



**CAPED**

Cancer Awareness, Prevention  
and Early Detection Trust



# ANNUAL REPORT

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# ABOUT US



“ 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.

# OUR OBJECTIVES

58

SCREENING  
CAMPS

69

AWARENESS  
SESSION



36  
EVENTS

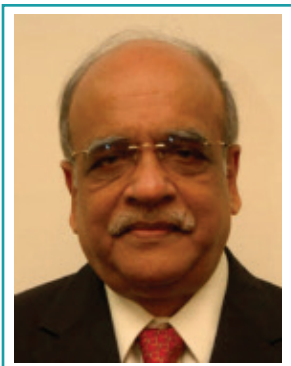
Stats of CAPED (till March 2019)



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 Mukht Bharat – with the launch of our mobile screening van. We launched our Punjab chapter with Phulkari – Women of 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 Mukht 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>

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.

# FOCUS AREA

<sup>1</sup> Indian Journal of Medical and Paediatric Oncology, India

# 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





**2014**

*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.*

**2015**



**2016**

*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*

*We were screening 200 women a month*

**2018**

*Launched Cervical Cancer Mukh Bharat campaign with a mobile screening van*

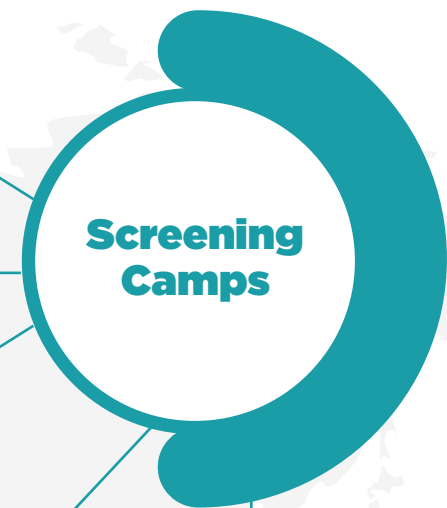
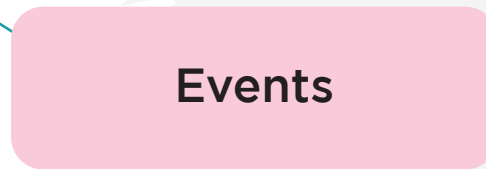
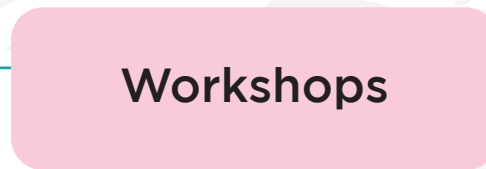
*Launched Punjab chapter in partnership with Phulkari CAN*

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

*We were screening 500 women a month.*

**OUR JOURNEY**





Counselling  
Follow Up

Text labels for the lines connecting the Screening Camps node to the Treatment node.

Community  
Mobilisation

Text label for the line connecting the Screening Camps node to the Treatment node.

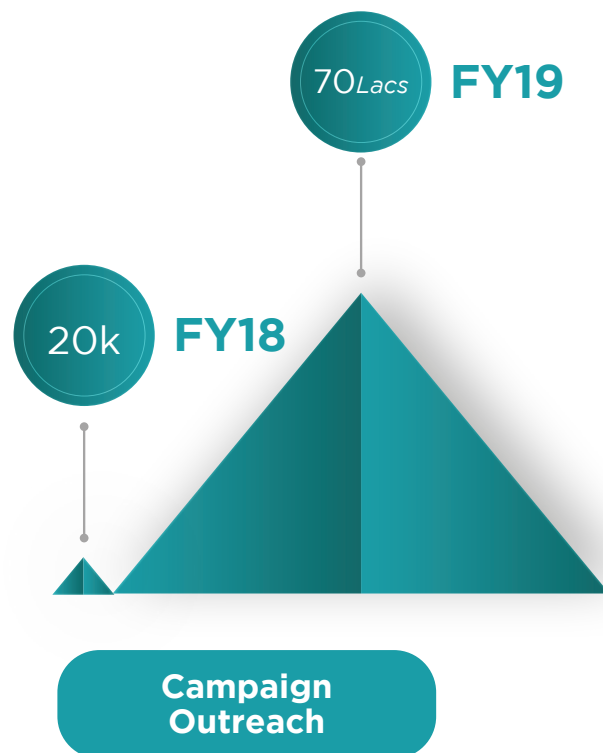
OUR  
**ACTIVITIES**

The main title of the diagram, with "OUR" in large grey letters and "ACTIVITIES" in bold teal letters.

## 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.



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

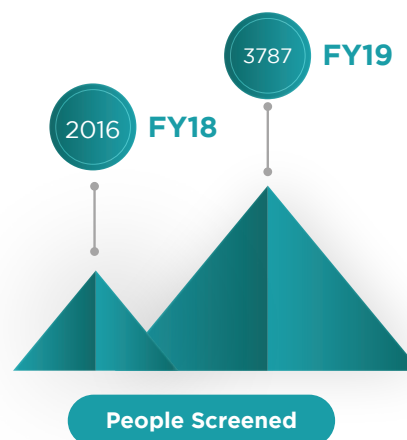
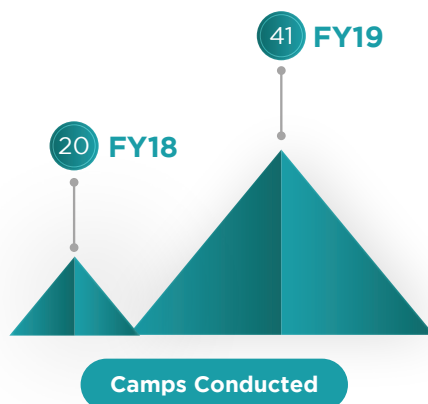
# CAMPAIGNS



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.*

# SCREENING

## 69 awareness workshops conducted since 2014

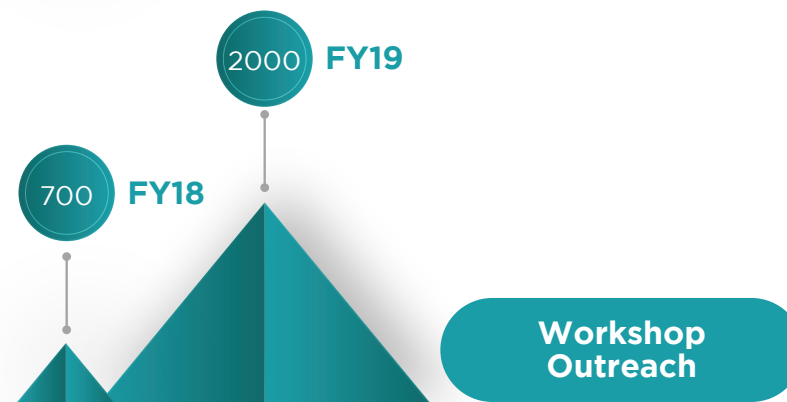
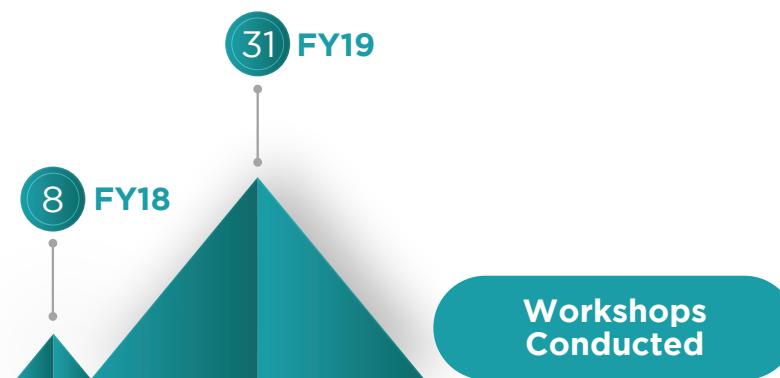
A few institutions and organizations where workshops have been held:

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

... and more.

## WORKSHOPS

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



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.

## AWARENESS

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

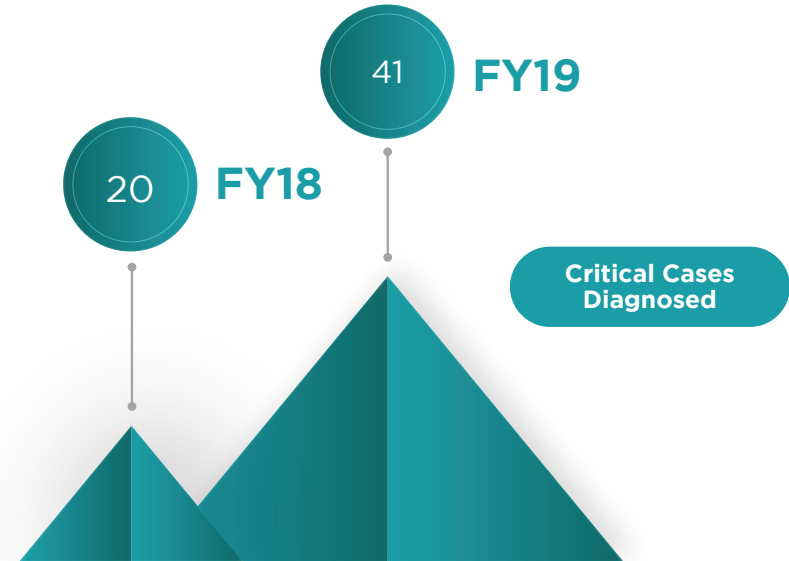
*... and more.*

# EVENTS





While many cases of Cervical Cancer are identified during screening, most of the patients are reluctant to undertake treatment. 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

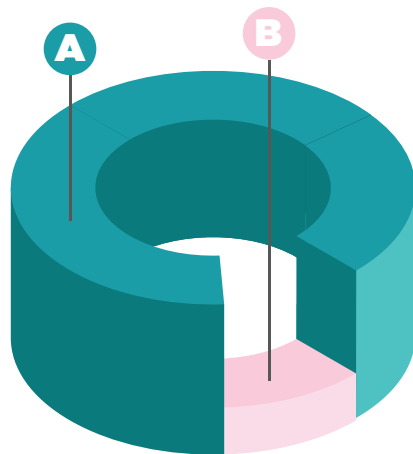
CAPED undertakes CSR projects, in collaboration with corporate companies, to facilitate free Cervical Cancer screening for women from low-income communities. CAPED has successfully screened all women across Ballabhgarh, Faridabad (with support from DSS Imagetech Pvt. Ltd.), Rajokri, Delhi (with support from Sanganer 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

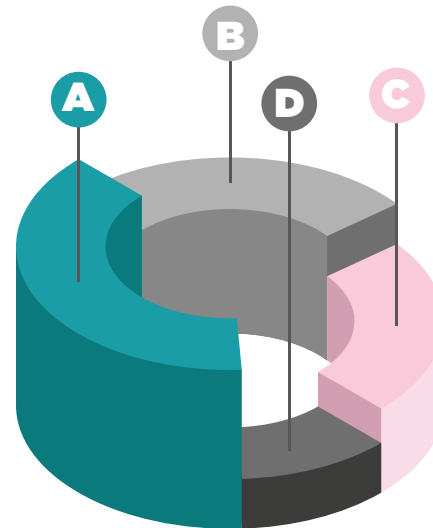
# FUNDING

## INFLOW 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%

# GRATITUDE



\*All contributions made to CAPED are tax exempt under section 80G.







# TRUSTEES



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



**Dr. Ashok Kumar Vaid**  
Head of medical and  
haemato oncology Medanta



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



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



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

# OUR TEAM



Dr. Sabhyata Gupta

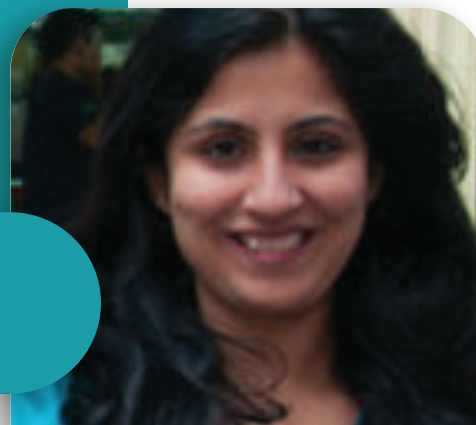
**PRINCIPAL  
ADVISOR**



Dr. Geeta Baruah Nath



Dr. Saguna Shukla



Dr. Suman Bishnoi



Dr. Kanika Batra Modi

**DOCTORS ON PANEL**

# PROGRAM TEAM



**Mr. Ravi Kumar**  
Program Manager



**Ms. Madhu Yadav**  
Communication & CSR Relations Manager



**Ms. Mridu Gupta**  
Chief Operating Officer



**Ms. Kanchan Tanwar**  
Program Coordinator



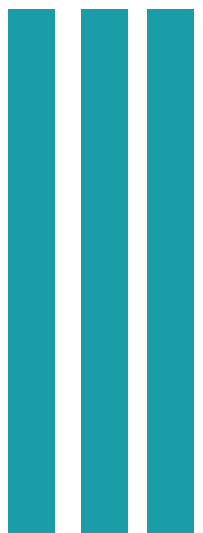
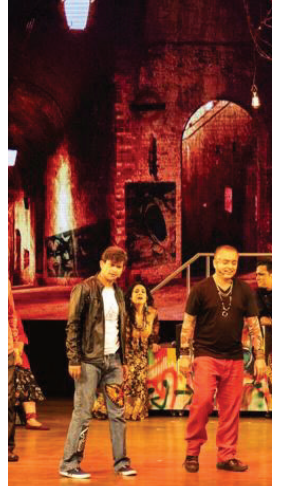
**Mr. Sanjeet**  
Field Executive



**Ms. Sunita Harkar Shalla**  
Operations Head

OUR  
TEAM





EVENTS

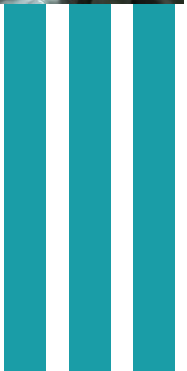




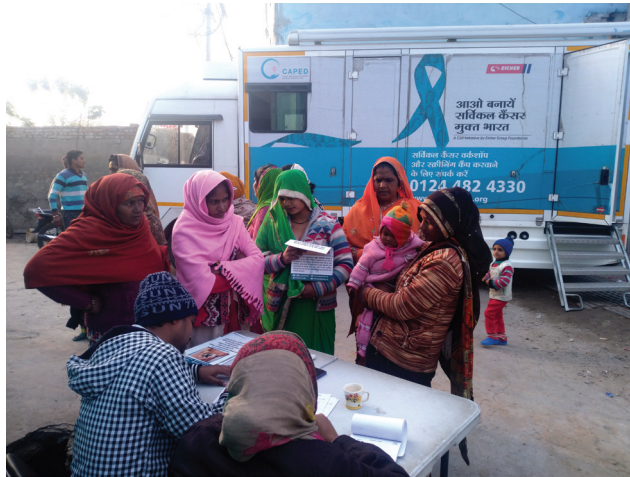
# CERVICAL CANCER AWARENESS SESSIONS









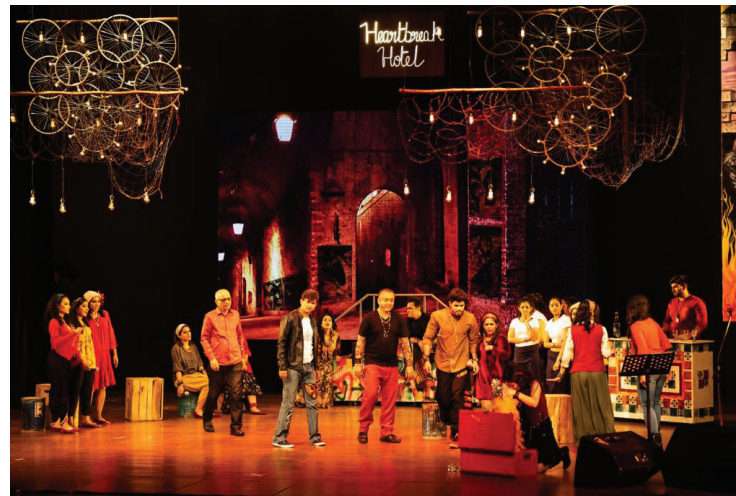


# CERVICAL CANCER SCREENING CAMP












# CERVICAL CANCER MUKT BHARAT

An initiative by CAPED India

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   /capedindia/

 [www.capedindia.org](http://www.capedindia.org)

 0124-4824330

 [indiacaped@gmail.com](mailto:indiacaped@gmail.com)

 @caped\_india