



# CAPED

Cancer Awareness, Prevention  
and Early Detection Trust



# ANNUAL REPORT

## 2021 - 22

# ABOUT US

## CAPED Cancer Awareness Prevention and Early Detection Trust

is a community outreach organisation working in the healthcare domain since its inception in 2014. The organisation's core area of work is cervical cancer prevention and early detection.



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**Alok Goyal**  
Trustee

# A MESSAGE FROM THE BOARD OF TRUSTEES

CAPED's journey towards elimination of cervical cancer from India...

Dear Supporters,

It gives me immense pleasure and joy to share with you about CAPED's journey so far. CAPED came into existence when a handful of us came together due to a common cause - cancer! Each one of us had lost a loved one to this disease and were keen to do something to prevent loss of lives due to cancer as much as possible and the emotional and monetary pain it causes to the caregivers.

We chose cervical cancer as our focus, as it is one of the leading causes of cancer deaths among women globally and in India. Ironically, it is the only cancer which is almost 100% preventable.

Since our inception in 2014, we have worked tirelessly to **generate awareness** among the communities about cervical cancer and its prevention. We facilitate free-of-cost **screening for early detection** of cervical cancer for women from peri-urban and rural communities. Through our **patient navigation program**, we support **further diagnosis and treatment** of screen-positive patients in collaboration government or charitable healthcare facilities.

In 2020, our focus shifted to support the Government's efforts to limit the spread of COVID-19, as part of which we operated COVID screening booths and vans across multiple locations in Delhi-NCR. In 2021, we supported Gurugram Health Department with COVID vaccinations drives, and relaunched cervical cancer screening on a much larger scale.

As we look at starting a new year, we intend to scale up our projects, with sustainability and replicability as the cornerstones of our work. We hope you will continue to be a part of our journey to eliminate cervical cancer from India!

*Alok*

# FROM THE CEO's DESK

## Navigating the post-pandemic world...

Dear Well-Wisher,

The past year has been all about bouncing back, not just for CAPED but for all of us collectively. Life after COVID wasn't the same as before. Thankfully, the year was much more kind to us.

We at CAPED, continued our work in supporting the Government's effort in curtailing the spread of COVID. We learnt to navigate the biggest challenge so far in our COVID relief efforts – vaccine hesitancy – through our community mobilisation and social & behaviour change strategies.

Post COVID, our modus operandi for cervical cancer awareness, prevention and early detection has evolved immensely. We created a collaborative model wherein CAPED along with the District Health Department and global knowledge partners work together to maximise the impact of our intervention while strengthening the public healthcare systems for long-term sustainability. This has taken our work and impact to a whole new level!

We also established strategic collaboration with American Cancer Society (ACS) as a result of which our work was further strengthened with evidence-based strategies from other parts of the world.

A particularly bright spot this year was winning the SABERA Award in the 'Swasthya & Kalyan' category. It was an immensely proud and rewarding moment for us when our work was recognised by industry leaders.

While the year was tough, it brought a lot of positive shifts in CAPED and how we work. We look forward to build on these further and march on towards our vision of creating a '**Cervical Cancer Mukt Bharat**'. And, we shall hope for your continued support in this journey...

*Mridu*

**Mridu Gupta**  
CEO





# WHY WE DO WHAT WE DO

Cervical cancer is the second leading cause of cancer deaths among women in India. **1 Indian woman dies of cervical cancer every 8 minutes.** Around 453 million (45.3 crore) Indian women aged 15 years and above are at risk of developing cervical cancer. It has been predicted that without any intervention, a total of **57,74,738 women in India will die from cervical cancer by 2070.**

On November 17, following the close of the 73rd World Health Assembly, WHO officially launched the elimination strategy.



**90%**

of girls fully vaccinated with the HPV vaccine by age 15



**70%**

of women are screened with a high-performance fast by 35 and 45 years of age



**90%**

of women identified with cervical disease receive treatment

**CAPED'S VISION IS TO CREATE  
AND SAVE MILLIONS OF LIVES!**



If the three pillars of elimination are established, **India could halve mortality rates by 2036 and eliminate cervical cancer by 2063.** This could avert almost **100,000 deaths due to cervical cancer over the next decade, and 10 million deaths over the next century.**

## WHERE INDIA STANDS CURRENTLY



**<1%**

girls vaccinated



**3.9%**

of women are screened with a high-performance fast by 35 and 45 years of age



Data not available on treatment of women identified with **cervical cancer**

There is a long way for us to go!

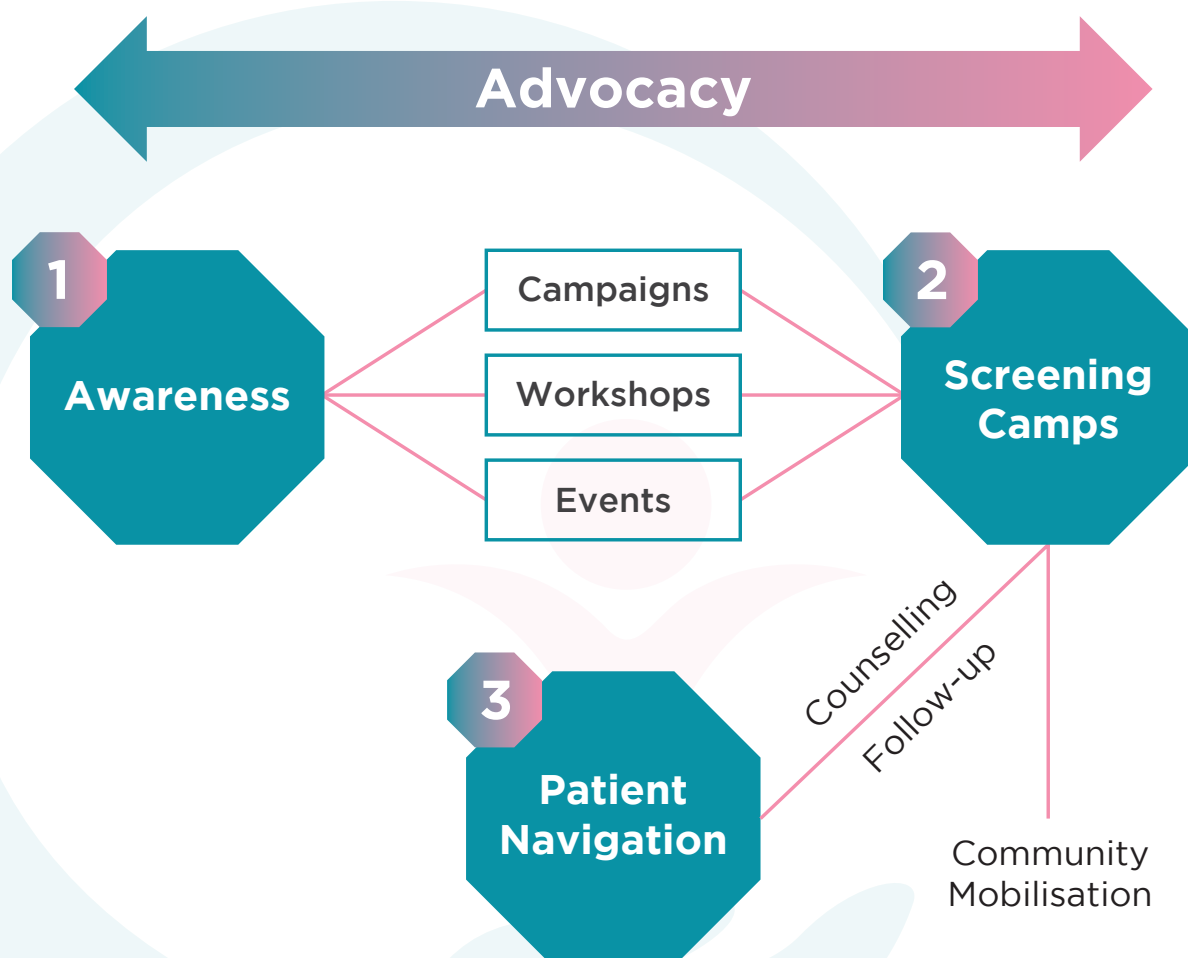
Therefore, we have made cervical cancer awareness, prevention and early detection as our focus area. We are the only organisation in India working solely on the cause of cervical cancer!

# WHAT WE DO

We work in collaboration with District/State Health Departments in **Punjab, Delhi, Gurugram, Noida, Telangana and Tamil Nadu**. So far, we have impacted **36 million** people through awareness drives and screened **23,946 persons** across **139 villages**. We are also involved in advocacy work to effect policy changes at national level to facilitate wider accessibility to cervical cancer preventive modalities.

## Our Mission

To spread awareness and knowledge about **cervical cancer** among communities, facilitate screening for women from marginalised communities and empower them to take action regarding their own health.



## Our Strategic Collaborations

### Global Organisations

- American Cancer Society (ACS)
- Cervical Cancer Action for Elimination (CCAIE) Network
- Australia Centre for Prevention of Cervical Cancer (ACPCC)

### Indian Healthcare Organisations

- NICPR
- Delhi Cancer Hospital
- Polyclinic, Sector 31, Gurugram
- Ramakrishna Charitable Hospital (Vrindavan)
- AIIMS
- Gurugram Civil Hospital
- Path Sanjivani Charitable Trust

### Corporate Funding Partners

- Indraprastha Gas Limited
- Birlasoft
- Safexpress
- DSS
- BMW Foundation
- Cvent
- Tata 1mg
- And many more

## Our Journey

### 2014

Began conducting awareness workshops in schools, colleges and corporates



### 2019

- Partnered with NICPR & AIIMS for patient navigation
- Adopted Bsrakh (UP) community to benefit 10,000 women



### 2015

Began conducting screening camps in low-income communities



### 2020

- Undertook COVID-19 screening
- Partnered with WHO and CCAE
- Conducted national level survey on Cervical Cancer awareness

### 2016-17

- Established CSR tie-ups
- Initiated 'Theatre for a Cause'



### 2021

- Partnered with Gurugram Health Dept. & American Cancer Society for NCD awareness & screening across 130 villages
- Launched 'Ambassador Program'
- Undertook COVID-19 screening and vaccination



### 2018

- Launched Cervical Cancer Mukt Bharat campaign with mobile screening van
- Launched Punjab chapter





# WHY FUNDERS CHOOSE CAPED

Our funders and donors enable happier and healthier future for many women from underprivileged sections of the society. Here is why they choose to do this through us:



BMW India Foundation partnered with CAPED during the 1st wave of COVID-19. Together we did COVID screening, sample collection and vaccination facilitation in Gurugram district under the aegis of Health Department Gurugram. We found CAPED to be a very professional entity that handled the project efficiently and as per expected lines even during the peaks of the pandemic without any grey areas.

CAPED has proved to be an able partner in the health domain, with great subjective understanding and collaborative skills, with adaptability and effectiveness in project implementation. Unwavering commitment, dedicated staff, proper documentation and reporting as per CSR partner requirement have been some of the other strong virtues we found with CAPED.

**Paramanu Roy, BMW India Foundation**

Our company DSS Imagetech has been associated with CAPED for several years now, supporting several cervical cancer screening and awareness programs in and around the Delhi NCR region.

The work done by CAPED is really commendable and the dedication of the team even during COVID to provide support to these communities has been wonderful to see.

**Guntash Dhingra, DSS Imagetech**



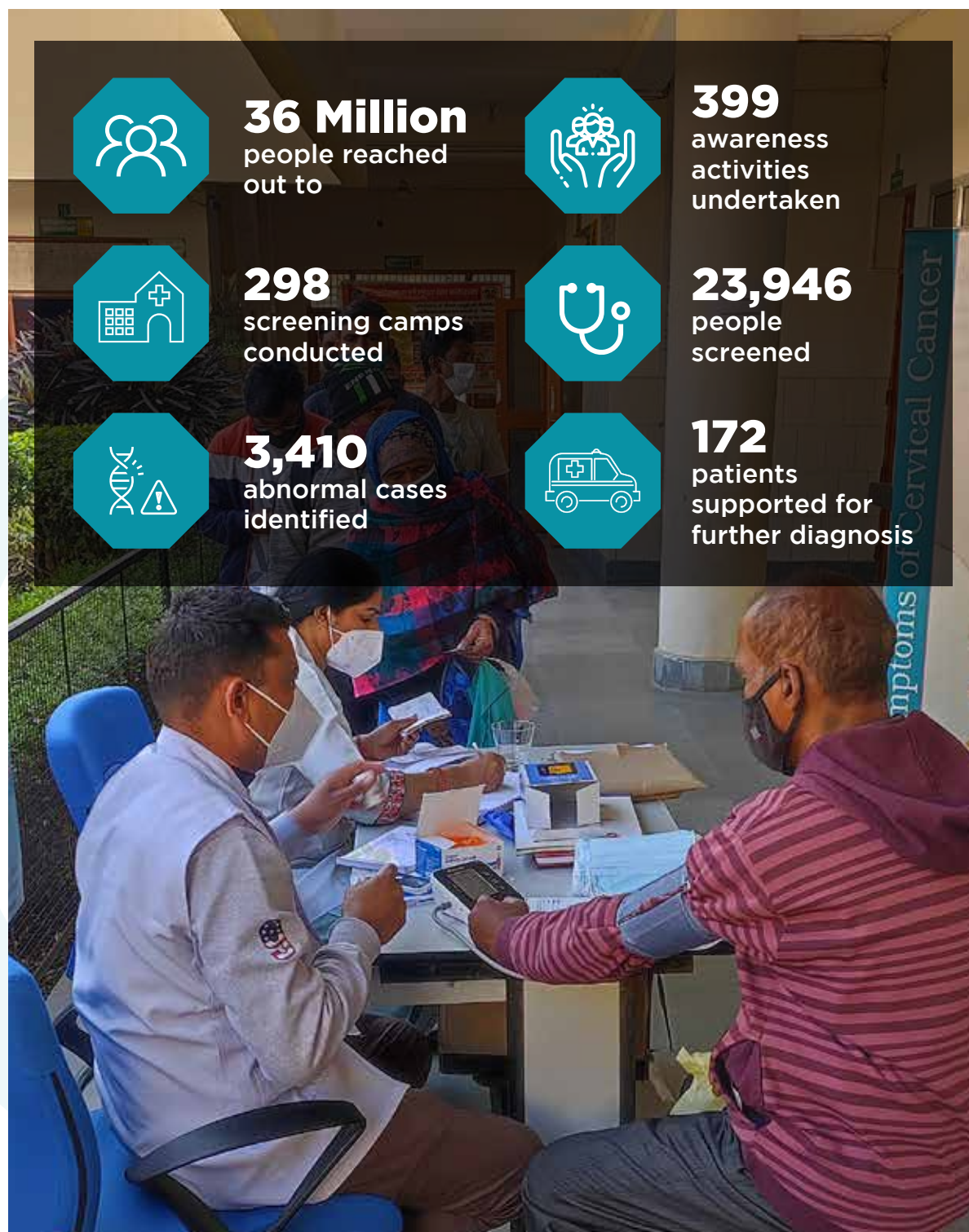
CAPED India's contribution in spreading awareness about the deadly cervical cancer and efforts put together especially during the devastating Covid-19 pandemic waves are commendable and immense. Kudos to the team to have outreached masses at such a huge level and conducting multiple screening & awareness campaigns for women. Safexpress is honoured to be a part of their grand endeavour and initiatives which have helped to transform the society as well as served as a savior to many families.

**Abha Bhatnagar, Safexpress**



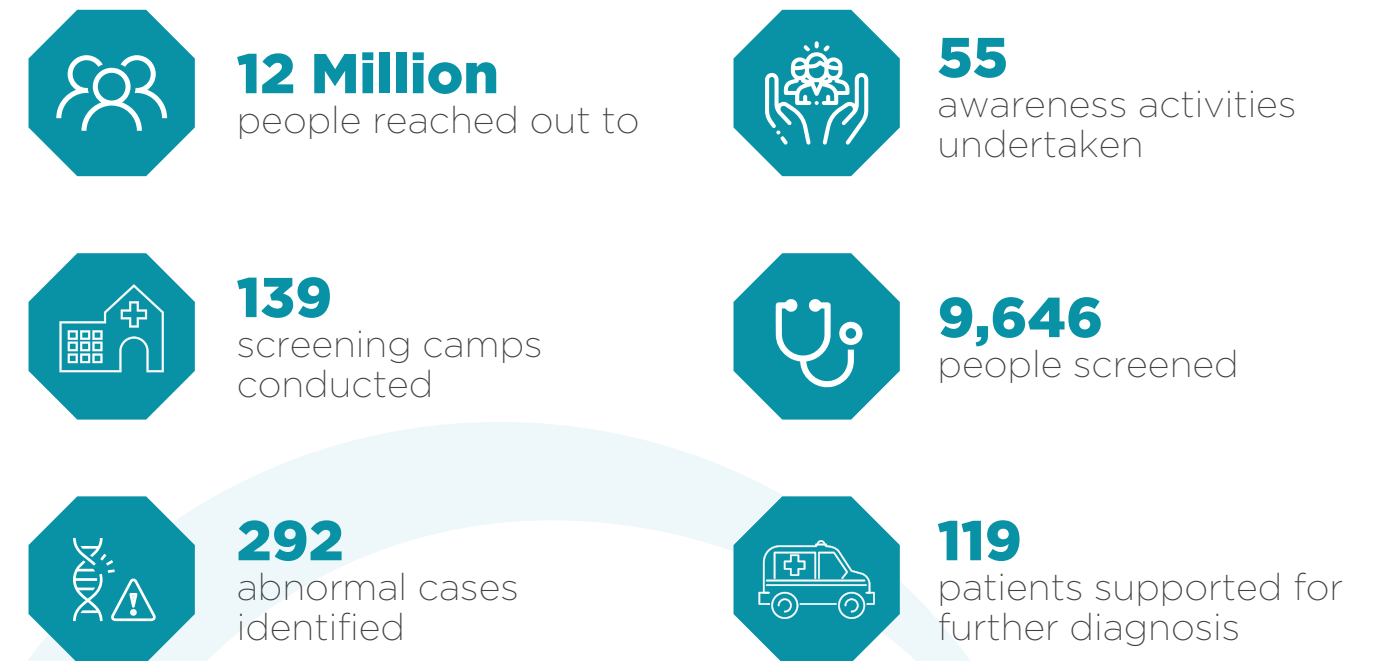
# ORGANISATIONAL IMPACT

Till 31st March 2022



# 2021-2022 IMPACT

1st April 2021 - 31st March 2022





## Advocacy & Thought Leadership

While groundwork for cervical cancer prevention through awareness, screening and patient navigation is ongoing, there are many policy level changes that needs to be effected for our country to accelerate the elimination of cervical cancer. CAPED aims to become a thought leader and pioneer in advocacy, community outreach strategy and planning for eradication of cervical cancer in India. Some of the initiatives we undertook this year in this direction are:



**Collaborated with IIM Indore to develop a policy brief for reduction of GST on life-saving cancer drugs**



**Engaged with Parliamentarians to lobby for GST waiver on life-saving drugs**



**Undertook advocacy with central government for inclusion of HPV vaccine in the Universal Immunisation Programme (UIP)**



**Collaborated with district health department to create processes for screening at Primary Health Centre (PHC) level**



## Awareness

399

**Campaigns, Events and Workshops undertaken since 2014**

55

**Campaigns, Events and Workshops undertaken since 2021-22**

Despite being completely preventable, there is very less awareness among the general people about the disease, its risk or its treatability. Building awareness among communities goes a long way in altogether preventing the disease. CAPED undertakes campaigns (online and offline) and organises events and workshops to generate awareness and educate people about cervical cancer and its preventive measures.

### Campaigns

- Community glimpses
- World Immunization Week
- BITS Pilani podcast
- Ask me anything with Sehmat Foundation
- #MenToEndCervicalCancer
- #WomenToEndCervicalCancer
- HPV Awareness campaign



### Events

- IPVS educational webinar
- Azal fundraising event hosted by enactus
- Breast cancer awareness day at NCD camp
- Session with Dr. Neyaz
- FICCI Panel Discussion
- ASSOCHAM Conference
- Shaheed Rajguru college webinar on Women Health
- Change the Ending in collaboration with Pallium India



## Screening

**24k**

people across  
298 villages  
screened since 2014

**10k**

people across  
139 villages  
screened since 2021-22

Many women in our country do not undergo screening due to inaccessibility or unaffordability of screening tests. CAPED undertakes CSR projects, in collaboration with corporate companies, to facilitate free cervical cancer screening for women from low-income communities.



**9,146 WOMEN  
SCREENED  
ACROSS 139  
VILLAGES**



## Patient Navigation

**172**

patients supported  
since 2014

**119**

patients supported  
since 2021-22

While many patients with possibility of HPV infection are identified during screening in the field, many of them are reluctant to undertake further diagnosis. CAPED' patient navigation program is a key intervention in ensuring that screen-positive patients go for further diagnosis and/or treatment. We ensure that the patient does not drop the treatment midway, through regular counselling and providing moral support throughout the course of their treatment.





# COVID SUPPORT

During the 2nd year of the Coronavirus pandemic, CAPED continued to support the government with COVID management efforts. We undertook sample collection for COVID-19 testing and detection track (RT PCR and Rapid Antigen Testing) and COVID-19 vaccination delivery to Government vaccination centres. We screened 77,719 people and enabled administration of 20,72,230 vaccine doses during this year.



# CAPED IN THE NEWS



अजीत समाचार



लहू की लौ





# CAPED AMBASSADORS

With the objective of creating awareness on a larger scale, we need like-minded people who would promote the cause of cervical cancer and support CAPED get the desired outreach in a shorter span of time by spreading the word far and wide. With this objective, CAPED started the Ambassador Program in 2021, through which we train and certify individuals to conduct cervical cancer awareness sessions and workshops.

We received 35 applications from participants with varied backgrounds, who attended the program. Of them, 6 are now CAPED certified trainers for cervical cancer awareness. These Ambassadors are from different parts of the country such as Shillong (Meghalaya), Dehradun & Rishikesh (Uttarakhand), Faizabad & Noida (Uttar Pradesh) and Delhi, and are taking forward cervical cancer awareness initiatives across the country.



**SAHEJNEET  
KAUR**

“It was amongst several other internship offers that CAPED trust captivated me..! Wanna know the reason? Yes, the CAUSE.

No perks, no stipends..but a genuine appeal to save the masses. Honest efforts to eradicate cervical cancer by spreading the word.

To spill the beans, initially, I wasn't even aware of the malignant nature and dire facts about cervical cancer-its causes and aftermath results.

Throughout the training program, the trainers have put in their best efforts to help me understand the intricacies of cancer, how I need to conduct sessions for awareness, methods to eradicate it, presentations to convince the masses, persuasive skills and above all the nobility of lending a helping hand.

Apart from gaining confidence in public dealing, it has provided a sense of gratification to contribute in this selfless journey taken by the CAPED India. I feel exalted to take this road of eminence!! ”



**SHASHWAT  
SINGHAL**

“Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to CAPED INDIA who in spite of being such a busy and big trust took out time to guide and keep me on the correct path and allowing me to carry out my skill development in this esteemed organization. A major credit goes to our mentor who guided us therefore I thank them for previous guidance which were extremely valuable for the development of skill that I acquired during the training period

I truly endeavor to involve acquired abilities and information for the subject of CERVICAL CANCER.

What's more I'll most likely work upon the improvement of the state of ladies by spreading my insight by various method for mindfulness meetings to achieve the ideal association objective of eradicating cervical cancer growth from India.”

# OUR TRUSTEES

**Mr. Arun  
Bharat Ram**  
President of CII



## TRUSTEES

**Mr. Alok  
Goyal**  
Partner, Stellaris  
Advisors LLP



**Dr. Ashok  
Kumar Vaid**  
Head of Medical and  
Haemato Oncology Medanta



**Mr. Amitav Virmani**  
CEO at  
The Education Alliance



**Ms. Radhika  
Bharat Ram**  
Jt Vice Chairperson  
The Shri ram school



# DOCTORS ON PANEL

**Dr. Ashok  
Kumar Vaid**  
MD, DM



**Dr. Sabhyata  
Gupta**  
MD, FICOG Director  
& Head



**Dr. Kanika  
Batra Modi**  
Consultant,  
Gynaecologic Oncology



# OUR TEAM



**Mridu Gupta**  
CEO



**Madhu Yadav**  
Head of Programs &  
Partnerships (Awareness)



**Ravi Kumar**  
Head of Programs &  
(Implementation)



**Tolsy Sharma**  
Program Manager



**Eti Sharma**  
Program Coordinator



**Sanjeet Kumar**  
Project Coordinator



**Lovnish**  
Mobiliser



**Rajender**  
Driver



**Anil**  
Driver



**Anmol**  
Field Executive



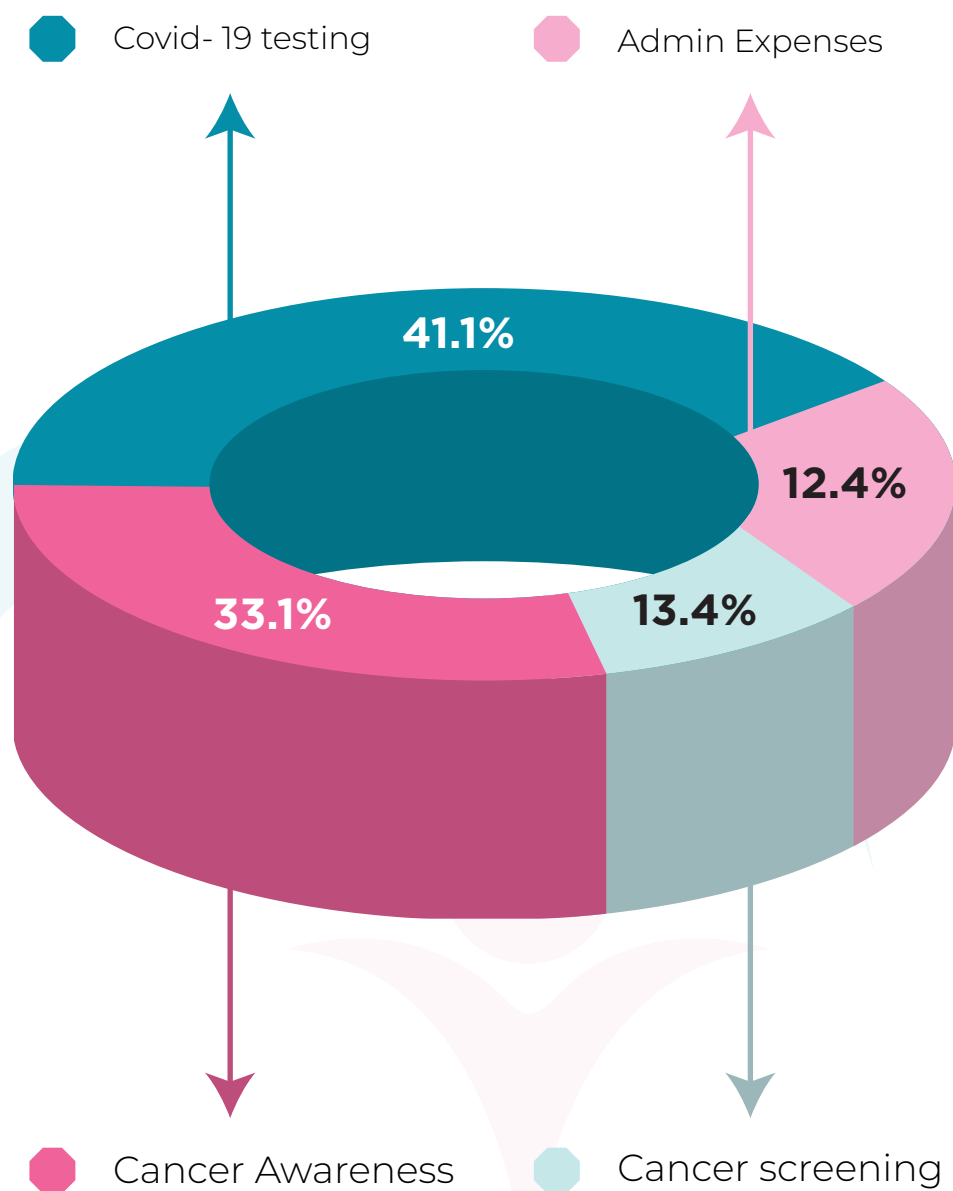
**Sidharth**  
Data Entry Operator



# FUNDING

CAPED raises funds through CSR partnerships, event sponsorships and individual contributions.

## Utilisation of Funds



# THANK YOU



# OUR INITIATIVES



# GET INVOLVED

## Volunteering areas

- Field work - mobilisation
- Fundraising
- Data collection
- Knowledge Management
- Counseling and follow-up with cancer patients
- Content creation
- Content Writing
- Monitoring & evaluation
- Data Entry





# OUR INITIATIVES



YouTube Instagram Facebook /capedindia Twitter @caped\_india

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