



CAPED

Cancer Awareness, Prevention
and Early Detection Trust



2022-23



ANNUAL REPORT

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**. Our core area of work is cervical cancer prevention and early detection. We break down barriers to women’s health, and empower women to take action regarding their own health. We achieve this **through community outreach, raising awareness, and facilitating crucial cervical cancer screenings and patient navigation** for women, particularly those from economically disadvantaged backgrounds. We work in collaboration with district and state health departments across multiple states, to **strengthen the public healthcare system** by addressing gaps in PHC services and NCD program outreach. We undertake **advocacy to effect policy changes at the national level** to facilitate wider access to cervical cancer preventive modalities.



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A MESSAGE FROM THE BOARD OF TRUSTEES

“Celebrating CAPED’s Journey: From Hope to Impact”

Dear Supporters,

I am filled with gratitude as I reflect upon the incredible journey that CAPED has embarked upon. Our collective mission to combat cancer has been a driving force behind every step we’ve taken. As a trustee of CAPED, I am honoured to share with you the remarkable path we’ve treaded thus far.

The genesis of CAPED was a convergence of like-minded individuals, each touched by the devastating impact of cancer. Our personal experiences, marked by the loss of loved ones to this formidable disease, ignited a fervent desire within us. We were resolute in our commitment to spare others from the suffering, both emotional and financial, that cancer inflicts on patients and their caregivers.

Choosing to focus on cervical cancer, a leading cause of global and Indian women’s cancer-related mortality, was a natural course for us. It struck us as particularly poignant that this form of cancer is almost entirely preventable – a realization that fuelled our determination to make a tangible difference.

The year 2020 presented an unexpected twist in our journey, as the world grappled with the COVID-19 pandemic. True to our commitment to the well-being of the community, we extended our efforts to combat the virus. Operating COVID screening booths and vans across multiple locations in Delhi-NCR was our way of contributing to the collective fight against this unprecedented threat. In 2021, as the battle against COVID continued, we partnered with the Gurugram Health Department for vital COVID vaccination drives, all while redoubling our efforts to expand cervical cancer screening on a larger canvas.

As we stand on the cusp of a new year, our resolve to elevate our projects burns brighter than ever. The principles of sustainability and replicability will be the guiding lights as we seek to amplify our impact. It is my sincerest hope that you, our esteemed supporters, will join us in this journey. Together, we can work towards the ambitious goal of eradicating cervical cancer from India.

Thank you for your steadfast support, and here’s to a future brimming with hope and progress.

Radhika

Radhika Bharatram
Trustee



FROM THE CEO's DESK

Dear Well-Wisher,

Year after year, CAPED's commitment and dedication towards saving lives has resulted in us cultivating trust within the community and established us as a pioneer in cervical cancer awareness and prevention in India. CAPED has not only prospered but has been strengthened by the constant support of our esteemed backers, funders, partners, and well-wishers throughout our journey in healthcare implementation. A key highlight for CAPED in 2022-23 was the launch of "Cervical Cancer Prevention Day (CCPD)" on 21st May 2022. The day marked not only 8 glorious years of CAPED, but more importantly a day for collective action against cervical cancer. At the event, our breakthrough "Cervical Cancer Mukht District Model" was unveiled among collaborators and stakeholders representing government, funders and partner organisations, which solidifies our unwavering commitment to creating a #CervicalCancerMukhtBharat.

Our ongoing two-year collaboration with the Haryana state government highlights the impact of our Cervical Cancer Mukht District model as an effective strategy for eradicating cervical cancer in the country. Building on this, our collaboration with the American Cancer Society (ACS) has allowed us to develop a roadmap for replicating the model across other geographies in India. With this, we aim to expand our work into at least 2 new states in the coming year.

This year, we launched projects in two new geographies. "The Ganga Godavari Cancer Screening Program" was implemented at Mathura district (Uttar Pradesh) in collaboration with our new partners AstraZeneca and CAF. Simultaneously, we began a promising adventure in the districts of Panchkula (Haryana) and Bulandshahr (Uttar Pradesh) in collaboration with Atulya Foundation. Alongside, we strengthened our Patient Navigation Program (PNP) which streamlines secondary diagnosis for screen-positive patients and improves treatment-adherence.

We launched the #CancelCervicalCancer campaign in January as part of Cervical Cancer Awareness Month, to raise awareness about cervical cancer's widespread impact in India. With Roche Diagnostics India, we launched the "Be Your Own Shero" campaign that aims to spread awareness among urban working women across Delhi-NCR, Mumbai, Pune, Chennai, Hyderabad and Bengaluru about cervical cancer and its preventive modalities. As part of our online and offline awareness campaigns, we organised various information sessions, workshops, seminars, LIVE Q&As and similar activities to spread the message of cervical cancer prevention and empower women to take action for their own health.

With unwavering dedication and a strong sense of purpose, we look ahead to scale our projects and expand to new geographies. The replication of our model in association with local non-profits fuels our commitment to forge a future unburdened by cervical cancer's weight. Guided by compassion and driven by innovation, our mission is to imprint a lasting, positive impact on the lives we touch as we march ahead with honour and determination.

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!

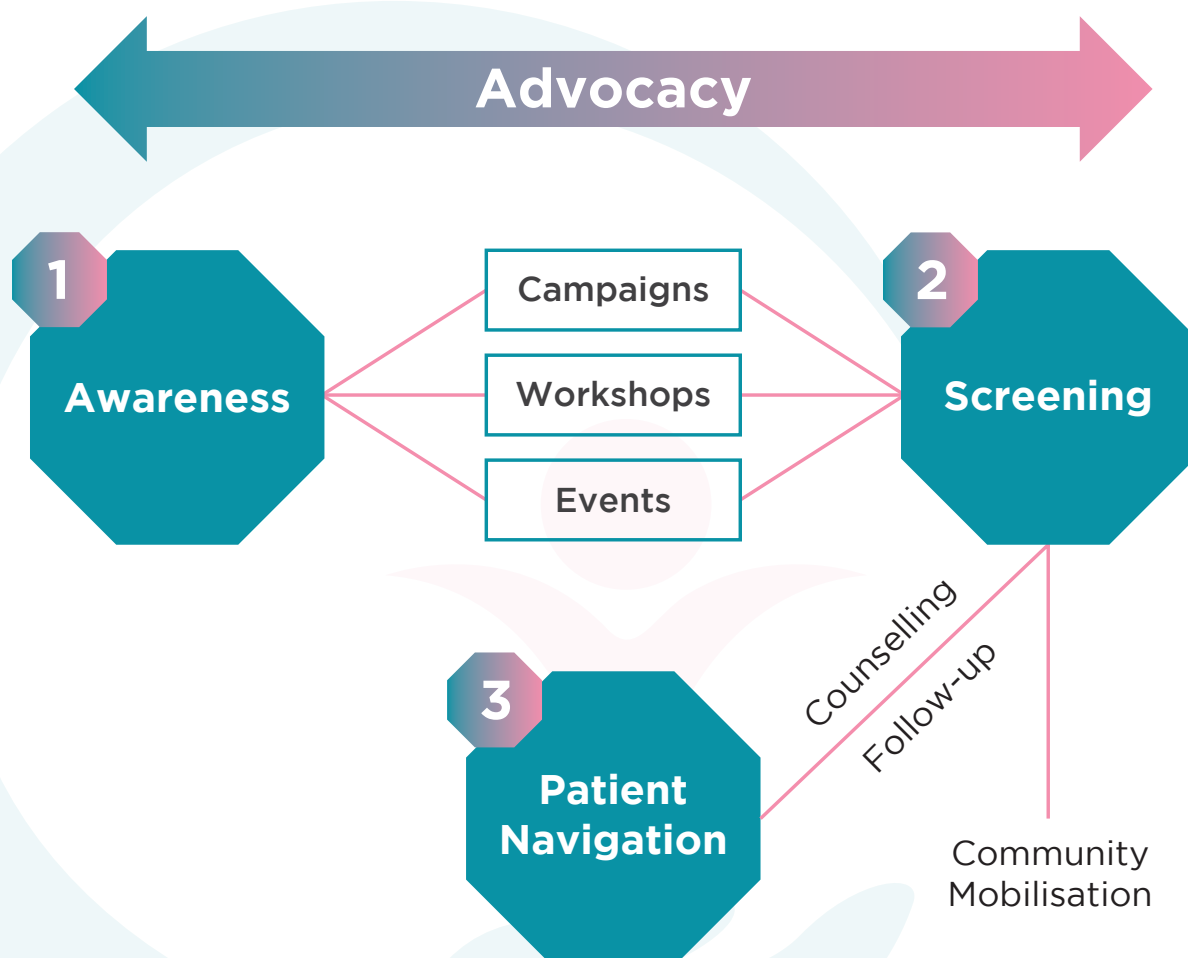
WHAT WE DO

We work in collaboration with District/State Health Departments in **Punjab, Delhi, Gurugram (Haryana), (Noida, Bullandshahr, Mathura) Uttar Pradesh, Telangana & Tamil Nadu**. So far, we have impacted **47.5 mn+** people through awareness drives and screened **31.7k persons** across **445 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 support and strengthen the public healthcare system in our country, for cancer prevention, particularly **cervical cancer**, through community outreach, promoting primary & secondary preventive measures and patient navigation systems of 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)
- Empower School of Health

Indian Healthcare Organisations

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

Funding Partners

- Indraprastha Gas Limited
- Birlasoft
- Safexpress
- DSS
- AstraZenica
- BMW Foundation
- Cvent
- Tata 1mg
- Eicher
- CAF

Our Journey

2014

Began conducting awareness workshops in schools, colleges and corporates



2019

- Partnered with NICPR & AIIMS for patient navigation
- Adopted Bisrakh (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



2022

- Launch #CancelCervicalCancer Campaign
- Partnered on the new project in the new mathura geography with Astrazeneca and CAF
- With the Atulya Foundation, a new project has begun in two new locations (Panchkula and Bullandshar)

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

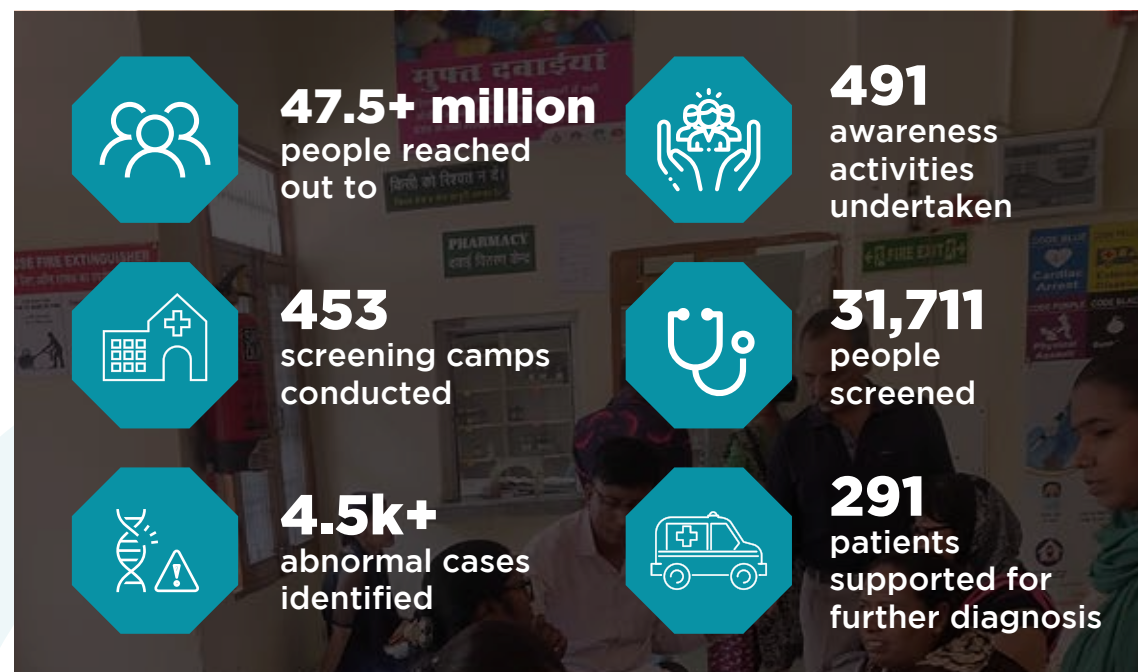


CAPED India's contribution in spreading awareness about the deadly cervical cancer and efforts put together especially during the devastating Covid-19 pandemic waves are commendable and immense. Kudos to the team to have outreached masses at such a huge level and conducting multiple screening & awareness 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

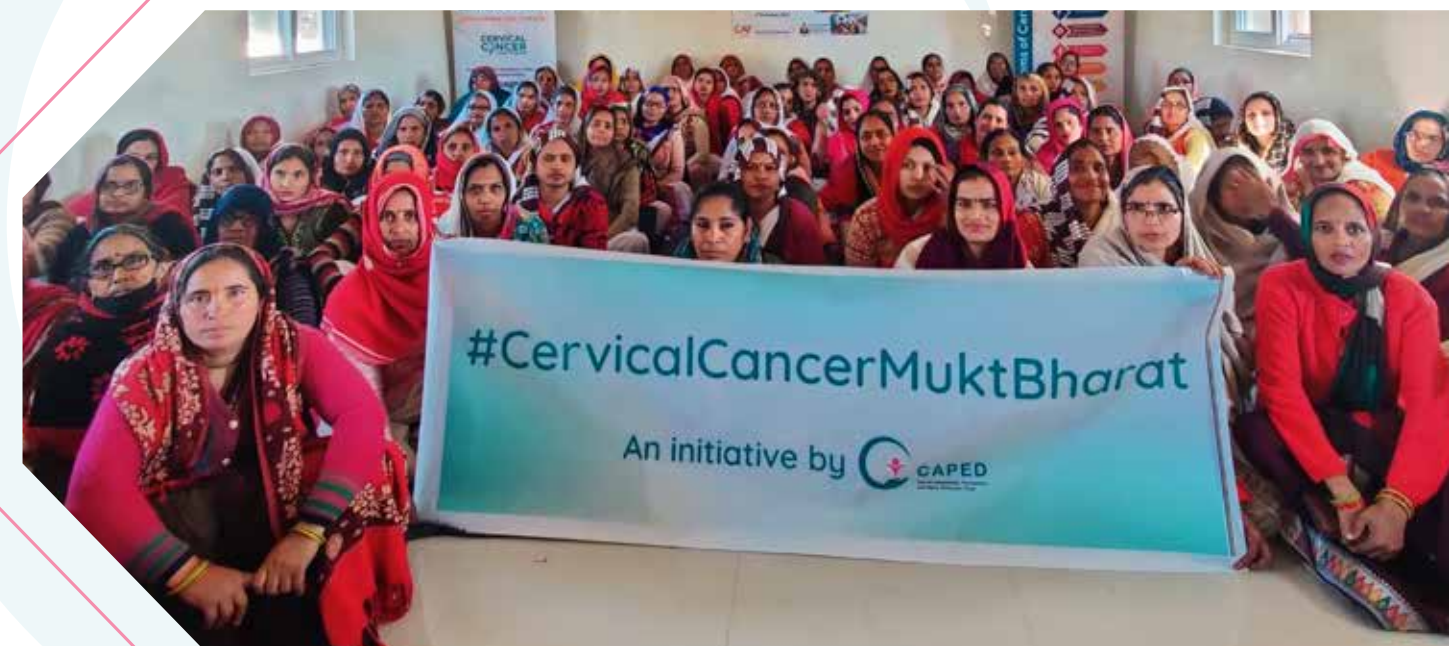
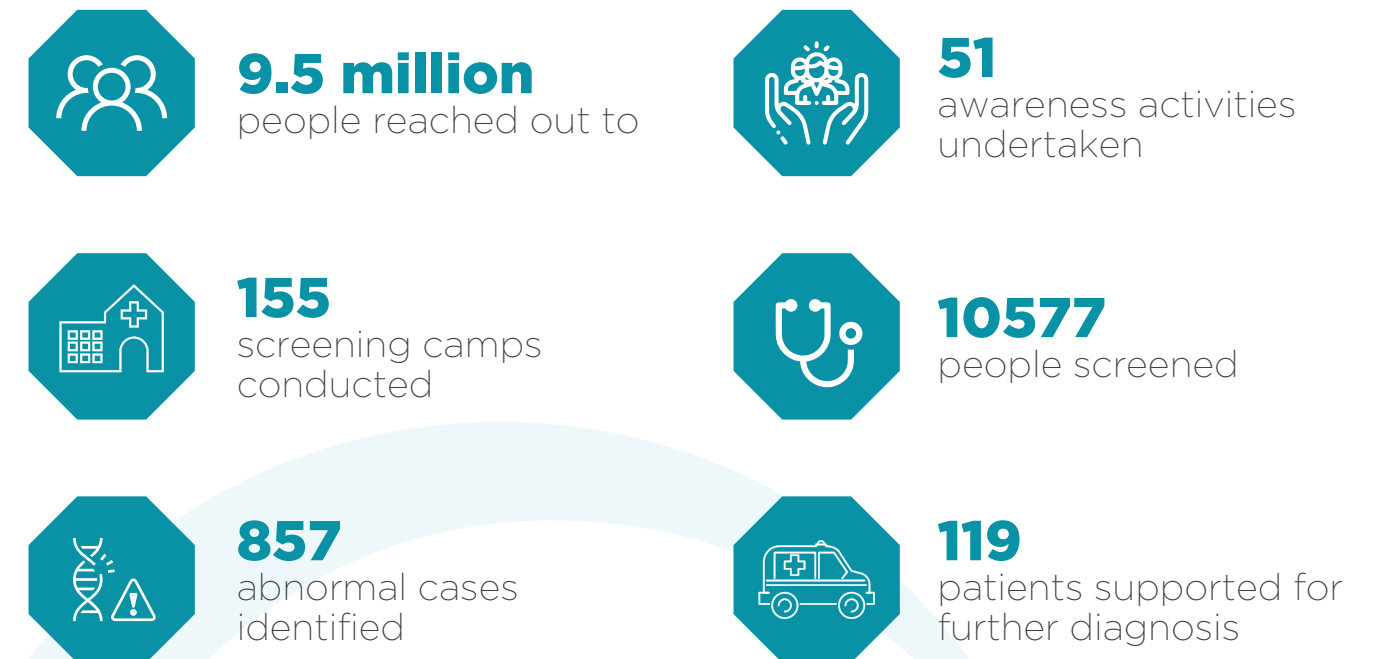
ORGANISATIONAL IMPACT

Till 31st March 2023



2022-2023 IMPACT

1st April 2022 - 31st March 2023



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



CCPD

A key highlight for CAPED in 2022-23 was the launch of **"Cervical Cancer Prevention Day (CCPD)"** on 21st May 2022. The day marked not only **8 glorious years of CAPED**, but more importantly a day for collective action against cervical cancer. At the event, our breakthrough **"Cervical Cancer Mukht District Model"** was unveiled among collaborators and stakeholders representing government, funders and partner organisations, which solidifies our unwavering commitment to creating a **#CervicalCancerMukhtBharat**



AWARENESS

448

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

49

**Campaigns, Events
and Workshops
undertaken since 2022-23**

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
- #CancelCervicalCancer



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
- CCPD



SCREENING

31.7k

**people across
445 villages
screened since 2014**

10.5k+

**people across
147 villages
screened since 2022-23**

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.



**10,577 WOMEN
SCREENED
ACROSS 147
VILLAGES**



PATIENT NAVIGATION

291

patients supported since 2014

119

patients supported since 2022-23

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.



CAPED IN THE NEWS



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.



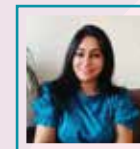
**MAHEK
MAHESHWARI**

“Working with CAPED is always a memorable experience for me. I feel that I have chosen the right path to work with CAPED as their mentors are so helpful & cooperative, we all work together as one, & what excites me to work with them is I got the opportunity to work for the social cause to educate & inform people about the deep cause of Cervical cancer. I wanted to thank all the members of CAPED for educating us every minute detail about Cervical cancer & hoping to make more and more awareness about Cervical cancer. To fulfill our goal to make India. #Cervical_cancer_mukt_bharat.”



**SAMYA
SINGH**

“The CAPED Ambassador Program has been a very informative experience that I am extremely grateful to have had. It gave me the confidence to speak and educate others on Cervical Cancer. Most importantly, it made me feel like I was working towards the betterment of people, that I can help people and have a great impact on their lives. It made me feel like my voice mattered and how it has the potential to save hundreds of lives. CAPED is working towards an excellent cause and I'm looking forward to continuing working with them. This program is a wonderful opportunity and I recommend it to anyone who wants to make a notable difference in this world. Let's together make a Cervical Cancer Mukt Bharat.”



**SAYANTANI
PRAMANIK**

“Extremely grateful to CAPED for giving me the opportunity to be a part and take up the ambassador program. For a topic such as this which has so many taboos associated along, the right skill to put across awareness is very important and CAPED help me fill in this gap.”



**NEHA
BHARDWAJ**

“Hello everyone I am a CAPED volunteer. They came to our college to spread the awareness regarding cervical cancer . as i am a nursing student i already know about this topic but not too much..like they told us about the vaccine that prevent us from this cancer...this information about cervical cancer amazed me..thats the main reason to join CAPED and Mathangi R Ma'am also motivated me to join CAPED so as to know more about cervical cancer ..i really adore Mridu mam who helped me alot throughout the session and keep motivating me. Actually i was bit nervous at the starting but become confident at the last. I all happens due to ma'am♥️... I really love to be a part of CAPED..”

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



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



Mr. Amitav Virmani
CEO at
The Education Alliance



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



Mathangi R
Head of Communications
& Program Strategy



Ravi Sisodia
Head of Operations
(Implementation)



Abhishek Indulkar
Program Manager



**Dr. Manisha Ohlan,
Ph.D.**
Communications Manager



Mahek Maheshwari
Communications
Coordinator



Anmol Kumar
Office Assistant &
Data Entry Operator



Sunita Choudhary
Accountant



Sanjeet Kumar
Project Coordinator



Amit Kumar
Project Coordinator



Lovnish
Project Manager



Satbir
Project Coordinator



Asha
Field Mobiliser



Dinesh Kumari
Field Mobiliser



Eti Sharma
Communications
Coordinator



Tolsy Sharma
Program Manager



Lokesh
Driver &
Field Mobiliser



Tej Singh
Driver & Mobiliser

CAPED Speak

My Journey in Healthcare: Transforming Knowledge into Change

Since 2004, I've been on an incredible journey in the social impact space, working on various projects in the area of child welfare, poverty alleviation and agricultural development. After finishing my masters in social work from Zimbabwe's DAPP Frontline Institute, I have spent the last ten years working in the healthcare space. During this time, I've gotten a thorough understanding of the practical aspects of healthcare implementation, as well as developed partnerships with knowledgeable doctors and healthcare specialists.

Over the last five years, my time at CAPED has been immensely fulfilling. I've had the honour of leading over a hundred awareness seminars in a range of educational settings and rural communities. I've had the privilege of working closely with numerous government stakeholders to develop programmes aimed at improving public healthcare in various districts.

Speaking openly about women's health issues such cervical and breast cancers, especially being a man, was a challenging task at first, but I did not give up because my commitment to saving women's lives kept me going. Regardless of the hurdles, my determination for supporting women now makes it easier for women to communicate their concerns to me without fear. Moving ahead, I remain committed to making a positive difference in the society. Every instance of giving back to society feels extremely rewarding to me.

Ravi

Ravi Sisodia
Head of Operations
(Implementation)



CAPED Speak

From Diverse Fields to Impactful Communication: My Journey in Social Change

In my 16 years of professional career, I have had the privilege of working across diverse domains, from non-profits to CSR arms of corporations and social entrepreneurship. I am deeply passionate about designing strategic programs for achieving impact at scale, and I have done so across Education, Environment & Sustainability and Healthcare domains. Throughout my journey, another area of passion for me has been social impact communication, through which I have been able to translate on-ground impact into compelling stories of social change.

At CAPED, I've taken the lead in steering the organisation's communication and program strategy. This position has allowed me to spearhead numerous successful campaigns and initiatives, enabling the organisation to communicate its vital mission effectively and create projects that are in-line with this mission. I'm dedicated to harnessing the power of communication to create meaningful and lasting social change, and I look forward to continuing this journey of impact and advocacy in the years to come.

Mathangi

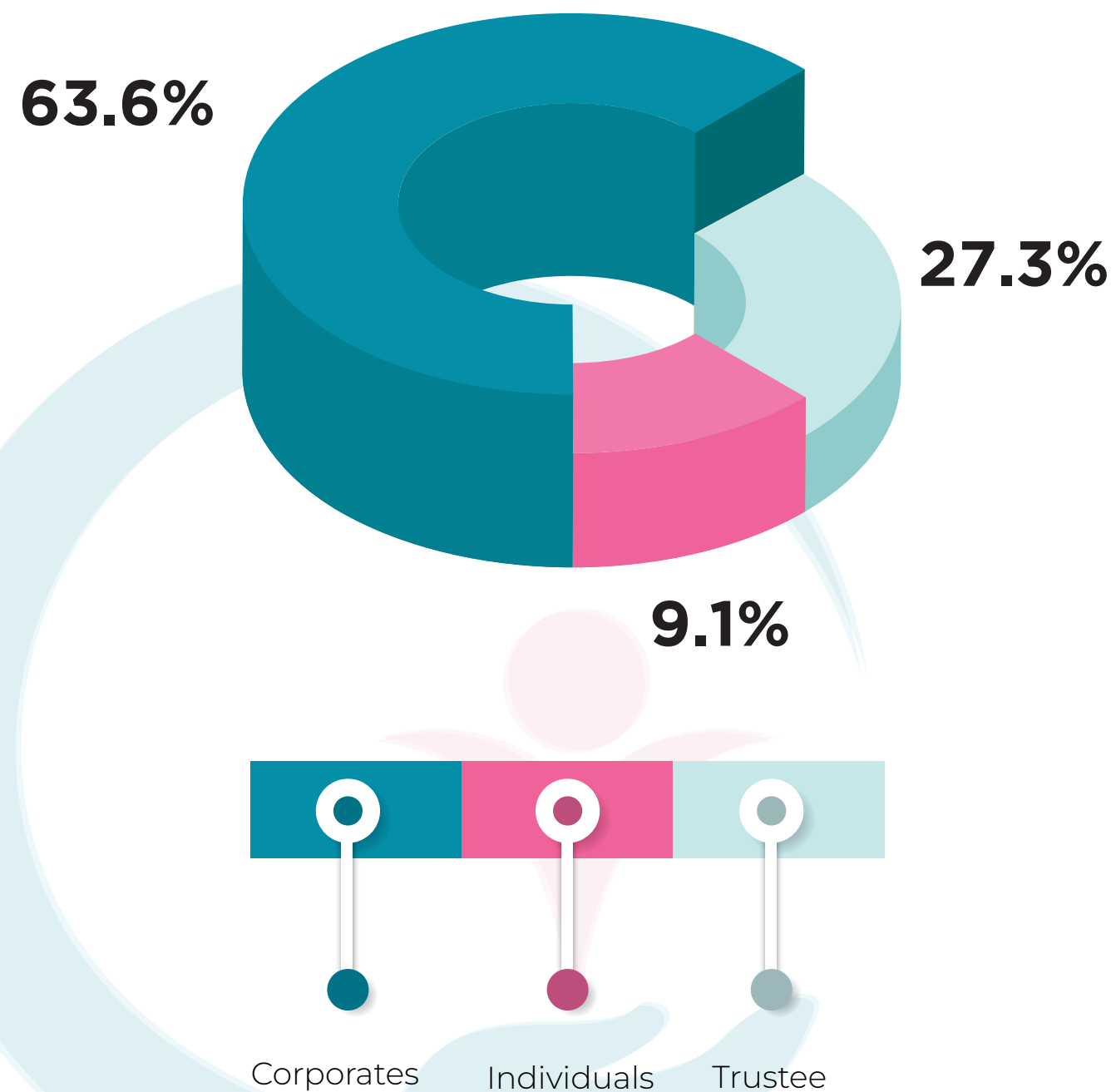
Mathangi Ramakrishnan
Head of Communications
& Program Strategy



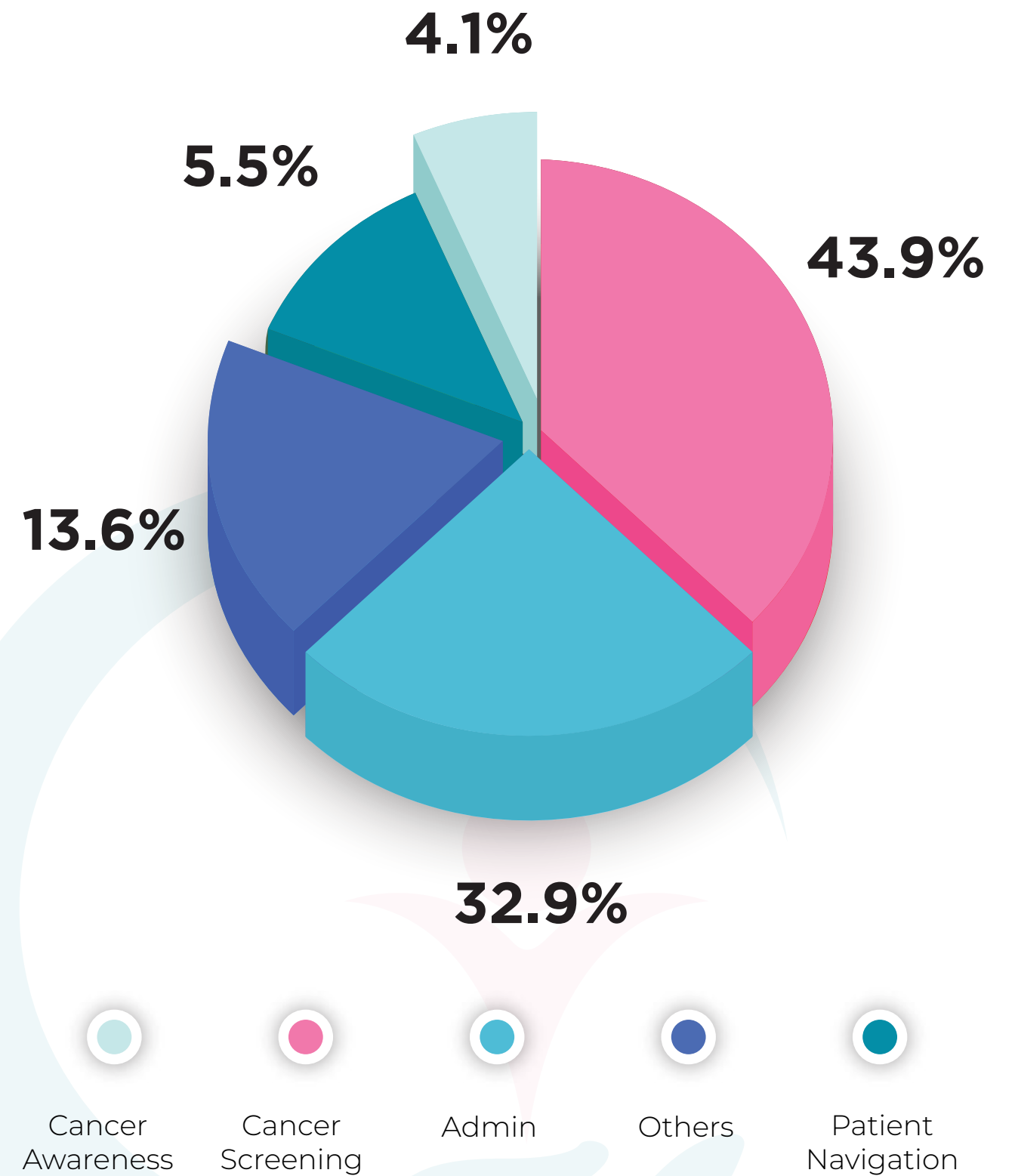
FUNDING

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

Inflow of Funds



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





Early Detection, Timely Vaccination Cancel Cervical Cancer



CAPED

Cancer Awareness, Prevention
and Early Detection Trust

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