



# ANNUAL REPORT

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Our mission is to identify and create different arenas to spread awareness and knowledge about cervical cancer among women and empower them to take action regarding their own health

CAPED Cancer Awareness,
Prevention and Early Detection
established in 2014, is a Trust
registered under the Indian Trust
Act. CAPED was born out of the
immense need to address one of
the most glaring health challenges
in India - Cancer. Among all the
forms of Cancer prevalent, CAPED
chose the cause of women-related
Cancers, with a specific focus on
Cervical Cancer

CAPED is a platform for disseminating information and creating awareness about the latest developments in the field of Cancer. Through its activities, CAPED ensures that people, especially women, don't just stay aware and abreast of Cervical Cancer preventive measures, but implement them to keep it at bay. CAPED has been working tirelessly towards this end, particularly within disadvantaged communities.





Creating awareness towards Cervical Cancer, its causes, risk factors and preventive measures, among rural as well as urban communities, through workshops, events, campaigns and other similar activities



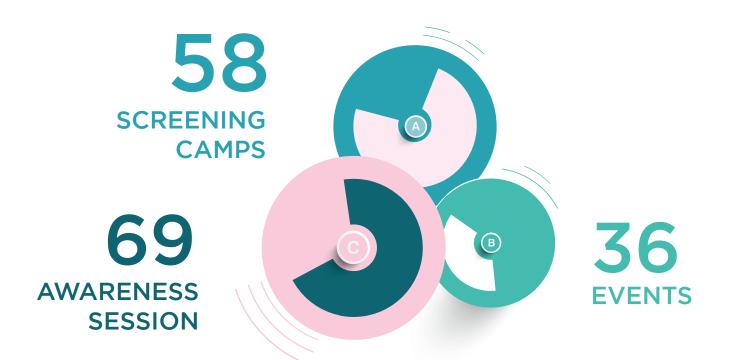
Facilitating early detection of Cervical Cancer through screening camps conducted in rural and peri-urban communities

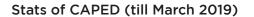




Supporting those diagnosed with Cervical Cancer, during treatment through encouragement and follow-up for regular checkups and counselling for treatment options.

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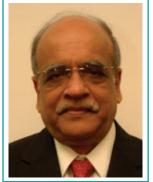






# CAPED IN NUMBERS

# LEADERSHIP SPEAK DEAR FRIENDS,



It is usually a personal tragedy that shakes us out of our comfort zone and forces us to look at the World around us differently. It is also these difficult events in life that help us create bonds with others who've experienced similar tragedies – one look, one glance and a knowing of the heart that connects us.

And sometimes, it is these bonds that help us make important decisions. CAPED - Cancer Awareness, Prevention and Early Detection Trust is an outcome of one such bond - a bond to never stop sharing love and light with those around us who have been affected by Cancer.

All of us at CAPED have had our run-ins with Cancer. Having lost loved ones to some or the other form of the disease, we felt a compulsion to do something to mitigate Cancer and the despair it leaves in its wake. While we all had done our share of research on Cancer during our caregiving years, it was only after we started contemplating deeply that our intentions found a purpose and a direction.

Since then, CAPED has been creating awareness on and facilitating early detection of Cervical Cancer in India, through a number of awareness workshops and screening camps, particularly in peri-urban and rural areas in Haryana.

Every gesture and every step in our journey has been extremely valuable to us, as we continue to build on our resolve to mitigate the risk of Cervical Cancer in our country.

We thank all our supporters and well-wishers for their involvement in our work, and hope for continued support in the coming years towards creating a healthier community.

With gratitude,

Arun Bharat Ram Trustee, CAPED

# LEADERSHIP SPEAK DEAR FRIENDS,



CAPED has come a long way in the last 5 years. We started with awareness sessions in schools, corporate, townships and various other places. Slowly we graduated to screening camps in bastis and villages. After 4 years of working, we understood the situation on the ground much better. We also learnt about policy issues and we understood what is required of us.

2018 has proven to be a remarkable year for CAPED. We initiated an ambitious campaign - that of creating a Cervical Cancer Mukt Bharat - with the launch of our mobile screening van. We launched our Punjab chapter with Phulkari - Women or Amritsar. We established many significant partnerships to further the cause of Cervical Cancer eradication.

I would like to extend a big 'thank you' to all those who have supported us and brought us to this point. To take this journey forward, we need a lot of more people to join us - supporters, volunteers, collaborators.

Let's make a Cervical Cancer Mukt Bharat!

With gratitude,

Mridu Gupta CEO, CAPED



CAPED is committed to the cause of spreading awareness about Cervical Cancer across the country, through awareness and education programs, and by improving access to screening facilities particularly for underprivileged sections of the society.



#### WHY CERVICAL CANCER?

## In India, 1 woman dies of Cervical Cancer every 8 minutes...

Cervical Cancer is nearly 100% preventable, yet each year, about 1,32,000 women in India learn that they have Cancer of the cervix. About 74,000 of these women lose their battle to the disease, accounting nearly 1/3 <sup>rd</sup> of the global deaths due to Cervical Cancer. <sup>1</sup>

FOCUS AREA Ironically, this is the only form of Cancer which can be eliminated entirely. It has been largely eradicated in the Western World through strong preventive measures. India, on the other hand, has very low preventive care awareness.

Women from underprivileged sections of the society are most prone to this form of Cancer because of lack of awareness as well as unsafe sexual practices.

With greater awareness and steps towards early detection and prevention, the damage caused by this disease can be mitigated.

### **CERVICAL CANCER**

#### The 'Preventable' Cancer

- Cervical Cancer is the 2 <sup>nd</sup> most common cancer in Indian women
- Most women who develop Cervical Cancer are between 30 and 60 years old
- Cervical Cancer is majorly attributed to Human papillomavirus (HPV) infection, transmitted sexually
- Major risk factors for Cervical Cancer are early-age marriage, multiple sexual partners, multiple pregnancies, poor genital hygiene, malnutrition, use of oral contraceptives and lack of awareness.
- Cervical cancer is preventable through vaccination and treatment of precancerous lesions
- It is the first form of Cancer to have not one, but two vaccines for preventing it
- Cervical Cancer can be successfully cured if caught and treated early
- Pap test has been widely successful in diagnosing Cervical Cancer in early stages







Established in May 2014, with the aim to spread awareness on Cancer affecting women, particularly Cervical Cancer

Began conducting awareness workshops in schools, colleges and corporates Began conducting screening camps in peri-urban and rural communities Began conducting awareness workshops in schools, colleges, corporates and continued conducting awareness sessions.



Formed first corporate tie-up

Initiated independent awareness events and campaigns

We were screening 100 women a month



2017

Started a fundraiser project - Theatre for a Cause & first production was 'I Have a Dream' a musical stage production to raise funds and awareness

2016

We were screening 200 women a month







Launched Cervical Cancer Mukt Bharat campaign with a mobile screening van

Launched Punjab chapter in partnership with Phulkari CAN

Organized 'Queen of Rock' - CAPED's second musical production, in partnership with Azad Foundation

We were screening 500 women a month.



# 143 campaigns undertaken since 2014

A few significant campaigns include:

1. #WomanOfTeal with Café Coffee

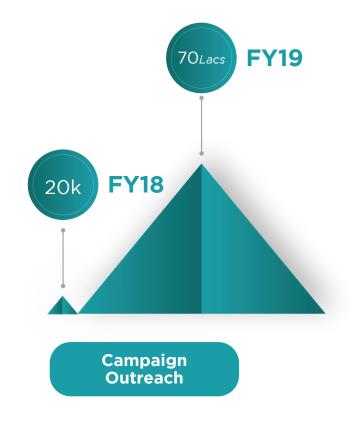
Day through their outlets alongside a

parallel campaign on our social media

platforms

- 2. Campaigns at Brew Pubs Brew buddy, No Where Brew Pub
- 3. Online awareness session in association with Mom espresso
- 4. Radio program on regional radio station, 'Gurgaon Ki Awaaz' and awareness drive on FM 107.2 'Queen Of Rock' - Theatre for a Cause
- 5. Sheroes Online Campaign

... and more.





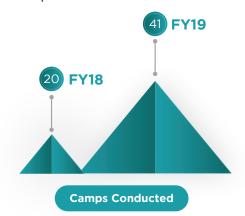
### **CAMPAIGNS**

CAPED has undertaken several online and offline campaigns to reach out to more and more people

Screening young women can prevent Cervical Cancer almost 100% of the time. Even when detected early, the 5-year survival rate is more than 90%.

CAPED has partnered with organizations such as Indian Cancer Society (ICS), DNA Experts, Helvetia Diagnostics Healthcare as well as leading hospitals for conducting screening and testing for low-income communities.

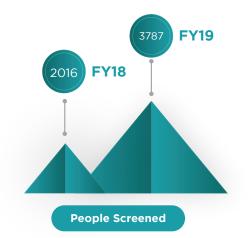
CAPED's community mobilizers visit villages and bastis to identify an appropriate place within the community for holding the screening camp. They go door-to-door to mobilize people before the camp.



Successful project: CAPED recently completed a project in Arua Village, Ballabhgarh (Faridabad) in association with DSS Imagetech Pvt. Ltd, Bisrakh Village (Greater Noida) in association with ISGEC Heavy Engineering Pvt. Ltd. Through this project, we screened and educated over 1000 women from the area on cancer prevention, over a period of 3 months.

Our first screening project was with SANGANERIA FOUNDATION FOR HEALTH AND EDUCATION in Rajokri village where we screened over 1000 women.

Apart from the above mentioned projects, CAPED has held standalone screening camps at various villages and bastis.



# 58 village impacted through screening since 2014

A few communities where screening camps have been held:

- 1. Ballabhgarh Village
- 2. Bisrakh Village
- 3. Rajokri Village
- 4. Sikanderpur Village
- 5. Islambpur Village
- 6. Dhankot Village
- 7. Patel Nagar Basti
- 8. Bhondsi Village
- 9. Badshahpur Village
- 10. Timarpur Village
- 11. Shyam Nagar Basti
- ... and more.



# 69 awareness workshops conducted since 2014

A few institutions and organizations where workshops have been held:

- 1. Pathways School
- 2. Shri Ram School
- 3. Delhi Public School
- 4. Jawaharlal Nehru University
- 5. Gargi College, Delhi University
- 6. South City I Township
- 7. Nirvana Country
- 8. DLF Promenade
- 9. Ministry of Chemicals & amp;

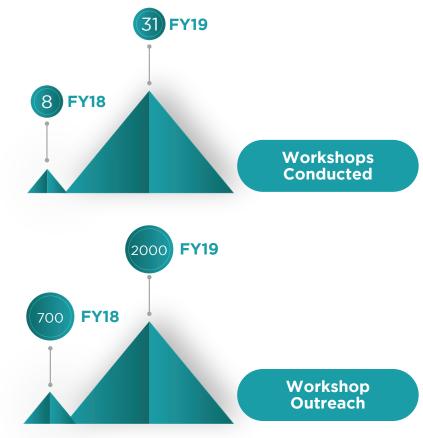
**Pharmaceuticals** 

- 10. Prime minister Kaushal Kendra
- 11. SRF Limited
- 12. Boston Consulting Group
- 13. Kwality Pharmaceuticals
- 14. Bar Council of Amritsar
- 15. Taj Swarna, Amritsar

... and more.

CAPED organizes workshops with the relevant target segments (younger women) to educate and facilitate screening

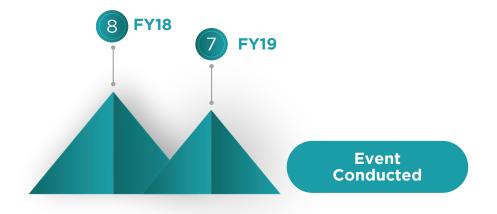
[3] FY19



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 has executed several events to create mass awareness





## 36 events organised since 2014

A few significant events include:

- 1. 'I Have a Dream' Theatre for a Cause
- 2. Alongside fitness promotion events -Pinkathon, Women 10k Run, Couple Run
- 3. Punjab Chapter Launch in association with Phulkari CAN
- 4. Doctor's Panel Discussion at IMA, Amritsar
- 5. Mobile Screening Van Launch
- 6. 'Queen Of Rock' Theatre for a Cause

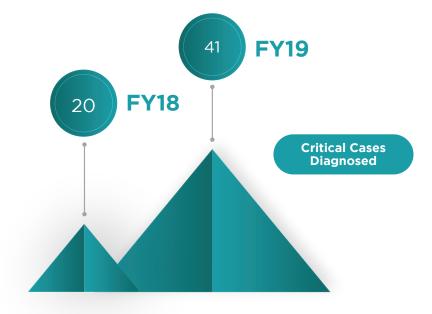
... and more.







While many cases of Cervical Cancer are identified during screening, most of the patients are reluctant to undertaketreatment. In such cases, CAPED's panel of Doctors advice a course of treatment and refer them to hospitals or specialist doctors. CAPED's field ensures that the patient does not drop the treatment midway, by keeping in touch with them post camps, providing guidance and moral support throughout the course of treatment.



# COUNSELLING & FOLLOW UP

CAPED undertakes CSR projects, in collaboration with corporate companies, to facilitate free Cervical Cancer screening for women from low-income communities.

CAPED has successful screened all women across Ballabhgarh, Faridabad (with support from DSS Imagetech Pvt. Ltd.), Rajokri, Delhi (with support from Sanganeria Foundation) and Bisrakh, Noida (with support from ISGEC Heavy Engineering Ltd.)

Theatre for Cause, launched in 2017, is CAPED's initiative for mass outreach and fundraising. Under the initiative, two musical stage productions titled 'I Have a Dream' and 'Queen of Rock' have been organized so far. Both plays were directed by Ritu R. Chandra and her group, who are known for their stage productions and have many times associated with various causes. The plays were screened across Delhi and Gurgaon, and had an overall outreach of 16 Lakhs.

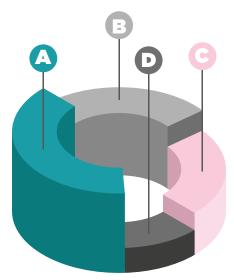
CAPED RAISES FUNDS
THROUGH CSR
PARTNERSHIPS, EVENT
SPONSORSHIPS AND
INDIVIDUAL
CONTRIBUTIONS

**FUNDING** 

# NFLOW OF FUNDS (FY19)

- Institutional Donors, 93%
- Individual Donors, 7%

# UTILIZATION OF FUNDS (FY19)



- Screening Camps, 35%
- Awareness Workshops; Campaigns, 26%
- Personnel; Administrative Expenditure, 24%
- Event Queen of Rock, 15%





**FICCI** 











































ISGEC



**KROHNE** 

Housing کام 🌘



#### Queen of Rock

To raise fund to carry out cancer awareness and screening camp, CAPED (Cancer Awareness, Prevention, and Early Detection), is staging the musical play 'Queen of Rock'. It is a simple story about a group of Bohemians who struggle to restore the free exchange of thought, fashion and live music in the era of uniformity. **VENUE:** Kamani Auditorium, Copernicus Marg TIME: 7 p.m.

#### मोबाइल वैन से होगी कैंसर की स्क्रीनिंग

जागरण संवादाता. नोएडा : के जरिए गर्भाशय-ग्रीवा (सर्वाडकल) आएगी कैंसर की स्क्रीनिंग की गई। कैंसर के बारे

में महिलाओं को जागरूक किया गया। कैपेड के प्रोग्राम के मैनेजर रवि कमार चौगानपुर गांव में मोबाइल वैन में पैप लक्षणों के बारे में जानकारी दी गई।

स्मीयर टेस्ट के जरिए सर्वाइकल कैंसर ब्रिसरख स्थित चौगानपर गांव में की जांच की गई। पैप स्मीयर एक साधारण शुक्रवार को कैंसर अवेयरनेस प्रिवेंशन एंड टेस्ट है, जिसमें ग्रीवा से कोशिकाओं के अर्ली प्रोटेक्ट ट्रस्ट (कैपेड) की मोबाइल एक छोटे से सैंपल को लिया जाता है। वैन में 99 महिलाओं की पैप स्मीयर टेस्ट इसकी जांच रिपोर्ट एक हफ्ते के बाद

जिन महिलाओं में पॉजिटिव रिपोर्ट मिलेगी, उन्हें इलाज के लिए राष्ट्रीय कैंसर रोकथाम एवं अनसंधान संस्थान ने बताया कि, महिलाओं में सर्वाङ्कल (एनआइसीपीआर) भेजा जाएगा। जांच कैंसर के मामले लगातार बढ़ते जा रहे हैं। व इलाज का परा खर्च कैपेड उठाएगा। कैंसर से ज़ड़ी जागरूकता व इलाज़ के मोबाइल वैन गाँव में दो दिन और रुकेगी लिए कैपेड पूरे देशभर में अभियान चला जिससे ज्यादा से ज्यादा महिलाओं को रहा है। संस्था की मोबाइल वैन राज्यों के कैंसर के बारे में जागरूक करने के साथ अलग-अलग गांव में जाकर कैंसर के उनकी स्क्रीनिंग की जा सके। आशा. बारे में महिलाओं को जागरूक कर रही। प्राप्ताम के जिए पहले महिलाओं को है। जिले में पहली बार बिसरख स्थित पहले तीन दिन सर्वाष्ट्रकल कैंसर से जड़े

#### Experts dwell on cancer concerns related to women at screening camp

TRIBUNE NEWS SERVICE

#### AMRITSAR, SEPTEMBER 24

A social organisation Phulkari CAN (Care Aid Nurture) in association with Cancer Awareness, Prevention and Early Detection (CAPED) held a free screening camp at several schools under their cancer awareness campaign. MC Commissioner Sonali Giri too joined in with the campaign sharing that the need for awareness regarding various cancers prevalent among women is immediate.

The Punjab chapter of the CAPED Trust was officially launched on September 23 and the campaign has its assospecialists, including Dr Shyam Singh Visht, senior cancer specialist, Dr Jasjit Chhachhi, Dr Sharda Adlakha, gynaecologist and infertility specialist and others.

CAPED has been working towards creating awareness about cancer concerns related to women, specially cervical cancer. Around one-fourth of deaths due to cervical cancer take place in India.

Mridu Gupta, COO, CAPED, said, "Preventive healthcare is one of the most important issues that we need to address, especially in India. A lot of diseases and financial burden can be

ciation with the leading cancer avoided if we focus on the preventive healthcare"

Phulkari, a leading women's organisation of Amritsar, has been instrumental in bringing the trust to begin operations in this part of the country. Praneet Bubber, President, Phulkari, said, "This joint initiative is a natural outcome of our similar goals of women's empowerment."

As part of this collaboration, her organisation has launched its initiative Phulkari CAN (Care, Aid, Nurture) and has done screenings with Cancer Beat Drive for cervical cancer awareness and early detection.

#### सरवीकल कैंसर से हर सात मिनट में एक महिला की हो जाती है मौत

#### महिलाओं को जागरूक करेगी संस्था

जागरण संवाददाता, अमृतसर सरवीकल कैंसर का ग्रास बन रही महिलाओं को जागरूक करने का बीडा कैंसर अवेयरनेस, प्रीवेंशन एंड अरली डिटेक्शन (केपड़) ने उठाया हुआ है। पंजाब और विशेषकर गुरुनगरी में केपड़ के अभियान को आगे गति देने का जिम्मा फुलकारी वूमैन ऑफ अमृतसर ने उठाया है। फलकारी द्वारा सरवीकल कैंसर की अवेयरनेस के लिए शहर व बस्तियों में जहां कैंप लगाए जाएंगे, वहीं केपड़ को वित्तीय सहायता मुहैया करवाने का भी काम किया जाएगा, ताकि इस कैंसर के प्रति लोगों को समय रहते जागरूक किया जा सके।

केपड़ की टस्टी राधिका भारत मरीजों का एक चौथाई हिस्सा भारत



पत्रकारों से बातचीत करते हुए फुलकारी फाउंडेशन की प्रधान परनीत बब्बर । साथ हैं राधिका भरत राम, मृधु गुप्ता व अन्य 🏻 जागरण

कैंसर से अधिक प्रचलित है, लेकिन जागरूकता के अभाव में महिलाएं इसकी शिकार हो रही है।

महिलाओं का जागरूक करने में है। भारत में सरवीकल केंसर बेस्ट टेसिंटग के जरिये अगर कोई महिला महिला की मौत हो रही है। इसकी फलकारी की सदस्य हाजिर रही।

पॉजीटिव पाई जाती है तो उसे सही गाइडेंस देने का काम संस्था कर रही है। फलकारी की उपाध्यक्ष व नगर निगम में विपक्षी दल नेता संध्या राम ने बताया कि दनिया में कैंसर के का काम ही केपड़ द्वारा कैंपों के सिक्का ने बताया कि सरवीकल सहयोग से किया जा रहा है। कैंपों में कैंसर से हर सात मिनट में एक

लोगों को जागरूक करने के लिए केपड व फुलकारी द्वारा संयुक्त रूप से प्रयास पंजाब व अमृतसर में किए फलकारी की प्रधान परनीत

गंभीरता को देखते हुए ही इस बाबत

बब्बर ने बताया कि केपड़ की कंपेन को उनकी संस्था आर्थिक सहायता मुहैया करवाने के लिए फंड जहां इकट्टा करेगी, वहीं इसके लिए दो शो भी अमतसर में आई हेव ए डीम के करने जा रही है। 22 सितंबर की शाम और 23 सितंबर को सुबह फोरएस स्कूल के ऑडिटोरियम में इसका आयोजन होगा ओर इससे होने वाली आय केपड की अवेयरनेस कंपेन में लगाई जाएगी। इस अवसर पर प्रसिद्ध थियेटर आर्टिस्ट रित चंद्रा के अलावा

#### A Bohemian Rhapsody for cancer awareness



THE capital is all set to witness a musical play, Queen of Rock, with songs of Freddie Mercury. Directed by Ritu Rae Chandra it is an ode to the British rock

hion and live music in the era of

Talking about the play, director Ritu Chandra says, "The musical act shows how the real world has transformed into a virtual world, where everyone

group of Bohemians who strug-

gle to restore the free exchange of thought, fashion and live

music in the era of uniformity

the same."

The play is being staged in the city as a part of a fundraiser two causes — cervical cancer awareness, and dignified livelihood for women by CAPED, 'Azad Foundation' and

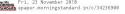
'Sakha Consulting Wings'. The COO of CAPED Mridu Gupta says, "It is art that can "It is important that we give

best help people connect to dif-ferent causes. This play works because people can feel a con-seen a lot of struggles in their empowering women who have seen a lot of struggles in their because peopie can feel a con-nection with the play. This is life. Sakha Counsulting Wings' swhy arts are a great way to spread awareness for social from low income households actuses."

The funds received from the The funds received from the

spread awareness for social causes." And helps temb ecome finantially independent, "says project will be used to carryout screening camps for women to test and monitor cervical cancer. AZAD foundation will utilize the funds to enable more women from marginalised segments of the society to lead a look on BookMyShoccom.

Morning Fri, 23 November 2018 STANDARD epaper.morningstandard.in/c/34236900



#### जागरण सिटी नोएडा

संक्रिको १५ जर २०१० - वैभिक्त ज्यासस्य ॥

#### कैंसर अवेयरनेस प्रिवेंशन एंड अलीं प्रोटेक्ट टस्ट की मोबाइल वैन कैंसर के बारे करेगी जागरूक

जागरण संवादाता, नोएडा : जिले में अब मोबाइल वैन के जरिये महिलाओं में होने वाले गर्धाशय-गीवा (सर्वाहकल) कैंसर की स्क्रीनिंग की जाएगी। मोबाइल वैन में ऑन्कोलॉजिस्ट डॉक्टरों और नर्सों की टीम उपलब्ध होंगी, जो महिलाओं को कैंसर से जुड़े लक्षणों के बारे भी जाराकक करेगी। यह पोगाम स्वास्थ्य विभाग, इंद्रप्रस्थ गैस लिमिटेड (आइजीएल) द्वारा कार्पोरेट सामाजिक दायित्व (सीएसआर) गतिविधि के तहत श्रायोजित होगा।

कैंसर अवेयरनेस प्रिवेंशन एंड अर्ली प्रोटेक्ट ट्रस्ट के प्रोग्राम मैनेजर राहल कमार ने बताया कि महिलाओं में सर्वाष्ट्रकल कैंसर के मामले लगातार बढ़ते जा रहे है। कैंसर से जड़ी जागरूकता व हलाज के लिए कैंसर अवेयरनेस पिवेंशन एंड अर्ली प्रोटेक्ट टस्ट अभियान चला



सेवटर-39 रिश्वत स्वास्थ्य विभाग कार्यालय परिसर में खड़ी मोबाइल वैन में सर्वाइकल कैसर के मरीजो की जांच की जाएगी। जागरण

रहा है। इसमें मोबाइल वैन विभिन्न राज्य सफलता को देखते हुए अगले चरण रक्रीनिंग करेगी। एक गांव में अधिकतम के अलग-अलग गांवों में जाकर कैंसर के के लिए गौतमबुद्ध नगर को चुना गया पांच दिन मोबाइल वैन रहेगी। आशा, 6-9 शिविर लगाने का लक्ष्य रखा है। बारे में महिलाओं को जागरूक कर रही है। मोबाइल वैन वहां के अलग-अलग पणनपम के जरिए महिलाओं को पहले प्रोग्राम के जरिये अबतक सात हजार से हैं। हरियाणा के बल्लभगढ़, फरीदाबाद गांव में जाकर महिलाओं को कैंसर के तीन दिन सर्वाइकल कैंसर से जुड़े लक्षणों

व दिल्ली के आरकेपुरम में प्रोग्राम की बारे में जागरूक करने के साथ उनकी के बारे में जानकारी दी जाएगी। अगले चुकी है।

गांव से होगी प्रोग्राम की शरुआत. 29 जुन को मोबाइल वैन गांव पहुंचेगी

दो दिन महिलाओं में कैंसर की जांच होगी। पैप्रमेगर टेस्ट के जिंगा महिलाओं में कैंसर की पहचान होगी। एक गांव में अधिकतम 100 महिलाओं की स्क्रीनिंग का लक्ष्य रखा गया है। जांच रिपोर्ट एक हफ्ते के बाट आएगी। जिन महिलाओं की रिपोर्ट पॉजिटिव

मिलेगी. उन्हें इलाज के लिए राष्टीय कैंसर रोकथाम एवं अनसंधान संस्थान (एनआइसीपीआर) भेजा जाएगा। जांच व इलाज का खर्च उठाया जाएगा पोगाम की शरुआत गेटर नोपड़ा के खेड चौगानपर गाँव से होगी। वहां 29 जन को

## BREAK FREE WITH BOHEMIAN RHAPSODY











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**EVENTS** 















## CERVICAL CANCER AWARENESS SESSIONS





























































# CERVICAL CANCER MUKT BHARAT

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