital Educational and Research Foundation has launched PROMISE (Professional Midwifery Services) an initiative to provide simple, safe and affordable maternity care to low-risk mothers in the community and make pregnancy and childbirth a joyful experience for all.

www.promise.org.in

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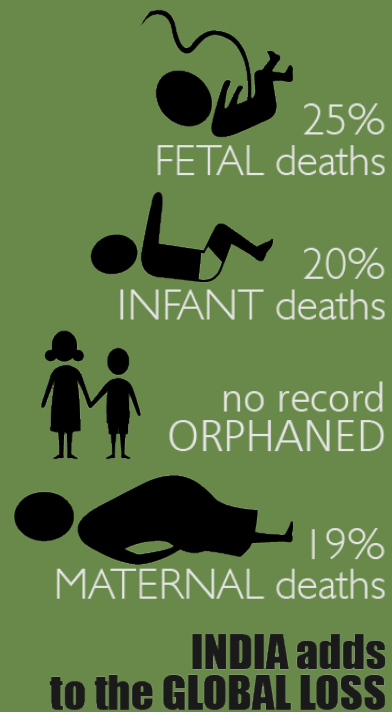
Make it **SAFE**



There's nothing more natural than being born. But often things can go wrong for both mother and child, during that long journey from the womb to the world.

In India, 50,000 mothers and more than a million infants die each year due to complications in pregnancy and childbirth – one of the highest in the world. Children that are rendered orphans don't even figure anywhere.

The tragic reality, however, lies not just in these deaths but in the fact that they are nearly always preventable.



DYING TO GIVE BIRTH

About 27 million children are born in India every year. Of these at least 73% are institutional deliveries now. But there isn't enough infrastructure and trained personnel with midwifery skills to support the increased load.

As a result a large number of maternal and newborn deaths happen during labour, delivery and the 24 hours thereafter.



Our medical infrastructure and services are not equipped to serve them all – especially the poor and hard-to-reach communities where the most vulnerable population lives.

What is needed is a well-placed maternal care system that is efficient and can look after and nurture pregnant women, young mothers and the newborn on a continuum.

Given the Indian reality, a frontline midwifery service will not only bring huge relief to expecting families, but will also prove highly cost-effective.

Midwives do much more than deliver babies. Midwives care for mothers before and after childbirth, they protect the health of the newborn, they offer counseling, and they know when to call for emergency help when complications arise.

We need them now more than ever to help these mothers and their babies.



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