

COUNTING CARE:

Financing the Care Economy for Women's Work and Children's Futures



A JUST AND CARING WORLD FOR EVERY YOUNG CHILD.

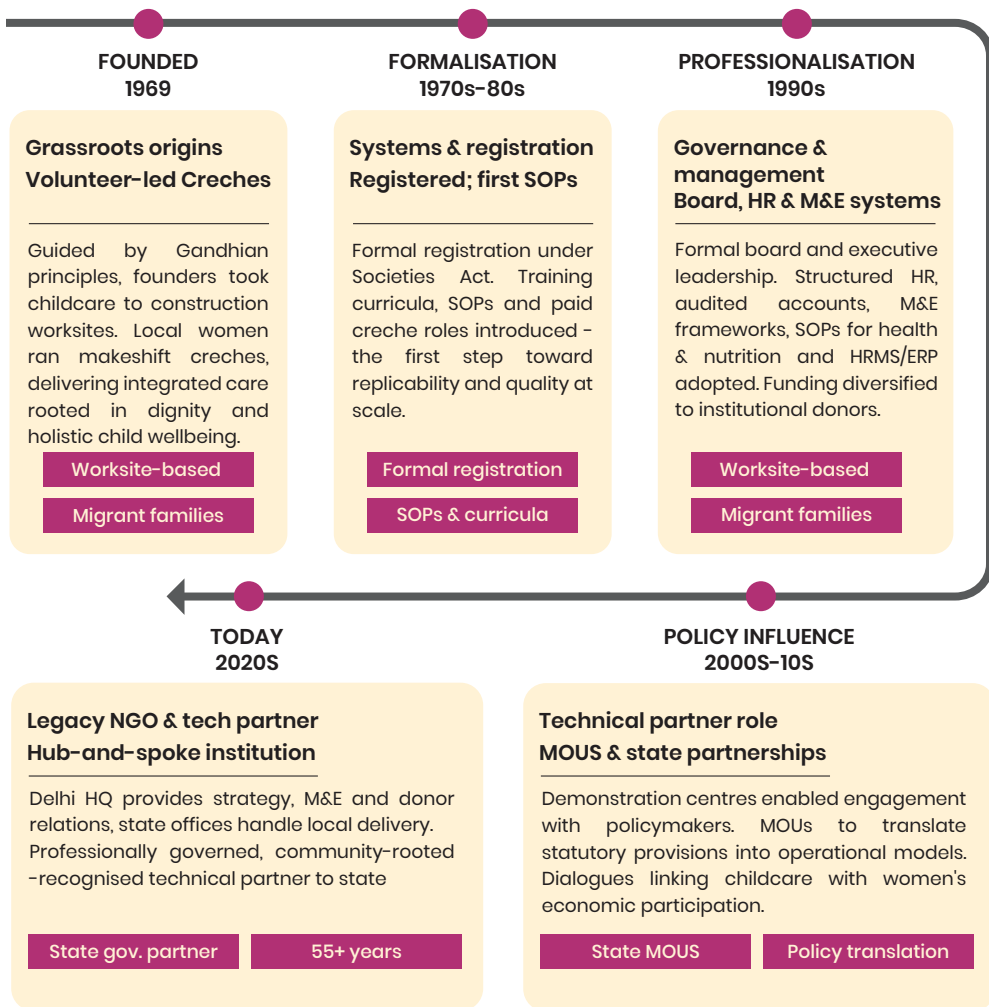


As per MC Child Safeguarding Policy, we have consent from the parents of all children, partners, Individuals whose photographs have appeared in this publication.

AN INSTITUTION BUILDING JOURNEY ROOTED IN ITS VALUES

Mobile Creches' institutional journey spans more than five decades of deliberate, values-driven development – from grassroots volunteer action to a nationally recognised technical partner.

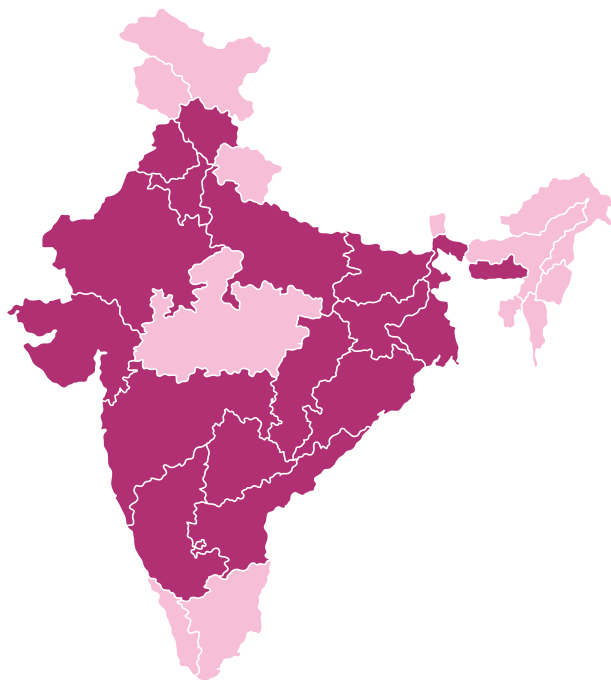
Mobile Creches – an institutional journey across five decades



A clear mission alignment, an organisation that embeds 'care' for children to employees at the heart of its work, and high shared pride in the organisation's mission stands out across generations, teams and locations.

Today Mobile Creches is recognized as a professionally governed, systems-oriented institution that balances rigorous operational systems with a community-rooted culture. With gender-equity at its core, MC's tiered governance system provides institutional stability that keeps the organisation relevant in the changing world.

MOBILE CRECHES FOOTPRINT ACROSS 17 STATES



**1 Million Children
Reached**



**20,000+ Trained
Childcare Workers**



**5000+ Childcare
Centres**



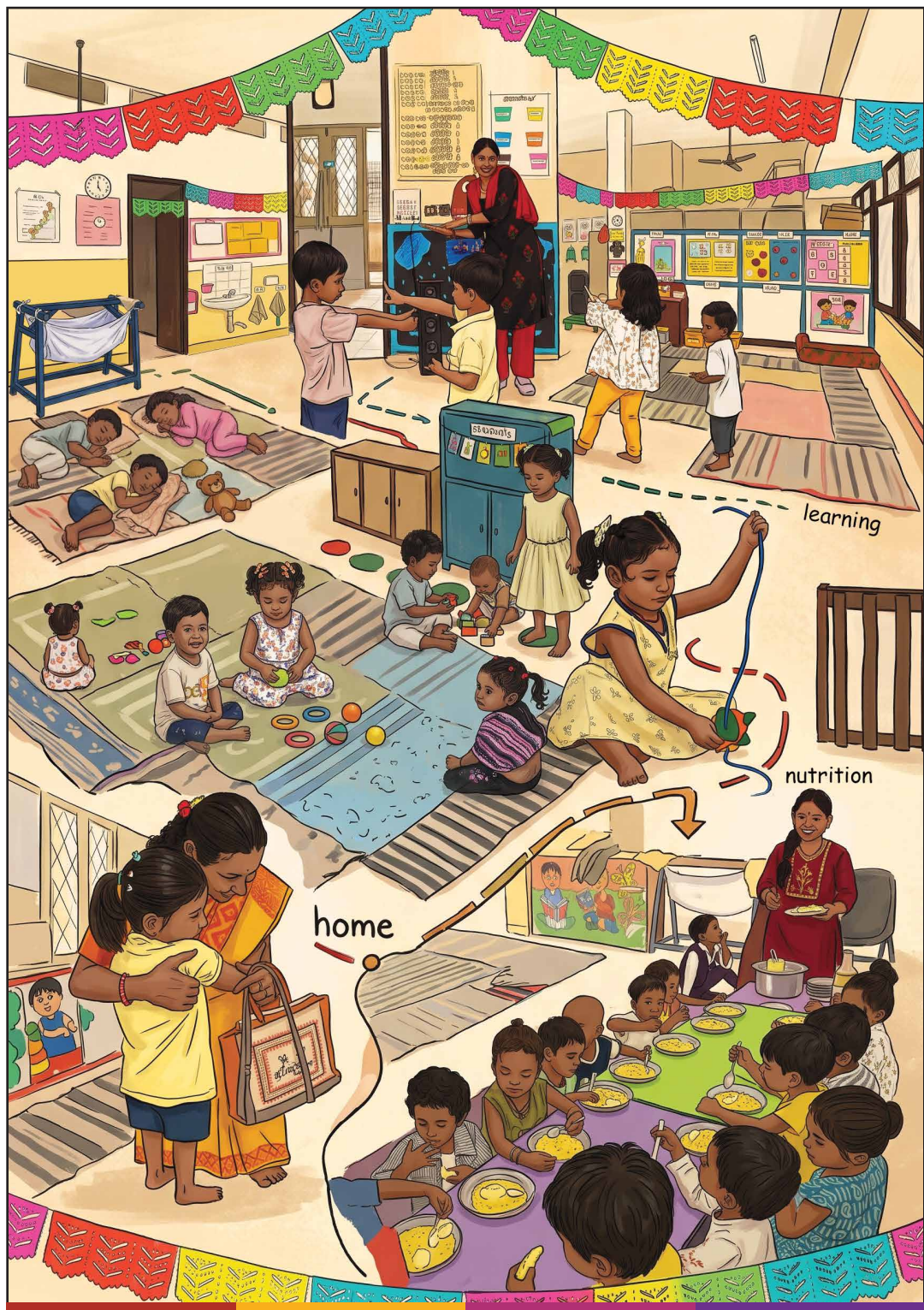
**200+
Partners**



**5 Million Community
Members Reached**

OUR CARE PRACTICES





WHAT OUR VISION FOR 2032 LOOKS LIKE!

- Catalyse State Systems to Expand Access to Quality ECD Services
- Strengthen State Capacity to Professionalise the ECD Workforce
- Run model ECD programmes for evidence based learning

7 Million

young children
accessing quality ECD in 4
focused states.

60%

children who access state-run
childcare services show improvements
in developmental outcomes.

70%

mothers of children who access quality
ECD services participate in social,
economic and self-care activities.

50%

of childcare workers are skilled and
certified and report increase in their
professional recognition and agency.

Join us in giving every child the opportunity to grow, learn and thrive. Together, we can build a brighter future for every child.

From Despair to Independence: Halima's Journey with Mobile Creches

For years, *Halima lived under constant suspicion within her own home*, with her family repeatedly questioning her character until she felt completely broken. At 18, seeking trust and an escape, she fled with a man she met online – only to fall into a *deceptive marriage with a non-earning, abusive partner* who was nearly 40 and already married with children. When she sought a separation through the local Masjid, *her family publicly assaulted her, leaving her isolated with two small children*. Determined to rebuild her life, Halima rented a flat, took a loan for a beauty course, and managed to secure work as a makeup artist. However, *balancing employment with childcare proved financially draining*, as she had to pay ₹6,000–₹7,000 per month for a private daycare for her younger daughter, Ameera Fathima, while her elder son stayed with her parents.

A major breakthrough occurred when Halima discovered the Muskaan Centre by Mobile Creches in Gurappana Palya. Enrolling Ameera Fathima at the centre – supported through a fee-based model – provided access to essential early childhood services, including regular doctor checkups, monthly height and weight monitoring, and balanced nutritional care.

The centre's staff identified that Ameera Fathima was surviving almost exclusively on bottled milk and systematically transitioned her to a healthy diet of kheer, khichdi, and eggs, helping her gain weight and thrive socially. *With her daughter safely cared for in a nurturing, hygienic environment, Halima expanded her makeup career to earn ₹15,000 a month*. Halima's transformation demonstrates how access to reliable, community-based childcare at *Mobile Creches serves as a critical foundation* for maternal economic empowerment, allowing mothers to overcome severe adversity and secure a stable future for their families.



**IF YOU CHANGE THE BEGINNING OF THE STORY,
YOU CAN CHANGE THE WHOLE STORY.**



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Our Government Partners



OUR FUNDERS



Want to support?

You can reach us at

mail@mobilecreches.org or +91 96547 44651

Donations are eligible for 50% tax exemption under Section 80G of the Income Tax Act, 1961.

For more details:
Scan the QR code

