

Begum Rokeya University, Rangpur



Department of Public Administration

Project Proposal on “Maternal Health Protection”

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“Proshphutito Projonmo”

Details of Project:

NAME OF ORGANIZATION/NGO: Proshphutito Projonmo

PROJECT NAME: Maternal Health Protection (A sustainable Initiative for Urban Slum Communities)

LOCATION: Rangpur

IMPLEMENTATION PERIOD: FROM 01 February 2025 To 31 July 2026

NO. OF DAYS: 547

CONTACT PERSON: Afzal Hossain Sakil, COUNTRY DIRECTOR

DATE PROPOSAL SUBMITTED: 06 January 2025

Organization Profile:

“Proshphutit Projonmo” is a non-profit organization committed to empowering underprivileged communities in Bangladesh. Established in 2023, our mission is to foster sustainable development through health, education, and livelihood initiatives.

BACKGROUND / PROBLEM ANALYSIS:

The population of Bangladesh continues to rise rapidly, with roughly two-thirds of the population growth taking place in urban areas. In Bangladesh, a large proportion of births are still taking place with unskilled attendants in household settings, and this is particularly true of women from lower socioeconomic status. The 2006 Bangladesh Urban Health Survey (BUHS 2006) identified inequities in utilization of maternal care when comparing slum and non-slum populations, and overall there appears to be poor utilization of maternal services in slum settings.

Maternal health in urban slum areas of Bangladesh is often neglected due to poverty, lack of awareness, and limited access to healthcare. Pregnant women in these areas face significant risks, including malnutrition, inadequate prenatal care, and unsafe deliveries. These challenges contribute to high maternal and neonatal mortality rates. This project aims to address these issues by providing accessible healthcare, education, and nutritional support to pregnant women in urban slum communities.

Socio-Economic Status of Pregnant Women:

Women in low-income households are less likely to access quality antenatal care, skilled birth attendants, and emergency obstetric care. Additionally, poverty affects nutrition, education, and living conditions, all of which can impact maternal and child health outcomes. poverty may limit access to antenatal care, skilled birth attendants, and emergency obstetric care, leading to higher rates of perinatal mortality.

Objectives:

Primary Objective:

To improve maternal health outcomes and reduce maternal and neonatal mortality rates and enable mothers to have healthy births in urban slum areas of Rangpur.

Specific Objectives:

1. Ensure regular antenatal and postnatal care for 500 pregnant women.
2. Provide nutritional support to 500 pregnant and lactating mothers.
3. Conduct 100 health awareness workshops for slum communities.
4. Establish 3 community health centers for sustainable healthcare access.

Mission:

Improve maternal health					
Subject	Activities	Time	Target	Achievement	Risk
Identify Pregnant Mother	1.Nutritional support 2.Regular follow-ups with beneficiaries 3.Provide free health checkups, supplements, and medicines.	1 – 18 Months	500 Pregnant Mothers	85%	1.Political intervention 2.Natural Disaster 3.Situations in Area 4.Timely Delivery the Material 5.Ethical Risk

Proposed Activities:

Phase 1:

Awareness and Engagement (Months 1-6)

- Baseline survey to identify target beneficiaries.

- Community engagement sessions to raise awareness of maternal health issues.
- Recruitment and training of community health workers.

Phase 2:

Service Delivery (Months 4-12)

- Establish 3 community health centers equipped for antenatal and postnatal care.
- Provide free health checkups, supplements, and medicines.
- Nutritional support, including monthly food packages for pregnant mothers.
- Emergency transport services for hospital deliveries.

Phase 3:

Monitoring and Sustainability (Months 12-18)

- Regular follow-ups with beneficiaries.
- Capacity-building sessions for local health workers.
- Develop a sustainability plan to transition project activities to local authorities and stakeholders.
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Nutritious Management:

A child typically grows for 280 days, or nine months and 10 days, in the mother's womb before seeing the light of day. The nutrients it gets from the mother are essential to its growth and upkeep during this time. Pregnancy-related underweight and malnourished babies can result from inadequate food intake and malnutrition, and the mother may experience anemia, weakness, and other health issues. Particular attention should be paid to the future mother's eating habits during this period. In order to plan a balanced daily diet, mothers should consider certain special ingredient

Meat: More meat than normal is required right now. For the fetus, mammary gland, etc. to grow properly, non-vegetarian food is required. At this point, 90 to 100 grams of meat per day will be required. This meat's primary sources include fish, meat, eggs, milk, pulses, nuts, and beans.

Iron: Under normal circumstances, an adult woman needs 30 grams of iron daily; during pregnancy, she needs 38 grams. Liver, dried fruits, green vegetables, black and red cabbage, tenger fish, beets, jaggery, dates, safeda, and sour fruits are all rich sources of iron.

Folic Acid: Maternal anemia may result from a folic acid deficiency. Folic acid also shields children from birth defects. During pregnancy, one should consume four times the recommended amount of folic acid. Folic acid can be found in foods like spinach, lettuce, liver, dry beans, eggs, pulses, and milk.

Calcium: To form bones and teeth, a newborn requires a lot of calcium during the first three months of life. Every day, a pregnant woman should take at least 1000 mg of calcium. Yogurt and milk are excellent sources of calcium. In addition, foods high in calcium include fish, pulses, mustard greens, cabbage, turnips, beets, almonds, and fruits like oranges and grapes.

Effects of maternal nutrition on developing fetal brains

Antioxidants help babies remember things better.

Foods high in vitamin D: Vitamin D is abundant in foods like cheese, beef, and liver. The baby's brain does not develop normally if the mother's body does not contain enough vitamin D during pregnancy. In addition to consuming foods high in vitamin D, the expectant mother should spend some time in the sun. The diet should also include milk or curd.

Zinc and copper: The diet should include foods high in zinc, such as grains, chickpeas, and beef, and foods high in copper, such as cashews, avocados, beans, and beets. It promotes healthy brain cell development in the fetus.

Iodine-rich foods: Iodine has a critical role in a child's intellectual development. Iodized salt should be on the daily food list for this reason. Sea fish, eggs, liver, lobster, and corn are all edible.

This is a monthly pregnancy meal plan that emphasizes balanced nutrition for the mother and unborn child.

1st-3rd Month (1st Trimester):

Benefits:

- **Formation of the brain and nervous system of the fetus in the womb.**
- **A light meal to ward off morning sickness.**

Three days a Week		
Type of food	List of food	Nutrients
Breakfast	Boiled egg, Milk, Wheat Bread	Protein, Calcium, iron.
Lunch	Rice, Pulses, Fish, vegetables.	Protein, Iron, Vitamin-C, Folate.
Snacks	Seasonal fruits (Orange, Guava, Almonds)	Fiber, Vitamins, Healthy Fat
Dinner	Rice, chicken (75g) or egg, mixed vegetables	Protein, Vitamin A, Carbohydrates

4th-6th Month (2nd Trimester)

Benefits:

- **Bone and teeth development;**
- **increased blood production.**

Three days a Week		
Type of food	List of food	Nutrients
Breakfast	Oatmeal, milk, banana	Carbohydrates, Calcium, Potassium
Lunch	Rice, lentils, meat/fish, green vegetables, 1 boiled egg	Protein, Iron, Fiber Vitamin B-12
Snacks	Milkshake, chicken soup	Calcium, Protein
Dinner	Flattened rice or puffed rice with molasses, milk	Carbohydrates, Calcium, Iron

7th-9th Month (3rd Trimester)

Benefits:

- **Baby weight gain and maternal energy supply.**
- **Preparation to reduce complications during delivery**

Three days a Week		
Type of food	List of food	Nutrients
Breakfast	1 boiled egg, brown bread, milk	Protein, Calcium, Iron
Lunch	Rice, chicken (100g) or fish, lentils, vegetables	Protein, Carbohydrates, Vitamins
Snacks	Apple/guava/orange, nuts	Apple/guava/orange, nuts
Dinner	Khichdi (rice, lentils, vegetables), milk	Protein, Carbohydrates, Calcium

10th-18th Month (4rd Trimester)

Benefits:

- **maternal energy supply for Health.**
- **Preparation to increase health above of mothers and infant.**

Three days a Week		
Type of food	List of food	Nutrients
Breakfast	1 boiled egg, milk	Protein, Calcium, Iron
Lunch	Rice, chicken (100g) or fish, lentils, vegetables	Protein, Carbohydrates, Vitamins
Snacks	Apple/guava/orange, nuts	Apple/guava/orange, nuts
Dinner	Khichdi (rice, lentils, vegetables), milk	Protein, Carbohydrates, Calcium

Extra Instructions:

Drinking eight to ten glasses of water a day is recommended. Fruits and Vegetables: Every day, eat leafy greens and seasonal fruits. Supplements: Take calcium, folic acid, and iron as directed by your doctor.

Steer clear of processed, greasy, and spicy foods.

All trimesters of pregnancy can be managed healthily with the nourishment this meal plan offers.

Medical Service:

According to World Health Organization (WHO) data, miscarriage or spontaneous abortion before the completion of pregnancy is becoming very common worldwide. According to a 2024 BD survey, at least 1,194,000 cases of spontaneous abortion occur every year, i.e., 3,271 cases of miscarriage per day.

Doctors have identified the following reasons behind miscarriage:

1. Mother's illness such as diabetes, blood pressure, thyroid problems,
2. Infection such as rubella, HIV, gonorrhea, syphilis,
3. Overwork/excessive travel by the mother,
4. Carrying multiple babies at once, Poisonous food and medicine.

Health Checkup:

It is important to have at least 4 checkups during pregnancy.

1. As soon as possible after becoming pregnant.
2. 20-24 weeks of pregnancy.
3. 28-32 weeks of pregnancy.
4. 36-40 weeks of pregnancy.

In addition, it is necessary to know the mother's blood group, whether there is sugar in the blood, whether there is anemia, and whether there is hepatitis.

Pregnancy and Preparation for Childbirth Misconception:

It is a common misconception that pregnant women need to eat twice as much as before. However, this is not true. A healthy mother is naturally well-prepared for her baby. Therefore, eat only as much as you need. Along with this, include protein-rich foods like one egg, a little meat, a little fish, and one glass of milk daily to meet your calorie needs. Also, eat plenty of water, vegetables, and fruits.

Preparation for Childbirth:

1. Plan ahead: Make a birth plan beforehand. Decide where to go and how to get there quickly in case of labor. Keep necessary items ready.
2. Stay alert: Especially in the final days, try not to fall asleep.
3. Light movement: Labor doesn't happen immediately after labor pains start. It usually takes several hours. During this time, you can walk around lightly if possible.
4. Postpartum Maternal Care Postpartum: After a long labor, the mother may feel exhausted. Therefore, she needs nutritious liquid food and restful sleep. Immediately after delivery, the baby should be breastfed within half an hour.
5. Maternal Diet: The mother's diet should be balanced. A lactating mother needs to consume an additional 500 calories per day and drink plenty of water.

Project Budget Plan:

Categories	1 st to 3 rd Month	4 th to 6 th Month	7 th to 9 th Month	10 th to 18 th Month	Total Budget
Food Supply (3 days of a week)	48, 75,000	42,90,000	48,50,000	1,56,00,000	2,96,15000
Health Care Consultation	7,50,000	7,50,000	7,50,000	12,75,000	35,25000
Nutritional Supplement	1,50000	1,50000	1,50000	2,00000	6,50000
Training Awareness	25,00,000				25,00,000
Transportation	2,00,000				2,00,000
Salary	1,12,50,000				1,12,50,000
Miscellaneous Cost	5,00,000				5,00,000
Total					4,82,40000

Risk Management and Mitigation:

1.Political intervention:

- Projects may be influenced by political parties, leading to biased decision-making and favoritism. Political leadership can create disruption and uncertainty in leading and managing a project.
- The risk management team has to great relations with local popular and impactful individuals to resolve the uncertainty in local area. At the same time, they need to convince the persons to handle the project from beginning the activities to providing services.

2.Natural Disaster:

- The risk management team must follow the disaster response guidelines which is predicted by government authority and will be prepared accordingly.
- To mitigate any incident in project, they have to proper concepts about weather and environment situation so that the service holders take proper and enough opportunities from this project.

3.Situations in Area:

- Since the project will be held in local area's people, the project management team must be concerned about there condition when the project team will arrive to give the resources.

4.Timely Delivery the Material:

- The Material will be provided by good vendor so that these arrive in selected time.
- To mitigate their need, we have to take targeted time.

5.Finance control:

- Proper planning maintains over expenditure and insurance policy.
- Related persons with project are accountability and transparency to control any money loundaring.
- Carrying of bulk amount of cash for disbursement.

6.Ethical Risk:

- Since this project is to be held with rural and marginalized people, there has a cultural and communication gap.
- To mitigate these gap, the risk management team will take correspondences from the local stakeholders.

Exit Strategy:

Currently in the world, pregnant mothers in underdeveloped and developing countries are deprived of nutritious food. It can be seen that economic problems, family problems, even thousands of aborted babies or unexpected mothers die during childbirth due to our ignorance.

Through this project we are committed to give a healthy child to the family, society and nation through awareness, nutritious food, care of mothers during pregnancy, their special training.

The duration of this proposed project is eighteen months provided that this project will bring positive impact to the expectant mother. The administration will be keen to proceed with donor

interventions and make special contributions to aid. Through this project, there will be positivity for pregnant women in every family.

This project believes that the pregnant mother will bring health and comfort to every family by abandoning various superstitions and bad practices.

Thanks