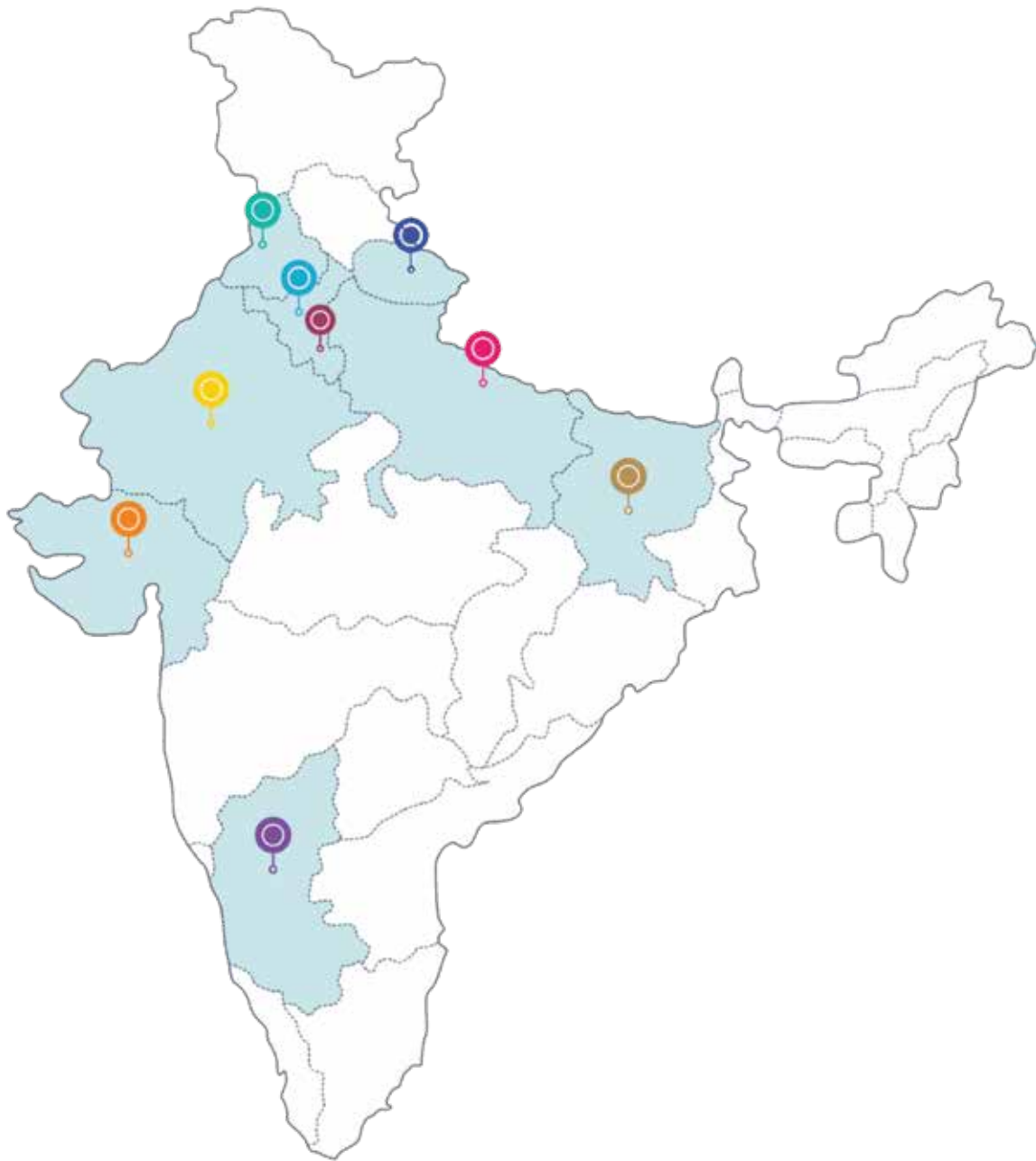


Annual Report 2026

SAFAR

A Journey of Impact





 Punjab

 Haryana

 Delhi

 Uttar Pradesh

 Gujarat

 Rajasthan

 Jharkhand

 Karnataka

 Uttarakhand

ABOUT 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 cancer prevention and early detection, with a particular focus on cervical cancer. 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 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 Primary Health Centres and National Programme for Prevention and Control of Non-Communicable Disease program outreach. We undertake advocacy to influence policy changes at the national level to facilitate wider access to cancer preventive modalities.



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FROM THE CEO's DESK

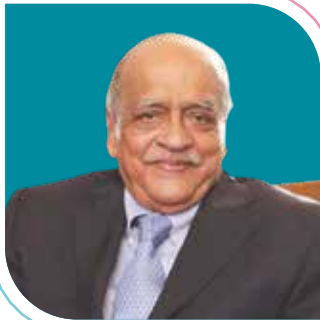


Mridu Gupta

CEO

With a fervent belief in harnessing existing systems and fostering collaborative efforts, Mridu Gupta has dedicated her career to instigating meaningful transformations in areas such as education and healthcare. While serving as CEO of CAPED, Mridu's steady commitment to catalyzing change in the development sector has spanned nearly three decades. Mridu's journey began humbly, setting up an Institute for Speech and Hearing-Impaired Children in 1995 in Saharanpur, Uttar Pradesh. Over the years, she expanded her efforts, establishing roadside schools for underprivileged children under the New Life Foundation, focusing on education and social welfare. Tragically, Mridu's personal experience with her mother's battle with cancer ignited a new mission. In 2014, she pivoted towards cancer prevention, recognizing a critical gap in India's healthcare landscape. With determination and collaboration, she spearheaded initiatives targeting women's cancers, particularly cervical cancer. As Mridu's focus shifted entirely to the cancer space, her commitment to CAPED and cancer prevention has only intensified. Today, she stands as a beacon of change, tirelessly working to save lives and build a healthier future for generations to come.

OUR TRUSTEES



Mr. Arun Bharat Ram

Chairman Emeritus of SRF Limited &
Chairman, SRF Foundation



Dr. Ashok Kumar Vaid

Padma Shri Awardee,
Chairman, Medical & Hemato Oncology,
Medanta Cancer Institute



Ms. Radhika Bharat Ram

Joint Vice Chairperson,
The Shri Ram School



Mr. Alok Goyal

Partner, Stellaris Advisors LLP



Mr. Amitav Virmani

Founder & CEO,
The Education Alliance



Dr. Sabhyata Gupta

Chairman Deptt. of Gynaec Oncology,
Medanta - The Medicity,
Gurgaon, Haryana

OUR ADVISORY COUNCIL



Arti Ahuja

Ex-IAS, MPP, MPH, MA, LLB



Dr. Gaurav Arya

MBBS, MPH, PGDMLE; Director of Value & Access, Novartis



Dr. Raj Shankar Ghosh

MBBS, MPH, FIPHA; Founding Member at Quality, Equity, and Inclusiveness (QEI) in Public Health



Meenu Anand

MBA, MS, MPH; Director, Global Cancer Prevention, American Cancer Society



Dr. Shailesh Suri

MBBS, MRCP, MSc (Public Health); Founder, Sambhav Health

GRATITUDE FOR



Dr. Neerja Bhatla: Professor & Ex-HOD, Department of Obstetrics & Gynaecology and Professor Emeritus, NCI-AIIMS

A Padma Shri recipient and former Head of Ob-Gyn at AIIMS New Delhi, Dr. Neerja Bhatla is a true luminary in women's healthcare. Her pioneering research and national policy advocacy in cervical cancer prevention lend world-class credibility and direction to CAPED's mission. Beyond her distinguished achievements, her unwavering faith in our cause and her humble, generous mentorship inspire every step of our work on the ground.



Dr. GK Rath: Former Head, National Cancer Institute (NCI-AIIMS), Jhajjar

The legendary force behind the National Cancer Institute at AIIMS, Prof. G.K. Rath has spent decades shaping India's response to cancer. Having him in CAPED's corner is like having a master architect guide our blueprint; his strategic foresight transforms our grassroots efforts into high-impact public health solutions. He doesn't just offer advice—he expands our ambition, reminding us daily of what is possible in preventive care.



Dr. Shalini Singh : Director & Scientist, ICMR-NICPR, New Delhi

A distinguished cancer epidemiologist and advocate for stronger cancer prevention and tobacco control, Dr. Shalini Singh brings deep expertise in translating research into public health action. Her work on cancer surveillance, screening and prevention contributes to strengthening approaches for the early detection of cervical, oral and breast cancers, particularly among vulnerable and underserved populations. Her scientific guidance and commitment to evidence-based public health continue to provide valuable direction to CAPED's efforts to strengthen cancer prevention and early detection.



Dr. Showket Hussain: Scientist, ICMR–NICPR, New Delhi

A trusted mentor and steadfast supporter, Dr. Showket has been the driving force behind CAPED's HPV DNA screening initiative in Dhanbad. His technical expertise, practical guidance, and unwavering commitment to quality have strengthened every phase of the study, from planning to implementation. Always willing to guide, encourage, and share his knowledge, he has become a dependable partner in CAPED's journey towards evidence-based cervical cancer prevention and improved women's health.



Prof. Sanjay Dhir: Professor of Strategic Management and Area Chair Department of Management Studies, IIT Delhi

A visionary collaborator and technology enthusiast, Prof. Dhir has been one of the driving forces behind CAPED's digital journey. Whenever conversations turn to innovation, data, or smarter ways of delivering cancer care, he is always ready with thoughtful ideas and practical solutions. His guidance in developing CAPED's digital patient tracking pathway and integrating it with the Government's HMIS ecosystem is helping build a seamless continuum of care from screening to treatment and follow-up. More than his technical expertise, it is his willingness to mentor, collaborate, and patiently guide the team that truly sets him apart. His unwavering support continues to strengthen CAPED's mission, making him not just a valued advisor, but an integral part of the CAPED family.



Dr. Hari Krishna Raju Sagiraju : Associate Professor, NCI–AIIMS, A distinguished expert in Preventive Oncology at NCI AIIMS,

Dr. Sagiraju is an unwavering pillar of support for CAPED. He anchors our mission by providing critical, evidence-based training across geographies and serving as our key TSU member for Uttarakhand. Beyond his immense technical guidance, his patient mentorship and constant readiness to help make him an irreplaceable part of the CAPED family.

DOCTORS ON PANEL



Dr. Sabhyata Gupta

MD, FICOG Chairperson, Deptt. Of
Gynecological, Medanta-The Medicity,
Gurgaon, Haryana



Dr. Ashok Kumar Vaid

Padma Shri Awardee,
Chairman, Medical & Hemato Oncology,
Medanta Cancer Institute



Dr. Kanika Batra Modi

Consultant, Gynaecology, Oncology



Dr. Anjana Chauhan

Gynec Cancer Surgeon &
Preventive Oncologist

CAPED VISION

Vision 2030

An India where no woman dies of a preventable cancer because awareness, screening, vaccination, and timely care reach every community, on her terms.

Mission

CAPED partners with communities, governments, and the wider health ecosystem to make the prevention and early detection of cancers routine, affordable, and dignified, with a relentless focus on the last-mile woman.



WHAT WE DO



Build Awareness through Community Outreach & Mobilisation



Improve Access to Cancer Preventive Modalities



Undertake Patient Navigation for Improving Patient Outcomes



Strengthen healthcare systems through Capacity Building, Improved Cancer Screening and Stronger Community-to-Healthcare Linkages



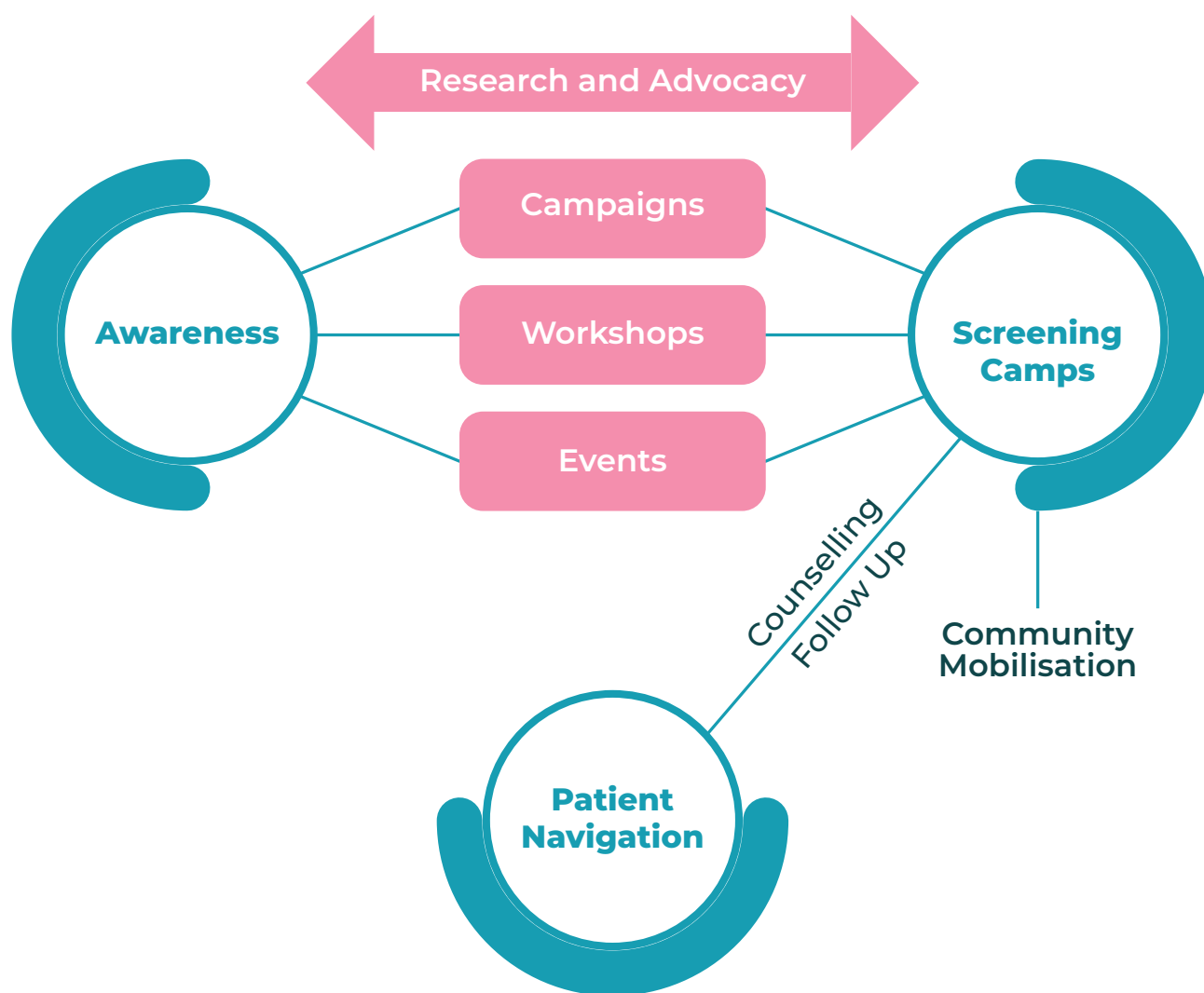
Advocacy for Effecting Policy Changes for Cancer Prevention & Care



Support Research efforts towards Cancer Prevention & Treatment



HOW WE DO IT



CAPED undertakes various projects & interventions in collaboration with the Government at multiple levels (District, State and Centre) to strengthen existing healthcare structures to ensure delivery of preventive cancer care at the grassroots level. So far, we have impacted 94.5 Mn+ people through awareness drives & screened 87.47 K+ persons across 1343 villages. We are also involved in advocacy work to effect policy changes at the national level to facilitate wider accessibility to cancer preventive modalities.

OUR JOURNEY

2014 – 2017



- Began conducting awareness workshops in schools, colleges and corporates
- Began conducting screening camps in low-income communities
- Established CSR tie-ups
- Initiated 'Theatre for a Cause'

2020



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

2021 & 2022



- Developed the Cervical Cancer Mukht District (CCMD) Model with Gurugram Health Dept. & American Cancer Society.
- Launched the Ambassador Program.
- Supported COVID-19 screening & vaccination.

2024 & 2025



- Presented the CCMD Model at leading global forums, including HDCA 2024, UICC World Cancer Congress 2024, NCI Global Cancer Research Symposium, and IPVS 2024.
- Joined CCEC-I and the Beat Cervical Cancer (BCC) Network.
- Launched a State-Level Cancer Prevention Model with the Jharkhand Health Department.

2025 & 2026



- **Global Cervical Cancer Elimination Forum, Bali:** Brought grassroots perspectives from India to the global cervical cancer elimination agenda.
- **IPVS 2025, Bangkok:** Presented two abstracts on cervical cancer screening and capacity building of ASHA workers.
- **Social Outcomes Conference, Oxford:** Presented research on cancer screening and capacity building of ASHA workers.

2018 ✨



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

2019 ✨



- Launched the Patient Navigation Program with NICPR & AIIMS
- Adopted Bistrakh (UP) community to benefit 10,000 women

2022 & 2023 ✨



- Launched #CancelCervicalCancer.
- Partnered with AstraZeneca & CAF for cancer screening in Mathura.
- Contributed to India's Parliamentary Cancer Care Plan.

2023 & 2024 ✨



- Created the CCMD implementation guide and expanded the model to Kheda & Rajsamand.
- Joined APAC WCC & Global HPV Consortium.
- Established collaborations with BD, Roche India & ICS.

- **UNICEF 90–70–90 Stakeholder Workshop:** Contributed to multisectoral discussions on accelerating India's cervical cancer elimination targets.
- **National Health Mission, Uttarakhand:** Partnered to strengthen health systems for cancer prevention and early detection.
- **Jharkhand HPV Screening Pilot:** Initiated a cross-sector study with the Government of Jharkhand, CAPED, ICMR-NICPR, Asarfi Hospital and BD to evaluate HPV DNA testing as a feasible, acceptable and scalable screening approach in low-resource public health systems.
- **IIT Delhi – PRAVAAH:** Collaborated to develop a patient-tracking pathway platform that strengthens cancer referral, follow-up, and continuity of care.

OUR STRENGTH

Community at the Centre

CAPED places **communities at the centre of cancer prevention and care**, with a particular focus on **women from economically weaker sections and hard-to-reach communities**. Our strength is not any single intervention, but the **connective tissue between them**, the ability to build awareness, enable access to screening, support women through the screening process, facilitate referrals and navigation, and help them move towards diagnosis, treatment and continued care without being lost between stages.

Health System Strengthening Across the Cancer Care Continuum

CAPED's Health System Strengthening (HSS) approach brings these components together within the existing public health system. It strengthens the pathway from **community awareness and mobilisation to screening to diagnosis to treatment to follow-up**, while building the capacities, linkages and systems required at each stage.

At the community and primary healthcare level, CAPED supports **capacity building of frontline health workers, community mobilisation, cancer awareness, pre-screening counselling and access to screening at Primary Health Centres (PHCs)**. Following screening, CAPED supports **report collection, post-screening counselling, referral and patient navigation**, helping screen-positive women access further diagnosis and treatment through appropriate public, private and charitable healthcare facilities. Follow-up and continued support help strengthen continuity of care.

At the state level, CAPED works with government health systems, including the **National Health Missions of Jharkhand and Uttarakhand**, to strengthen cancer prevention and early detection within existing structures. This includes technical assistance, capacity building, programme strengthening, community-health system linkages, referral pathways, data and follow-up systems, and evidence generation. The aim is not to create parallel services, but to **strengthen what already exists and build systems that can be owned, integrated, scaled and sustained by the public health system**.

Evidence, Innovation & Strategic Partnerships

CAPED combines its grassroots experience with **research, technology and strategic partnerships** to address gaps across the cancer care pathway. Its collaboration with IIT Delhi is advancing **PRAVAAH**, a patient tracking pathway platform designed to strengthen referral,

follow-up and continuity of care. CAPED also collaborates with **Niramai** on technology-enabled approaches to breast cancer screening.

Partnerships with government and public health institutions, including the **National Health Missions of Jharkhand and Uttarakhand** and **ICMR–National Institute of Cancer Prevention and Research (NICPR)**, along with CAPED’s role in the **Cervical Cancer Elimination Consortium–India (CCEC–I)**, **Beat Cervical Cancer (BCC) Network**, enable the organisation to bring implementation experience and field evidence into wider health–system, programme and policy discussions.

Integrated View: CAPED’s Strengths

The strength rating reflects CAPED’s current level of direct experience, implementation capability and demonstrated expertise in each area.

JOURNEY STAGE	CAPED ROLE	STRENGTH
Prevention	Awareness, education, HPV advocacy	★★★★★
Screening	Camps, access facilitation	★★★★★
Patient Navigation	Coordination, support	★★★★
Diagnosis	Referral & linkage	★★
Policy/system	Advocacy, training, partnerships	★★★

Health System Strengthening cuts across all identified areas above.

It is the mechanism through which CAPED seeks to connect community-level demand and access with stronger public health systems, ensuring that improvements in one part of the cancer pathway translate into better outcomes across the continuum.

ORGANISATIONAL IMPACT

From 2014 till 31st March 2026



94.5 million
people reached out



819 awareness
activities undertaken



1318 screening
camps conducted



87000+
people screened



7350+ abnormal
cases identified



1726 screen-positive
patients supported for
further diagnosis



3459+ community
health workers trained



565+ healthcare
professionals trained



1058+ girls
vaccinated against HPV



2025-26 IMPACT

1st April 2025– 31st March 2026



19.7 million
people reached out



166 awareness
activities undertaken



453 screening
camps conducted



23,716
people screened



1150 abnormal
cases identified



224 screen-positive
patients supported for
further diagnosis



1884 community
health workers trained



234 healthcare
professionals trained



776 girls
vaccinated against HPV



OUR PROJECTS

Awareness, Information, Education & Communication (IEC) & Community Mobilisation

At CAPED, we believe awareness works when people can understand the information, relate to it and see how it connects to their own lives. Our IEC work focuses on simplifying science into everyday conversations, taking complex, evidence-based information on HPV, vaccination, cervical cancer and screening and turning it into accessible content through videos, stories, communication materials and digital platforms. We take these conversations into schools and communities through classroom sessions, interactive discussions, parent and teacher engagement, door-to-door mobilisation, group meetings and local outreach. By working closely with frontline workers, families, teachers and community leaders, we create space for questions, address myths and concerns, and build trust around cancer prevention and early detection. Together, these efforts help move communities from simply knowing about cancer to feeling informed and confident enough to take action.

TITLE OF THE PROJECT	GEOGRAPHY	DURATION	IMPACT
School Awareness Project on HPV & Cervical Cancer	Delhi, Mumbai, Bangalore, Chennai, Kozhikode, Kolkata, Ahmedabad	October 25 - March 26	5600+ students made aware
Community Awareness Project on HPV & Cervical Cancer	Meerut and Ghaziabad	February - March 26	2914 girls, 611 Parents & 100 Teachers made aware



Supported by

Sanjeevani



HPV Vaccination

HPV vaccination is one of the most effective ways to prevent cervical cancer, but getting families to feel comfortable with the vaccine is an important part of the work. This has become even more relevant with India's national rollout of HPV vaccination for **14-year-old girls, launched in February 2026**, which aims to reach around 1.2 crore girls across the country. CAPED works with schools, parents and communities to build awareness around HPV and vaccination, helping families understand why the vaccine is recommended and addressing the questions and concerns they may have.

Through awareness sessions, animated videos, social media content and simple, evidence-based IEC material, we address common myths and make conversations around vaccination easier for families. We then work alongside our diagnostic and healthcare partners, who administer the vaccine through school- and community-based programmes. CAPED supports the mobilisation and engagement around these programmes, helping girls and their families make informed decisions and come forward for vaccination.

TITLE OF THE PROJECT	GEOGRAPHY	DURATION	IMPACT
Community-based HPV Awareness & Vaccination Programme	Delhi-NCR	April-Nov 2025	365 Girls vaccinated against HPV
School-based HPV Awareness & Vaccination Pilot	Delhi-NCR	Feb - March 2026	355 Girls vaccinated against HPV



Supported by



Screening

For CAPED, screening is about making sure that people have an opportunity to find cancer early, before it becomes harder to treat. We take screening closer to communities, particularly in places where visiting a health facility is not always easy. Our teams work closely with **ASHAs and other frontline workers**, who help us reach women, speak with families and encourage them to come forward for cancer screening. Through community screening camps and our **medical van**, we provide screening for cervical, breast and oral cancers, bringing trained healthcare teams and the necessary equipment to where people live.

The community itself also plays an important role. Women who have been screened often share their experience with other women, helping them overcome the fear or hesitation they may have had about getting screened. For those who have a screen-positive result, our Patient Navigation teams remain connected, helping them understand their results, reach the right healthcare facility and continue with further testing and care. For us, this is what makes screening meaningful: not just providing a test, but making sure people are supported before, during and after it.



TITLE OF THE PROJECT	GEOGRAPHY	DURATION	IMPACT
Cervical, Breast & Oral Cancer screening in the community supported by CWPL (Corporate Warranties Pvt. Ltd.)	Delhi-NCR	October 2025 to March 2026	Screened 443 women for these cancers
Cervical, Breast & Oral Cancer screening in the community supported by DSS Imagetech	Delhi-NCR	December 2025 to February 2026	Screened 700 women for these cancers
Cervical, Breast & Oral Cancer screening in the community supported by ICS (India Cancer Society)	Gurugram	December 2025 to March 2026	Screened 3890 women for these cancers
Sanjeevani Cancer Screening initiative supported by Network 18	Alwar, Mewat, Palwal, Mathura, Rajsamand, Kheda, Bathinda, and Dhanbad	August 2025 to February 2026	Screened 4061 women for cervical, breast and oral cancers
Cervical Cancer Prevention through Community Outreach Project for Uptake of HPV Vaccination and Cervical Screening supported by ACS (American Cancer Society)	Rajsamand & Kheda	October 2025 to March 2026	Screened 11,449 women for cervical cancer

Supported by



Supported by
Kheda Health Department



Supported by
State NHM Rajsamand



Patient Navigation Program



For CAPED, screening is only one part of the journey. What matters is what happens before and after a person is screened – whether they understand the process, know what their result means, reach the right facility and are able to continue with the care they need. Our **Patient Navigation Program (PNP)** brings these steps together, helping patients move from screening to diagnosis and treatment without having to navigate the healthcare system alone.

The journey begins with **capacity building and pre-screening counselling**, where community health workers are trained and people are helped to understand the screening process. After screening, CAPED provides post-screening counselling and support with referrals and further investigations. Our patient navigators then stay connected with screen-positive patients, helping with appointments, referrals and access to appropriate diagnostic and treatment facilities. A structured patient-tracking system helps the team monitor whether patients have reached the referred facility, started treatment and remain engaged with care. Regular follow-ups, including at key points after referral, help identify practical barriers such as transport, finances or family support and respond to them early.

To date, CAPED has identified more than **7,360 abnormal cases** and supported over **1,751 screen-positive patients** through their healthcare journey. At every stage, the aim is simple: **to make sure that a screening result does not become the point where a patient is left on their own.**



Case Study: The Kunti Devi story



Kunti Devi, a 59-year-old resident of Sitamarhi, Bihar, had been living with a lump in her breast for nearly one and a half years. She never imagined that it could turn into cancer. For a long time, she ignored it until the lump started causing her pain and water discharge, making it impossible to overlook.

Gathering courage, she shared her condition with her daughter-in-law. Together, they consulted a local doctor in Sitamarhi, where she underwent an ultrasound, X-ray, and the blood test. The doctor advised her to go to Muzaffarpur Hospital (Bihar) for further screening and surgery, assuring her that the operation itself would be free of cost, and only the travel expenses needed to be covered.

However, when she reached Muzaffarpur, the hospital staff informed her that the tests alone would cost around ₹5,500, along with additional charges of ₹1,300. She was unable to afford this, and with her daughter-in-law returned home, disheartened.

Her elder son suggested going to Patna for treatment, while her son-in-law in Delhi advised avoiding wasting time moving from one hospital to another. He asked her to come to Delhi, where he could support her through the process. Trusting him, she made her first journey to Delhi for treatment.

While in Delhi, her son-in-law was arranging her medical check-ups. During this time, one of his friends informed them about a **Cancer Screening Camp organized by CAPED India**. They decided to take Kunti Devi for a consultation. At the camp, her screening results came out positive; she had breast cancer.

From that moment, CAPED India's **patient navigation team** stepped in. They supported her through every hospital visit, ensured her safe travel back home, and stood by her throughout her treatment journey. Kunti Devi underwent **five rounds of chemotherapy and surgery**, including stitches, which she bravely endured.

Though she often felt weak and at times thought she would not survive, she fought fiercely. She followed her doctor's advice, took care of her diet, and gradually regained her strength. Today, she proudly calls herself a **cancer warrior**.

Kunti Devi now encourages her family, friends, and other women in her village to practice regular self-checks and not ignore symptoms. She is deeply grateful to the CAPED India team for their unwavering support and compassionate care, especially as she faced disbelief and lack of support in her village.

Coming to Delhi for the first time in her life, she not only underwent her treatment but also found hope, courage, and a new mission to spread awareness so that no woman delays seeking help like she once did.

"Cancer taught me that strength is not the absence of fear, but the courage to face it. I want every woman to check herself and never stay silent."

– Kunti Devi

Implementation Research

1. PRAVAAH: A Patient Pathway Platform for the Continuum of Cancer Care

(PRAVAAH: Pathway, Referral, Adherence, Visibility, Access, and Accountable Healthcare)

Objective: To strengthen continuity of cancer care by transforming routinely collected data from the National Programme for Prevention and Control of Non-Communicable Diseases (NP-NCD) Portal into actionable, longitudinal patient-level intelligence that enables timely referral, diagnosis, treatment linkage, follow-up, and evidence-based programme management.

Description: PRAVAAH is a collaborative digital innovation being developed by the Indian Institute of Technology Delhi (IIT Delhi) and Cancer Awareness, Prevention and Early Detection (CAPED) Trust to strengthen the existing NP-NCD ecosystem. Rather than creating a new portal or parallel reporting system, PRAVAAH reorganises existing programme data to reconstruct the patient's longitudinal pathway across the cancer care continuum — from screening and risk assessment to referral, diagnostic confirmation, treatment, and follow-up.

The platform is designed to make the patient journey visible to those responsible for care delivery and programme management, helping identify where patients are pending, delayed, referred, diagnosed, treated, or potentially lost to follow-up. It translates routine programme data into actionable information through dashboards, patient-level action lists, pathway monitoring, and role-specific decision support for frontline health workers, programme managers, and health administrators.

PRAVAAH has emerged from CAPED's implementation experience in cancer screening and patient navigation, where gaps in visibility between screening, referral, diagnosis, and treatment can result in delays and patient drop-off. The current prototype is being developed to address this systems-level gap by enabling health teams to see not only how many people have been screened, but what happens to them next — and where action is required to keep patients moving through the continuum of care.

Current Stage:

Prototype developed in collaboration with IIT Delhi; reviewed with programme stakeholders and being prepared for field implementation and validation.

Supported by



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi
Department of Management Studies
IIT Delhi

2. Piloting HPV Extended Genotyping Primary Screening to Support Accelerated Cervical Cancer Elimination in Jharkhand

Aim: To pilot and demonstrate a scalable Hub-and-Spoke model for cervical cancer screening that integrates HPV DNA primary screening, extended genotyping, reflex triage, community mobilisation, and patient navigation within the public health system.

Description: A 12-month implementation study is underway in Dhanbad district, Jharkhand, through a cross-sector partnership involving the Government of Jharkhand, Cancer Awareness, Prevention and Early Detection (CAPED) Trust, ICMR–National Institute of Cancer Prevention and Research (NICPR), and Asarfi Hospital, with support from Becton Dickinson & Co. (BD).

The model uses Ayushman Arogya Mandirs as community-level access points for awareness generation, counselling, and HPV sample collection, including HPV self-sampling. Samples are linked to a central diagnostic hub at Asarfi Hospital for HPV DNA testing and extended genotyping, with reflex triage to guide further clinical assessment and management. ASHAs, ANMs, and Medical Officers are trained to support community mobilisation, counselling, screening, referrals, and follow-up.

CAPED provides structured patient navigation to support women who screen positive through the subsequent stages of care, helping strengthen linkage between screening, diagnostic evaluation, and treatment. By bringing together community-based screening, laboratory capacity, risk-based triage, and patient navigation within existing public health infrastructure, the project is designed to generate implementation evidence for a scalable and sustainable approach to accelerating cervical cancer elimination in Jharkhand



Supported by

Becton, Dickinson & Co



icmr
INDIAN COUNCIL OF
MEDICAL RESEARCH

NICPR
NATIONAL INSTITUTE OF CANCER
PREVENTION AND RESEARCH



Advocacy

- **Presented at the Global Cervical Cancer Elimination Forum 2025, Bali:** CAPED shared grassroots insights from India on community engagement, awareness and screening challenges in rural and semi-urban communities, highlighting the importance of equity in HPV vaccination, screening and treatment. As part of the Cervical Cancer Elimination Consortium-India (CCEC-I), CAPED also contributed to commitments under the Bali Declaration to strengthen national preparedness, community engagement and context-specific communication for cervical cancer elimination.
- **Participated in the UNICEF Stakeholder Workshop, New Delhi:** Accelerating India's 90-70-90 Targets – Multisectoral Action for Cervical Cancer Elimination, contributing to discussions on collaborative approaches to accelerate India's cervical cancer elimination goals.
- **Led a Panel at the Public Health Foundation of India (PHFI), New Delhi:** Transforming Cancer Care with AI: Bridging Innovation and Community Trust. As part of PHFI's 20th-anniversary celebrations, CAPED curated and facilitated a panel exploring the role of artificial intelligence in cancer care. Moderated by CAPED CEO Mridu Gupta, the panel brought together experts from Niramai, PCI and the National Cancer Institute (AIIMS Jhajjar). The discussion highlighted that technology alone cannot transform health outcomes; successful adoption of AI requires integration into clinical workflows, confidence among healthcare providers and trust within communities.
- **Presented abstracts at the 37th Annual Conference of the International Papillomavirus Society (IPVS) 2025, Bangkok:** Presented "Cervical Cancer Screening and Capacity Building of Accredited Social Health Activists: A Case Study from Delhi, India" and "Institutionalising Cervical Cancer Screening in the Public Health System: A District-Driven Model from India."
- **Presented a paper at the Social Outcomes Conference 2025, Oxford:** Presented "Cancer Screening and Capacity Building of ASHAs," highlighting CAPED's experience in strengthening community health worker capacity to improve cancer screening and early detection.



Beyond Likes

Turning health information into conversations, action and advocacy In 2025–26, CAPED used digital platforms not only to raise awareness, but tried to make conversations around HPV, cervical cancer, vaccination, screening, prevention and women's health more accessible, relatable and action-oriented.

14.85M+ Digital Reach     

From awareness to advocacy

PILLAR	PURPOSE	KEY CAMPAIGNS
Educate	Making complex health information easier to understand	• Do You Know? Series • Understanding Cancer Series • HPV Vaccine: Facts & Busting Myths • Call to Arms: The War Against Cervical Cancer • Cancer Awareness Sessions • HPV & Cervical Cancer Prevention Explainers
Advocate	Using digital storytelling to move important conversations forward	#MentoEndCervicalCancer #EkVachanSurakshaKa #UnitedByUnique #AskAboutHPV #OneLessWorry #APromiseToProtect
Engage	Building participation around important health moments	• Prevent Today, Protect Tomorrow • World Immunization Week • World Breastfeeding Week • Gynecological Cancer AwarenessMonth — #SpotTheTeal • Women's Health & Fitness Day • Breast Cancer Awareness Month — #PinkPromise • National Cancer Awareness Day • World Cancer Day
Collaborate	Extending conversations through partnerships and shared platforms	   

Impact highlight:

Educational & Prevention Content emerged as CAPED's strongest content theme, generating 2.8M+ reach across 248 posts in overall platforms.

Campaigns that made an Impact

These were among the highest-reaching cross-platform campaign moments identified in the annual social media analysis.

Stories that Connected

Beyond facts and statistics, CAPED continued to use real stories, lived experiences, and human voices to make prevention conversations more relatable.



WHAT SOCIAL MEDIA TAUGHT US

- **Awareness builds understanding** — Simple content made HPV, screening and prevention easier to understand.
- **People, stories and videos make communication more relatable:** Real voices and field experiences brought authenticity, context and credibility to our storytelling, while reels and conversations helped audiences connect more deeply with our work.
- **Challenges are worth sharing** — Field realities helped us communicate the barriers and opportunities in cancer prevention.
- **Stories can drive action** — Relevant experiences can move audiences from awareness to engagement.
- **Impact goes beyond reach:** Meaningful engagement matters as much as views and impressions.

From a post to a conversation. From a conversation to action.

Our digital platforms evolved from information-sharing spaces into channels for building understanding, engagement and action.



PR & Media

We are strengthening engagement with national and regional media houses to provide leadership perspectives and position CAPED as an authoritative voice on cervical cancer prevention and elimination in India. Various regional media outlets have also been regularly covering CAPED's work, initiatives, and key developments, helping us expand our reach and visibility across geographies. Through strategic media collaborations, we co-authored an article with public health expert Dr. Ghosh, featured in The Week, titled "Beyond the Vaccine: What It Will Take to Eliminate Cervical Cancer." Women's Era also featured Ms. Mridu Gupta in an interview on "Changing India's Cancer Narrative, One Screening at a Time." CAPED has also been engaging with platforms such as THIP to further amplify its expertise and advocacy. Recently, Ms. Mridu Gupta was featured on Karam Talks and also spoke at a TEDx event, further strengthening CAPED's leadership visibility and voice in the cancer prevention space.



OUR STRATEGY 2026–2030: CLOSING THE GAP TO THE LAST-MILE WOMAN

WHY NOW

India has entered its most decisive period yet in women's cancer prevention. With the national HPV vaccination programme, expanded screening entitlements at primary health facilities, and new investment in cancer care infrastructure, the policy foundation is finally in place. Yet national data shows that only a small fraction of women have ever been screened for cervical or breast cancer, and awareness, access, and follow-through remain the biggest barriers. The science and the policy exist — what is missing is the last mile. CAPED's role is to close that gap.

OUR DIRECTION

Over the next five years, CAPED will deepen its work across the states where it is present, strengthening how communities, frontline health workers, and government systems work together to make prevention, screening, and timely care a lived reality for women — not just a policy on paper.

1. Expanding **awareness** and **outreach** so more women and families know their options and can act on them.
2. Facilitating access to **screening for cervical, breast, and oral cancers**, with dedicated **follow-up support** for women who need further care.
3. Supporting demand generation for the **National HPV Vaccination Programme**, helping adolescent girls and their families take up the vaccine with confidence.
4. Building the **capacity of frontline health workers and local community organizations**, so quality care is sustained locally, not dependent on any single actor.
5. Working with **government at the district and state level** to embed successful models into public systems, for lasting impact beyond any single programme.
6. Strengthening CAPED's own **institutional foundation — funding, governance, and partnerships** — to sustain this work well beyond individual project cycles.

HOW WE WORK

CAPED's approach rests on three commitments that define its work with women and communities: keeping communities at the centre as co-owners rather than beneficiaries, supporting women through the full continuum of care from awareness to treatment completion, and co-designing every programme with the communities, providers, and governments it serves — never for them.

These commitments are held to a consistent set of operating standards across every programme: efficiency, empowerment, equity, economical delivery, evidence-based decision-making, and ethical conduct — CAPED's promise to the women it serves and the partners it works with.

THE OUTCOME WE ARE WORKING TOWARDS

An India where no woman dies of a preventable cancer — because awareness, screening, vaccination, and timely care reach every community, on her terms. This is the change CAPED is organizing its next five years around, in partnership with communities, governments, and the wider health ecosystem

AWARDS AND RECOGNITION

Awardee – The Action for Women's Health Awarded under Action For Women's Health by the lever for change 2025

CAPED has been selected as an awardee under the Action For Women's Health Initiative by Pivotal Ventures, founded by Melinda French Gates, for its work in Women's Health.

CAPED India has been selected as one of the 80+ Global Awardees of the Lever for Change Action for Women's Health Challenge, supported by Melinda French Gates. Chosen from more than 4,000 organisations across 119 countries, this global recognition highlights the transformative work CAPED is doing to close critical cancer prevention gaps among women in underserved communities. This award acknowledges not only the urgency of women's health needs in India but also the effectiveness, scalability, and impact of CAPED's model in addressing them.



WHY FUNDERS CHOOSE CAPED

Hi, I'm Ritisha Mondal, and I work as Marketing Manager – IP Business at Network18. I look after marketing and brand communication for our intellectual properties, and Sanjeevani: United Against Cancer has genuinely been one of the most meaningful parts of my work over the last few years. I'm involved right from strategy and partnerships to creative, content, and on-ground execution basically making sure the campaign actually reaches people and means something to them.



Honestly, it's been one of those partnerships that just works. What I've really valued is that every conversation with CAPED starts from the same place wanting to do something that actually matters, not just checking boxes on a campaign calendar. Whether it's about early screening or making cancer less of a taboo topic, that shared intent has made things easy, even when the work itself was hard.

There's been so much we've built together. Sanjeevani has grown into something much bigger than an awareness campaign through initiatives like the Pink Tag Project, rural screening drives, School HPV vaccination drive and various on-ground programmes, we've managed to get people talking about early detection who probably wouldn't have otherwise. Seeing preventive healthcare slowly become a normal, everyday conversation instead of something people avoid is the outcome we have envisioned when we started this partnership,

If I had to pick two things, it would be authenticity and empathy. CAPED, and especially Mridu Ma'am, never uses fear to get the message across, even though this topic could easily go that way. Instead, the focus is always on giving people the right information and helping them feel confident enough to take action and not scared into it. Balancing medical accuracy with real compassion isn't easy, but CAPED manages to do it every single time.

Working with the CAPED team has genuinely been a pleasure. Everyone is approachable, open to new ideas, and just as invested in getting things right as we are. Feedback has never felt one-sided it's always been a proper back-and-forth conversation. And whenever a challenge comes up, it feels like we're solving it together, instead of each side just sticking to their own side. That kind of trust really matters in a partnership that's lasted this long.

I think we've built a really strong foundation, and honestly, I feel like we've barely scratched the surface. Going forward, I'd love for us to try more creative, insight-based campaigns, especially ones that reach rural audiences and communities who don't usually get this kind of attention. If we combine CAPED's expertise with Network18's reach and storytelling, I really believe we can get a lot more people to take early detection and prevention seriously.

CAPED AMBASSADORS

To spread awareness on a large 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. These sessions ensure that ambassadors are equipped not only with up-to-date knowledge on cervical cancer developments and research but also with effective presentation skills.

We received overwhelming applications from participants with varied backgrounds, who attended the program. Of them, 14 are now CAPED certified trainers for cervical cancer awareness. These Ambassadors are from different parts of the country such as Shillong, Dehradun, Rishikesh, Faizabad, Noida, Rampur, Delhi, Pune, Mumbai, Hyderabad, Bengaluru, J&K, Assam, Kolkata, Chennai, Vadodara,

Testimonials



Adyasa Parija

Completing the CAPED Ambassador Program has been an incredibly enriching experience for me. This program deepened my understanding of Cancer in general, in depth understanding of Cervical Cancer, its prevention, the importance of early detection and the importance of HPV vaccination and regular screenings. It reinforced in me the fact that cervical cancer being one of the most preventable cancers when awareness and timely action come together, is the second most life taking cancers in Women. It breaks my heart every time I hear that we lose 1 woman in every 7 minutes to Cervical Cancer.

As a certified CAPED Ambassador, I aim to proudly contribute to the vision of a 'Cervical Cancer-Mukt Bharat'. Awareness is considered to be the most powerful tool in the fight against cervical cancer and there can never be "enough" awareness when it comes to a disease that is largely preventable. Every conversation, awareness session and community outreach effort has the potential to save lives. I look forward to playing my part in spreading knowledge, encouraging preventive practices and inspiring more people to talk about Cervical Cancer and to take actions towards eliminating cervical cancer.



It was a great insightful session regarding Cancer in general and cervical cancer in particular. I learnt many things, though I was one of the nursing professionals yet in confusion about many things now I have a clear picture about the signs and symptoms of the cancer in general. Now I could inspire many to go for the screening attaining the age of even 30 or more. cervical cancer is one of the most prevalent cancer in the world, we lost 1 woman in every 8 mins from the disease which is preventable and 100 %treatable if caught early. So screening and vaccination are very very important sections of the program.

HPV is one of the leading causes of the cervical cancer and we could prevent it by the two doses of vaccination in 9 to 14 yrs of age in girl population and 3 doses in 15 to 26 yrs of age girl or before sexual debut. HPV DNA test is the most important screening method adopted to prevent and early detection of cervical cancer.

Mridu ma'am's session was ever energetic and enthusiastic. along with that Tolsy ma'am, Anmol sir and the whole team was amazing. I got insight into cancer and cervical cancer. I made many videos to encourage our fellow citizens of the nation and inspired many for vaccination. in fact many vaccinated.

I'm super proud of myself that I got this platform for learning such an amazing topic that is a leading topic for the world. Thanks a lot.



FRIENDS OF CAPED

Join a community where no woman should die of a preventable cancer in India. Friends of CAPED is a community of individuals who share our commitment to eliminating cancer in India. Every Friend of CAPED helps strengthen our work in awareness, prevention, and early detection, ensuring that more women have access to life-saving information and screening services.

What You Become Part Of

- A growing network of changemakers committed to CAPED's mission.
- Exclusive scientific forums and expert-led healthcare roundtable discussions.
- Opportunities to engage as a speaker and contribute your expertise.
- Invitations to CAPED's exclusive events and our annual donor appreciation gathering, held virtually or in person.

Supporting Our Mission

Every contribution enables CAPED to expand its programmes and reach more communities across India.

Tax Benefits: Contributions are eligible for tax exemption under Sections 80G and 12A.

International Giving: International donors can contribute in USD through the Omprakash Foundation via our website. CAPED is also FCRA-approved to receive foreign contributions.

Your Contributions

Scan Me



Website

www.omprakash.org/global/cancer-awareness-prevention-and-early-detection-trust/donate

Donate by



Credit Card

Cheque



PayPal

bitpay

Wire transfer, Stock or other securities

Contributions are eligible for a 501(c)(3) tax exemption certificate.

Join **Friends Of CAPED**

Support Today, Change a life tomorrow

Ashu Garg

Alok Mittal

Manu Gulati

**Sandeep
Singhal**

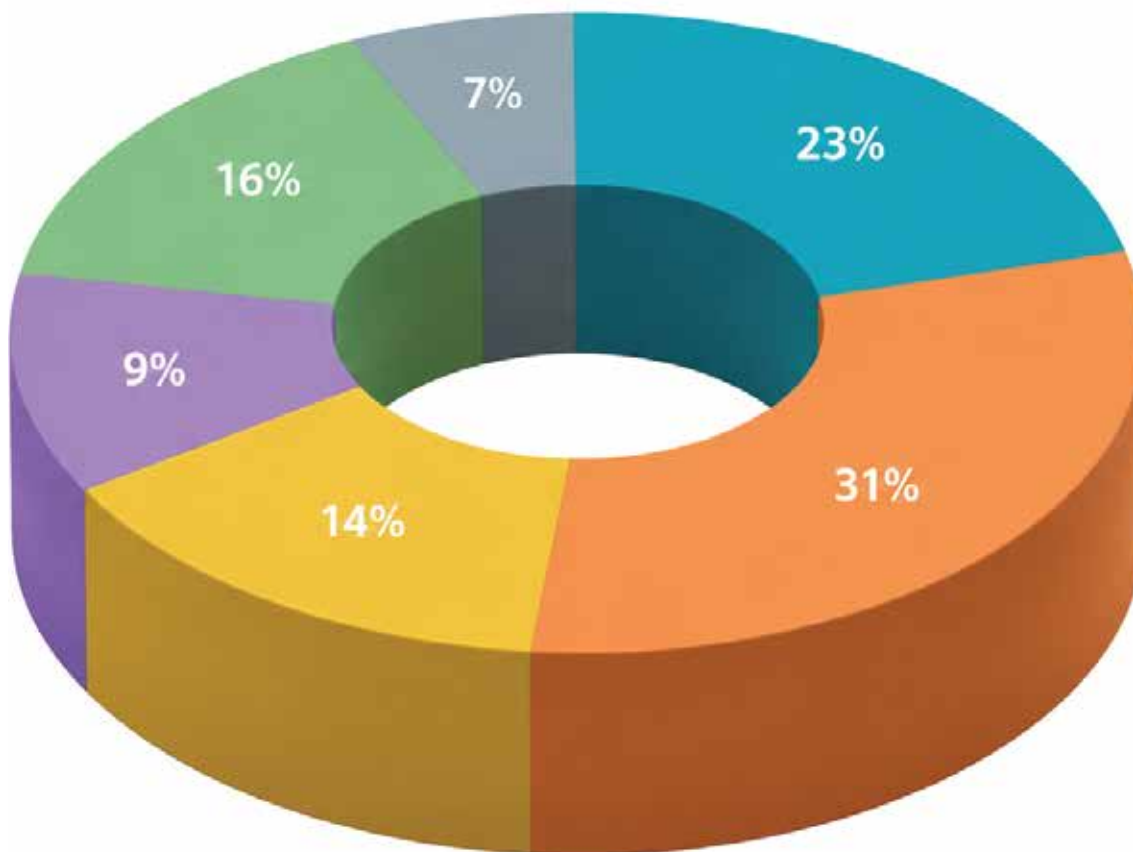
**Navin
Chaddha**

Surendra Kumar Jain

Rahul Chawdhri

Samir Parekh

FUND OUTFLOW



Health System Strengthening

31%

Screening

23%

Awareness

16%

PNP

14%

Vaccination

9%

Admin

7%

THANK YOU

Strategic Partners



Funding Partners



OUR INITIATIVES



**India's Faces
of Hope**



**#MenToEnd
CervicalCancer**



GET INVOLVED



Volunteering areas

- Field work – Mobilisation
- Content Creation
- Fundraising
- Content Writing
- Data Collection
- Monitoring & Evaluation
- Knowledge Management
- Data Entry
- Counseling and follow-up with cancer patients



Early Detection, Timely Vaccination Cancel Cervical Cancer

Let's build a Cervical Cancer Mukt Bharat together!

✉ info@capedindia.org | ☎ +91 98717 29627 | 🌐 www.capedindia.org

📍 Unit 112, Vipul Business Park, 210, Central Park II Rd,
Vipul World, Sector 48, Gurugram, Haryana 122018