



CAPED

Cancer Awareness, Prevention
and Early Detection Trust



2023-24



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, & facilitating crucial cervical cancer screenings and patient navigation** for women, particularly those from economically disadvantaged backgrounds. We work in collaboration with district & 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

Dear Esteemed Colleagues and Friends,

As we celebrate the 10th anniversary of CAPED, our organization dedicated to the prevention of cervical cancer, I am filled with immense pride and gratitude. It has been a decade of tireless efforts, significant milestones, and transformative impacts on countless lives.



Dr. Sabhyata Gupta
Trustee

I would like to extend my heartfelt thanks to every board member, advisor, partner, volunteer, and supporter who has contributed to our mission. Your unwavering commitment, passion, and hard work have been the driving force behind our success. Together, we have not only raised awareness but also advanced research, provided critical screenings, and supported those affected by cervical cancer.

To our dedicated staff and volunteers, your daily contributions are the heartbeat of our organization. Your compassion and dedication inspire us all and make a tangible difference in our community.

To our partners and donors, your generous support and collaboration have enabled us to reach new heights and expand our programs. Your belief in our mission empowers us to continue our vital work and strive for a future where cervical cancer is eradicated.

Finally, to the women and families we serve, your strength and resilience motivate us to keep pushing forward. You are the reason we do what we do, and your stories are at the core of our mission.

As we look to the future, we are more determined than ever to continue our fight against cervical cancer. Together, we will build on our achievements, overcome new challenges, and work towards a world where every woman has access to life-saving prevention and treatment.

Thank you for being an essential part of this journey. Here's to another decade of hope, progress, and triumph.

Sabhyata Gupta

FROM THE CEO'S DESK

Dear Supporters and Partners,

CAPED is 10 years old in 2024!

As I look back at the decade gone by and I reflect on our journey, I am pleased to share the remarkable progress CAPED has made over the past decade in combating cervical cancer and strengthening public healthcare.



Mridu Gupta
CEO

Through a diverse range of activities, we have reached over 60.6 million individuals across India, spreading the message of cervical cancer prevention. CAPED has screened over 42,000 individuals at 588 screening camps, empowering women to prioritize their health and we have provided patient navigation support to over 1280 individuals, ensuring timely diagnosis and treatment. Your unwavering support has been instrumental in driving our initiatives forward.

To top off the decade, in 2023-24, we made significant strides in cervical cancer prevention and awareness. We successfully piloted a collaborative model for cervical cancer prevention, resulting in an Implementation Guide for Community Organizations, which is currently being validated across new geographies. Our impactful campaigns and collaborations have raised awareness about preventive measures, reaching over 15 million people, this year alone, through online and offline efforts.

On a global scale, CAPED contributed to discussions and initiatives addressing the growing burden of cervical and breast cancer, engaging with stakeholders to develop comprehensive strategies and share implementation research learnings. Our work has been recognized at prestigious global forums, contributing to the global cancer research community with our insights and models.

As we reflect on these achievements, I extend my deepest gratitude for your continued support. Together, we are making significant strides in eliminating cervical cancer and improving healthcare outcomes for all.

Thank you for being part of the CAPED community and joining us on this transformative journey.



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

Our Mission

To facilitate prevention and early detection of women's cancers, particularly cervical cancer, by building community awareness, promoting uptake of cancer prevention services and undertaking patient navigation, while concurrently strengthening the public healthcare system for last-mile access and availability of cancer prevention services



Build Awareness through Community Outreach & Mobilisation



Improve Access to Cervical Cancer Preventive Modalities



Undertake Patient Navigation for improving Patient Outcomes



Advocacy for Effecting Policy Changes for Cervical Cancer Prevention & Care



Support Research Efforts towards Cervical Cancer Prevention & Treatment

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 60.6 Mn+ people through awareness drives & screened 42k+ persons across 573 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 Strategic Collaborations

Global Organisations

- American Cancer Society (ACS)
- Cervical Cancer Action for Elimination (CCAIE) Network
- Empower School of Health
- Asia Pacific Women's Cancer Coalition (APAC WCC)
- The Global HPV Consortium (GHC)

Indian Healthcare Organisations

- NICPR
- Delhi Cancer Hospital
- Polyclinic, Sector 31, Gurugram
- Ramakrishna Charitable Hospital (Vrindavan)
- Lady Hardinge Medical College & Smt. Sucheta Kriplani Hospital
- AIIMS
- Gurugram Civil Hospital
- Path Sanjivani Charitable Trust
- Dr. Baba Saheb Ambedkar Medical College & Hospital

Funding Partners

- Indraprastha Gas Limited
- Birlasoft
- Safexpress
- DSS
- AstraZenica
- BMW Foundation
- Cvent
- Tata 1mg
- Eicher
- CAF
- Atulaya Foundation
- Indian Cancer Society
- Becton Dickinson & Company
- Roche Diagnostics India Pvt Ltd

OUR JOURNEY

2014 & 2015

- Began conducting awareness workshops in schools, colleges and corporates
- Began conducting screening camps in low-income communities



2016 & 2017

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

2018

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



2019

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

2020

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



2021-22

- Partnered with Gurugram Health Dept. & American Cancer Society to develop the 'Cervical Cancer Mukht District (CCMD)' model
- Launched 'Ambassador Program'
- Undertook COVID-19 screening and vaccination

2022-23

- Launched #CancelCervicalCancer Campaign
- Partnered with Astrazeneca and CAF for a cancer screening project in Mathura
- Invited by Parliamentary Standing Committee to contribute inputs on Cancer Care Plan & Management in the country



2023-24

- Created an implementation guide for the CCMD model & initiated replication in two new districts (Raipur & Jaipur)
- Became part of APAC Women's Cancer Coalition (WCC) & Global HPV Consortium (GHC)
- Established new collaborations with Becton Dickinson (BD), Roche Diagnostics India Pvt. Ltd. & Indian Cancer Society (ICS)

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:



I am Ashish Dhar Raina and I have been working as Senior Manager Programs with OneStage and have been associated with it from past 5+years . At OneStage I have been leading various CSR donor accounts with major focus on Healthcare & Education related programs, apart from it have been leading the Humanity Fund initiative also. With CAPEd the association started in the year 2022-23 for a Cancer Screening & Awareness program in Mathura and now continuing in Delhi with support from AstraZeneca Pharma. And within a quick span of two years, there has been a deep sense of trust and appreciation for CAPEd and its team. It seems as if we have been working together over many years. Among the qualities which I appreciate the most about CAPEd & its staff is quick turnaround time, supportive, committed & passionate about the cause and I know we are going to work together and grow our collaboration on introducing technology platforms in the sphere of Cancer Awareness, Prevention & Early Detection.

Ashish Dhar Raina, OneStage

I'm Deepak Gusain, a seasoned professional with over a decade of experience in the social sector. Armed with a Master of Social Work degree, I've dedicated my career to making a difference in various domains such as sports, livelihood, de-addiction, waste management, and rural development. Currently, I hold the position of Assistant Manager-CSR at Capital India Finance Limited, where I continue to apply my expertise to drive positive social impact & community development initiatives.

It was a great experience partnering with CAPED. I was impressed by CAPED's team's dedication to mobilization and training. Their collaborative approach and commitment to excellence greatly contributed to the success of our initiatives. Overall, working with CAPED was highly rewarding and impactful.

One of the values I associate with CAPED's way of working is meticulous planning, especially evident in their ground work strategies. This attention to detail ensures effective implementation and success of their initiatives.

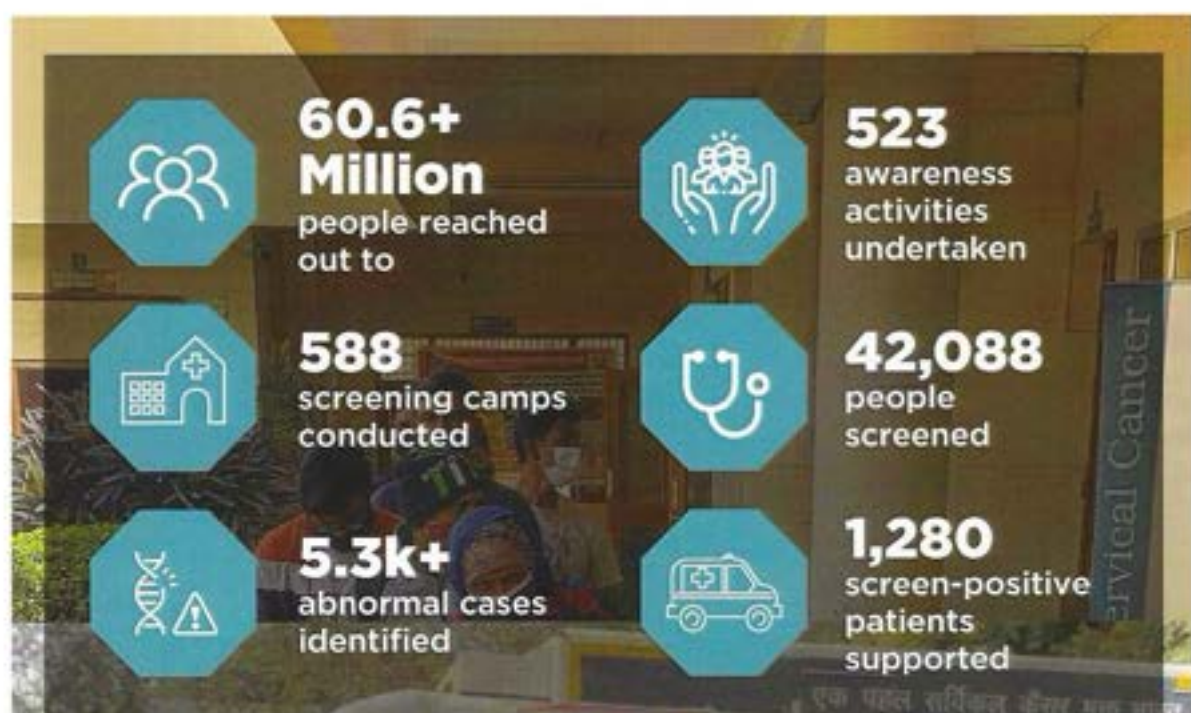
I envision our partnership growing further through deeper collaboration and mutual support. By leveraging our respective strengths and resources, we can explore new opportunities for impactful initiatives and extend our reach to more communities.

Deepak Gussain, Capital India & Atulya Foundation



ORGANISATIONAL IMPACT

Till 31st March 2024



2023-2024 IMPACT

1st April 2023 - 31st March 2024



15 Million
people reached out to



75
awareness activities
undertaken



135
screening camps
conducted



10,377
people screened



872
abnormal cases
identified



599
screen-positive
patients supported



AWARENESS

523

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

75

**Campaigns, Events
and Workshops
undertaken in 2023-24**

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

- World Immunization Week
- Women's Health Month • Self-Care Month
- Face Off Hope India
- Gynaecologic Cancer Awareness Month
- No-Shave November • ThanksGiving
- National Cancer Awareness Day
- Prevent Global HPV Cancers
- Cervical Cancer Awareness Month
- #Candid with Cervical Cancer • #FIGHTHPV
- Women's Day
- Breast Cancer Awareness Month
- International HPV Awareness Day



Events

- Annual Seminar on The Role of NGOs in Cancer Care by Indian Cancer Society (ICS)
- The Global HPV Consortium by SABIN Vaccine Institute
- APAC Women's Cancer Coalition (WCC) India Stakeholder Meet
- 5th Edition Cancer Summit
- World Cancer Day at Delhi, Gurgaon & Mumbai

Key Campaigns

Awareness Campaign in Jaipur

CAPED expanded our outreach by launching a three-day face-to-face campaign in Jaipur, in partnership with cCare, aimed at raising awareness on cervical cancer and its prevention. This engaging and impactful campaign targeted diverse audiences across multiple locations, including Dainik Bhaskar, Jai Club, Rotary Club, Police Line, Jayshree Perival International School, Hotel Grand Safari, Jayshree Perival Global School, and the Rajasthan High Court Bar Association, drawing a total of 1709 attendees to our awareness sessions.

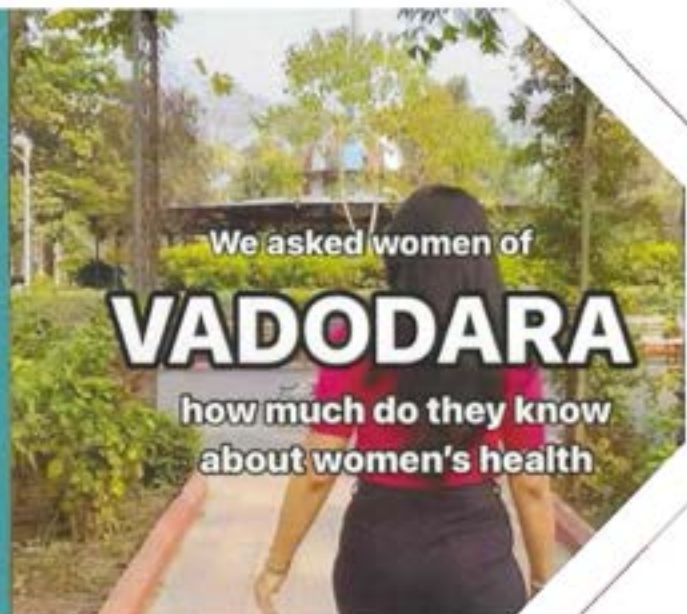


#FIGHTHPV Campaign

CAPED collaborated with Versé Innovations and MASH Global, to launch the #FIGHTHPV campaign, aiming to raise awareness about the HPV vaccine in India. Leveraging social media platforms such as JOSH, posting engaging blogs and impactful reels highlighting women's health, we specifically targeted raising awareness about the importance of the HPV Vaccine. This campaign resonated with audiences worldwide, reaching over 1 million people digitally.

Cervical Cancer & HPV Awareness Campaign

From January to March, CAPED conducted a comprehensive awareness campaign focussing on key events such as Cervical Cancer Awareness Month (Jan 2024), World Cancer Day (4th Feb), HPV Awareness Day (4th Mar), and International Women's Day (8th Mar), with the aim to raise awareness about cervical cancer globally, and promote uptake of preventive measures. Through collaborations with healthcare professionals, vibrant and impactful social media campaigns, and direct community engagement activities, we effectively raised awareness about cervical cancer risks and preventive measures.



SCREENING

42k

people across
573 villages
screened since 2014

10k

people across
128 villages
screened in 2023-24

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.



**10,377 WOMEN
SCREENED
ACROSS 128
VILLAGES**

● Punjab ● Haryana ● Delhi ● Uttar Pradesh ● Chhattisgarh
● Rajasthan ● Tamil Nadu ● Telangana ● Karnataka ● Maharashtra



Key Projects

Cervical Cancer Prevention through Community Outreach in India (CCP-I) Project

CAPED, in collaboration with American Cancer Society (ACS) and the Gurugram Health Department, piloted a collaborative model for cervical cancer prevention in 2022-23. The 11-month pilot project focussed on enhancing Primary Healthcare Centres (PHCs) capacities for cervical cancer screening and raising community awareness resulting in increased screening uptake. This successful pilot demonstrated a feasible collaborative model between government and civil society to strengthen cancer screening at primary healthcare level. In addition, it led to development of an 'Implementation Guide' to enable replication across various geographies. In 2023-24, CAPED with ACS support, expanded the model to two new districts.

Impact of Pilot Project



Partners



Ganga Godaveri Cancer Screening Program

CAPED partnered with AstraZeneca and OneStage (formerly CAF India), for a cancer screening project in Delhi. CAPED partnered with National Association for Reproductive and Child Health of India (NARCHI) for training and screening Accredited Social Health Activists (ASHAs) as part of this project. Under the project, 6,037 women from underprivileged communities were screened for cervical, breast and oral cancer and screen-positive patients supported for further diagnosis and treatment. In coming year, the project will be scaled up to screen more women in Delhi.

Project Impact



Partners

AstraZeneca 


OneStage
Everyone deserves equal

 Niramai



PATIENT NAVIGATION

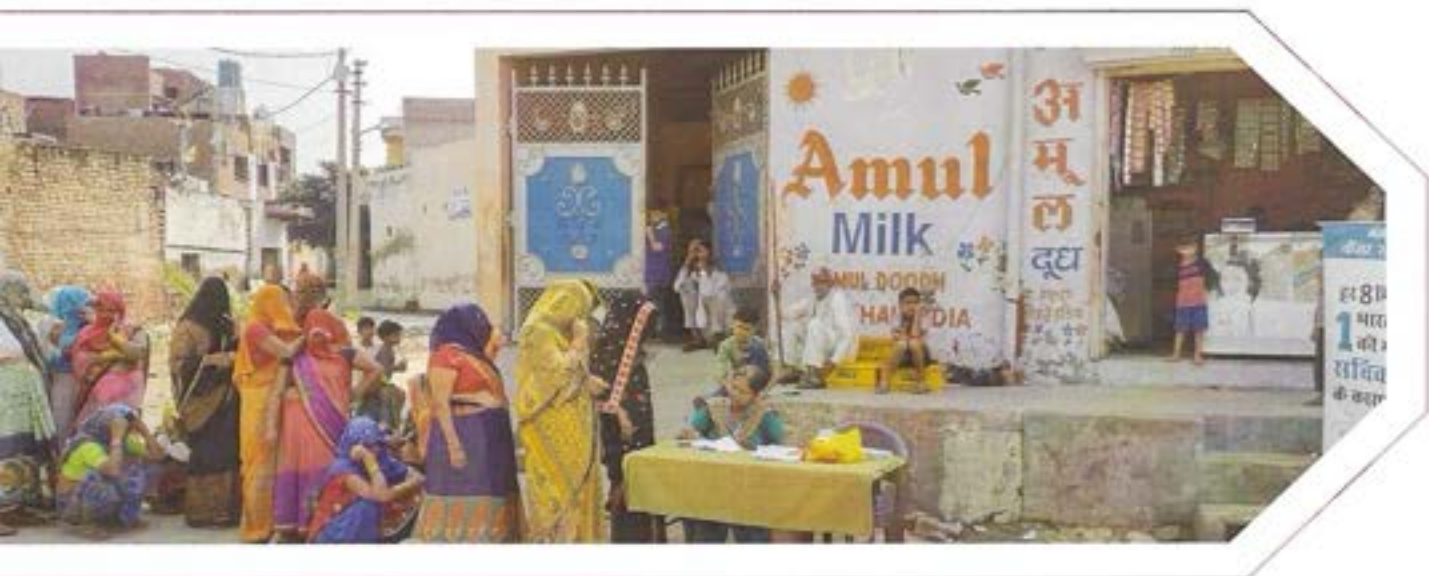
1280

patients supported
since 2019

599

patients supported
in 2023-24

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.



RESEARCH

We undertake implementation research, in collaboration with organisations such as American Cancer Society (ACS), to ensure that our efforts in cancer prevention and healthcare delivery are effective and evidence-based. Through this, we aim to identify, replicate, and scale-up successful models and interventions developed through our ground work. Through rigorous research and evaluation, we are committed to advancing innovative strategies that enhance access to quality healthcare and empower communities to prioritise their health and well-being.

- Developed an **Implementation Guide** with American Cancer Society (ACS) for replicating and scaling up Cervical Cancer Mukht District model.
- Obtained **Institutional Review Board (IRB)** clearance to conduct a Program Evaluation Study with American Cancer Society (ACS) across three districts for replicating and scaling up of Cervical Cancer Mukht District model.
- Implemented the **Be Your Own Shero (BYOS)** project to assess urban working women's acceptance of self-sampling HPV DNA kits for cervical cancer screening



Key Interventions

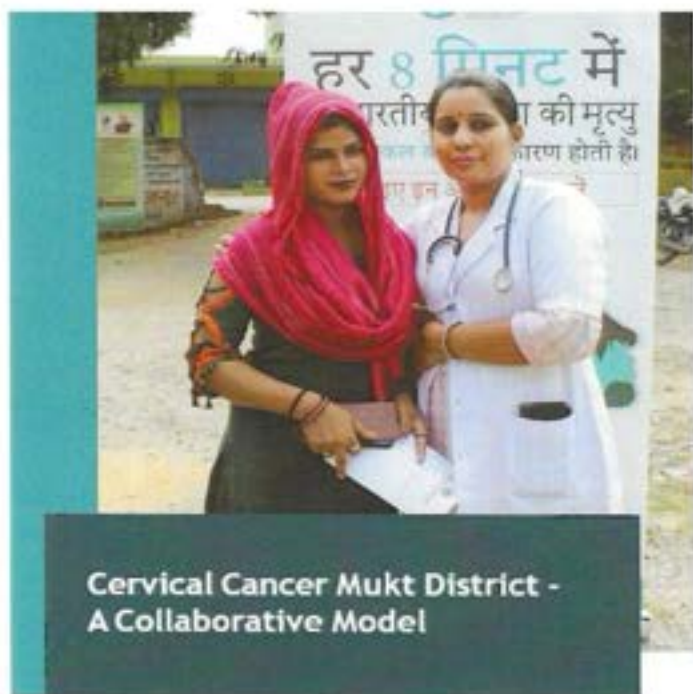
Be Your Own Shero (BYOS)

We undertook the Be Your Own Shero (BYOS) project in collaboration with Roche Diagnostics, aiming to assess the acceptability of HPV DNA self-sampling for cervical screening among urban working women across various metro cities. The project involved spreading awareness among working women through sessions held at schools and corporates, as well as organizing screening camps at workplaces for HPV DNA self-sampling. Our objective was to address barriers to cervical screening for urban working women, such as time constraints, affordability issues, and discomfort with internal examinations. Through surveys of women who participated in screening and those who did not after attending awareness workshops, we obtained valuable insights into the barriers, motivators, and perceptions surrounding cervical screening.



Program Evaluation Study

CAPED has obtained an IRB clearance to undertake an evaluation study, in collaboration with American Cancer Society (ACS). The study aims to address issues related to cervical cancer such as lack of awareness, inaccessibility or unaffordability to screening and vaccinations for cervical cancer prevention, stigma surrounding cervical cancer, since it is caused because of sexually transmitted infection, lack of a nation-wide public policy for prevention of cervical cancer. During this study CAPED will collaborate with local NGOs in the selected geographies, and the Government at multiple levels (District, State, and Centre) to create long-term strategies and strengthen existing healthcare structures to ensure delivery of preventive cervical cancer care at the grassroots level.



ADVOCACY & THOUGHT LEADERSHIP

While groundwork for cervical cancer prevention through awareness, screening and patient navigation is ongoing, there are many policy level changes that need 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:

- Became founding Member of Asia Pacific Women Cancer Coalition (APAC WCC) in India.
- Conducted an in-country stakeholder meeting under APAC WCC to discuss strategies for advancing preventive measures for Cervical & Breast Cancer.
- Became Advocacy & Technical Partner to the Global HPV Consortium.
- Became Technical Advisor for Global Alliance for Chronic Diseases (GACD) SHE-CAN Study.
- Panelist at National Level Consultation towards elimination for cervical cancer in India through Accessible Screening & Treatment organised by *FIND*.
- Panelist at State level Consultation towards elimination for cervical cancer in Karnataka through Accessible Screening & Treatment at *FIND event*.
- Participated in the C-20 National Conference in Gurugram. The @civil20India2023 is an official engagement group of the @g20org, serving as a platform for civil society organisations worldwide to advocate for people's aspirations to global leaders within the G20.
- Participated in live discussions on CNN-News 18, & CAPED Instagram to address the topic of cervical cancer elimination.
- Engaged with Parliamentarians for a GST waiver on life-saving drugs, resulting in the government exempting GST charges from imported cancer-related 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.

Key Highlights

Joining the Asia Pacific Women's Cancer Coalition (APAC WCC)

We joined APAC WCC as Founding Member, along with Jhpiego, Roche, Together for Health (TFH) & Crowell & Moring International (CMI). In August 2023, We conducted the first in-country stakeholders meeting to address the growing burden of cervical cancer (CC) and breast cancer (BC) in India. At the meeting, stakeholders from CAPED and the other member organisations of APAC WCC, engaged with key representatives of various healthcare organisations including ICMR-NICPR, National Association for Reproductive and Child Health of India (NARCHI), US Health Attaché, the Gates Foundation, Indian Cancer Society, Tata Memorial Centre and Indian Society of Colposcopy and Cervical Pathology (ISCCP), Adyar Cancer Institute, Association of Gynaecologic Oncologists of India among others, in rich discussions. The event led to a deeper understanding of the challenges in cancer prevention and encouraged collaboration for strategic initiatives in cancer prevention, diagnosis, and treatment.



Becoming Member of Global HPV Consortium (GHC)

The Global HPV Consortium, launched in September 2022 in Kuala Lumpur, Malaysia, is a public-private movement to prevent Human Papillomavirus (HPV) infection and eliminate cervical cancer as a public health concern. The Sabin Vaccine Institute spearheads the global initiative to combat HPV and Cervical Cancer through the Consortium. As Advocacy and Technical partners of the Consortium, CAPED is working towards collaborating with global organisations working in this space and creating larger impact towards the prevention of HPV infections and elimination of #cervicalcancer and other #HPV related cancers.



AWARDS & RECOGNITION

Best NGO Award by School of Inspired Leadership (SOIL)

CAPED was awarded the Social Innovative Program (SIP) Best NGO Award for Student Engagement by the School of Inspired Leadership (SOIL), Gurugram, Haryana, in recognition of our successful efforts to engage management students in contributing to the community by taking steps towards reducing Cervical Cancer and making India Cervical Cancer-free.



Silver Award for Excellence in Cancer, Prevention, and Awareness Initiative/Program

CAPED India won the prestigious Silver Award for our project "Cancer Prevention at Primary Health Level" in the category of Excellence in Cancer, Prevention, and Awareness Initiative/Program at the Cancer Care Awards held during the 5th Cancer Summit 2024, an initiative by the IHW Council & RAPID Global Cancer Alliance and supported by NITI Aayog, on February 2, 2024, in New Delhi.

CAPED IN THE NEWS



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NEWS / VIDEOS / CERVICAL CANCER ...

TBC COMING UP HITS, MISSES & CONTROVERSIES

Install App

Cervical Cancer Explained: Should You Take The Cervical Cancer Vaccine? | The Breakfast Club Show



Introducing the vaccine into the national programme would make it available, free of cost, to all girls as they reach the age of nine | Credit: Catherine Easton

Mridu Gupta, the CEO of non-profit CAPED, cautions that awareness campaigns will need to run parallel if a national vaccine roll-out is to be successful, however.

"Awareness is one of our largest gaps," says Gupta. "It's a sexually transmitted infection. Nobody wants to know; even the doctors do not



Home > Alliances > Josh, Dailyhunt, and One India collaborates with CAPED India to #FightHPV

ALLIANCES

Josh, Dailyhunt, and One India collaborates with CAPED India to #FightHPV



By
MediaInfoline
Feb 26, 2024, 14:38
Pm



DIA:GRAM



Who is Mridu Gupta? | Her story | Her work | Her impact | Her vision | Her future



NEWS 18
news18.com

PALLIUM INDIA

Indian Cancer Society's Annual Summit

Dr Mridu Gupta, CEO, CAPED

Josh, Dailyhunt, and One India collaborates with Caped India in campaign aimed to raise awareness and promote uptake of the HPV vaccine in India

by **MN4U Bureau** — February 26, 2024

Reading Time: 2 mins read

AA



#FIGHTHPV
Participate Now

Published on September 25, 2023

The annual summit of the Indian Cancer Society held at the Indian International Centre in Lodhi Estate on September 24, 2023, was a remarkable event that brought together various stakeholders in the field of cancer care. It was an occasion to celebrate the accomplishments and milestones achieved in the battle against cancer, as well as an opportunity to discuss the challenges that lie ahead.



PR Newswire

New Coalition Launched to Fight Breast and Cervical Cancers Across Asia-Pacific

C&M INTERNATIONAL LLC
Crowell & Moring

NEWS PROVIDED BY
Crowell & Moring International —
Jun 01, 2023, 14:37 ET

Coalition promotes innovations to reduce soaring breast and cervical cancers in the region

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, 11 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, USA & Dubai.



**FLORENCE
VARGHESE,**
Tamil Nadu

“ In my district, wherever I go, I see a lot of cancer patients, particularly women. When I was thinking about what I could do for them, I discovered the CAPEd Ambassador Program. The training was very useful, and I learned about different types of cancer in depth. Ms. Mridu Gupta, Mahek, and Mathangi supported us throughout the training program. The CAPEd team empowered and capacitated all trainees to speak about cervical cancer in public forums. I have organized two workshops: one with the International Women Peace Group, South Korea, and another with the Young Widows Forum of my region. I was able to reach 115 women during the training period. Through this program, I came to know about global cancer agencies such as UICC, City Cancer Challenge, and IPVS. Now I also attend programs by IPVS. My sincere gratitude to the CAPEd team for always giving me this opportunity. ”



NISHA MATTA,
USA

“Through CAPED, I learned a lot of important information regarding cervical cancer. They have helped me express myself in an engaging way, which aids me in my presentations at school. The knowledge I gained from CAPED’s program is beneficial not only for my work related to cervical cancer but also for any public speaking activities I undertake. The program was very informative, and I enjoyed gaining new perspectives on how to help people, especially in India. It helped me familiarize myself with ways to engage rural audiences, whom I intend to address. Thank you so much to the whole team, and let’s all work towards a cervical cancer-free future. ”



**DR. NUDRAT
TAZEEN,**
Hyderabad

“As a practicing gynecologist with 25 years of experience, I have encountered many cervical cancer patients. I wanted to raise awareness among common women as a CAPED ambassador. This program has been very useful for me. Here, I learned how to conduct public awareness programs and enhance my communication skills to effectively deliver messages to the masses. It is a great platform to learn from the comfort of your home and potentially save lives by spreading awareness in the community. Participating in this program can boost your confidence. To improve this program further, I recommend conducting workshops with local NGOs. I now feel more confident and encourage every enthusiast to join this program. ”



BHUMIKA,
Pune

“As a development sector professional focusing on Menstrual Health Education, I've witnessed firsthand the intricate link between menstrual health and broader reproductive issues. This insight motivated me to expand my knowledge and take on the challenge of raising awareness about cervical cancer.

Joining the Ambassador Program was a pivotal moment in my journey. Through expert guidance and comprehensive training, I gained the tools needed to conduct impactful awareness sessions. The positive feedback I received reinforced the significance of spreading crucial information about cervical cancer.

Now, I proudly advocate for the Ambassador Program, recognizing its vital role in empowering individuals to combat cervical cancer. In a country like India, where this disease remains a pressing concern, dedicated ambassadors are indispensable. Together, let's continue the fight for better reproductive health! 🧡 #AmbassadorProgram #CervicalCancerAwareness #HealthEquity”



OUR TRUSTEES



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



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

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



Mr. Amitav Virmani
CEO at
The Education Alliance

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



DOCTORS ON PANEL



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



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



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

OUR TEAM



Mridu Gupta
CEO



Mathangi R
Head of Communications
& Program Strategy



Ravi Sisodia
Head of Programs
(Implementation)



Dr. Manisha Ohlan
Ph.D. Communications
Manager



Tolsy Sharma
Program Manager



Niyati Sangwan
Program Manager



Sanjeet Kumar
Project Manager



Lovnish
Project Manager



Mahek Maheshwari
Program & Communication
Coordinator



Mr. Mohd Faraz
Senior Project Manager



Anmol Kumar
Office Assistant &
Data Entry Operator



Mohan Acharya
Project Manager



Amit Kumar
Project Manager



Satbir
Project Coordinator



Sunita Choudhary
Accountant



Tej Singh
Driver & Mobilizer



Mamta Nandkumar
Field Mobiliser



Shekhar Kumar
Assistant Manager
Accounts



Asha
Field Mobiliser



Ravinder
Field Mobiliser



Bhumika
Field Mobiliser



Sumit Sharma
Field Coordinator

CAPED *Speak*

From Struggle to Success: My Journey of Education & Empowerment

"From struggle to success, fueled by sacrifice & perseverance. Inspiring dreams, empowering lives."

I am a girl who has faced tough times but never gave up. Growing up in a middle-class farming family, education was our only way out of financial struggles. My parents sacrificed a lot to give us a chance at a better life.

From a very young age, my brother and I were away from our parents to study. It was challenging, but we supported each other. Our parents sacrificed their own comfort and desires to ensure we had the opportunity to fulfill our potential.

Years later, my hard work paid off. I achieved something extraordinary - I earned my Ph.D., a feat that brought honour not just to me but to my entire family and community.

I was the first girl to pursue the highest degree not only in my family and village but also in neighbouring villages. Two gold medals adorned my journey, which are symbols of my perseverance and determination.



Dr. Manisha Ohlan, PhD
Communications Manager

The joy on my family's faces when they heard about my new role as a Consultant in Hyderabad was priceless. I could feel their sacrifices and determination to secure a better future for us all, and my brother also landed a government job at a bank. Their happiness fueled my perseverance as I navigated life in a new city far from home.

After dedicating two years to my career in Hyderabad, I eventually returned to my hometown and married the love of my life.

However, my journey took an unexpected and fulfilling turn towards the social development sector. Over the past year, I dedicated myself to the healthcare domain, focusing specifically on women's cancers. We work tirelessly to break down barriers to women's health and empower individuals to take charge of their well-being.

As the Communication Manager at CAPED, I find immense fulfillment in bridging the communication gap between urban and rural communities, providing essential healthcare information to those in need. This role has equipped me with invaluable insights and experiences in effectively conveying critical health messages.

I am determined to use my experiences to inspire others and make a positive difference. I believe in the power of dreams and hard work to create a better future for everyone.

CAPED *Speak*

Steering Meaningful Societal Change: My Journey of Strategic Thinking & Impact

Rejecting conventional corporate culture, I've always sought a more profound purpose in life. That's why I ventured into the social sector, leveraging my strategic thinking to effect meaningful change and support others. For me, this is the essence of human existence.

With over 5 years of experience in public health and education, I've witnessed firsthand the transformative power of effective leadership and strategic planning. It's about envisioning sustainable solutions to overhaul education and public health, paving the way for governments to address root causes systematically.

In my role as Program Manager at CAPED India, I've embarked on a remarkable journey driving societal change. Beginning with a steadfast commitment to our organisation's mission, I've infused strategic foresight and innovation into every aspect of our work. Initially, I juggled diverse responsibilities— from managing social media and accounts to database management and analysis, and even leading ambassador and volunteer programs.



Tolsy Sharma
Program Manager

CAPED's supportive environment empowered me to explore my strengths and interests, ultimately guiding me towards program management where my true passion lies.

Transitioning into CSR projects, I understood donor expectations, crafted proposals and budgets, and trained teams on project rollout strategies. Monitoring and evaluating projects became second nature to ensure seamless execution. These multifaceted skills enabled me to spearhead global initiatives that adhere to high program management standards, fostering engagement with all stakeholders.

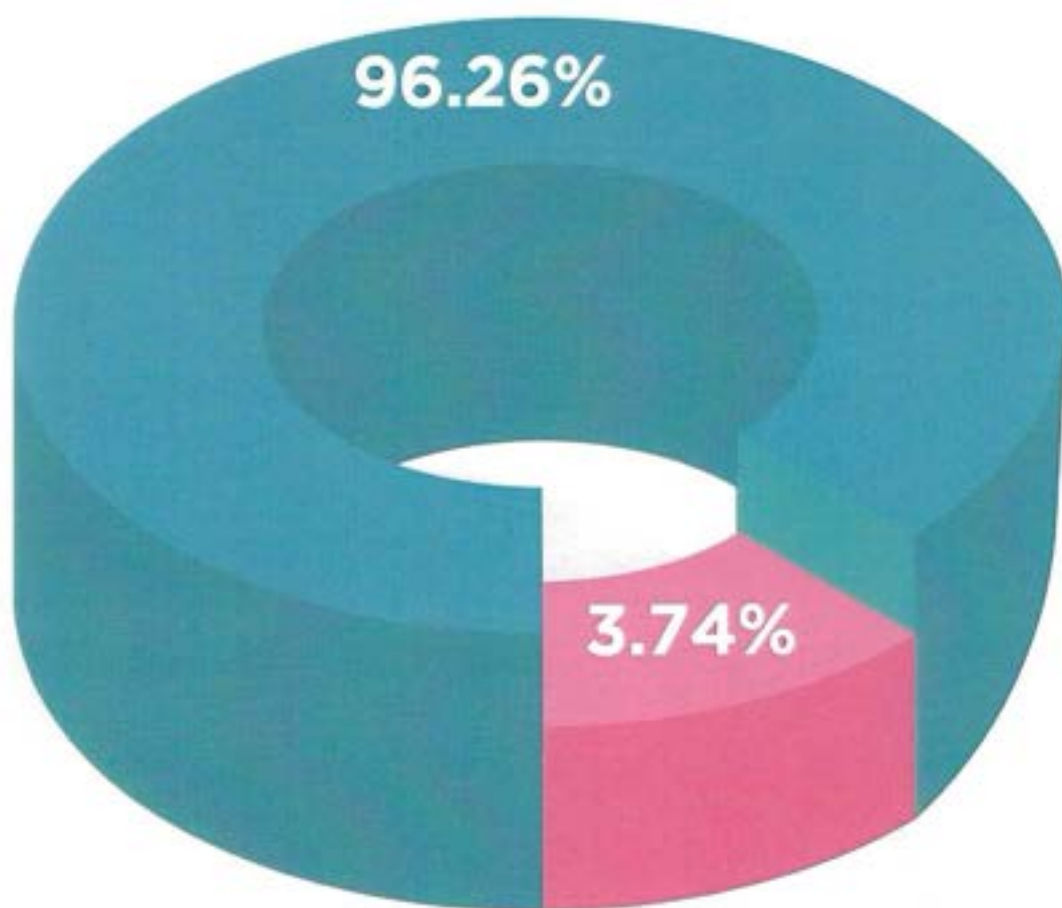
Working closely with my team, we've laid a robust foundation for long-term impact, centered around our shared vision of achieving a 'Cervical Cancer Mukht Bharat'. From initial project ideation to ensuring their eventual success, sustainability and enduring effects remain our guiding principles. Additionally, I'm deeply passionate about conducting workshops to raise awareness about cancer and its prevention, firmly believing that heightened awareness and accessible screening can combat cervical cancer nationwide.

Looking ahead, my vision for CAPED extends to its expansion into other states of India. I firmly believe that the implementation guide we've developed this year will be instrumental in driving CAPED towards its overarching goal of a Cervical Cancer-free India, propelling exponential growth and impact.

FUNDING

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

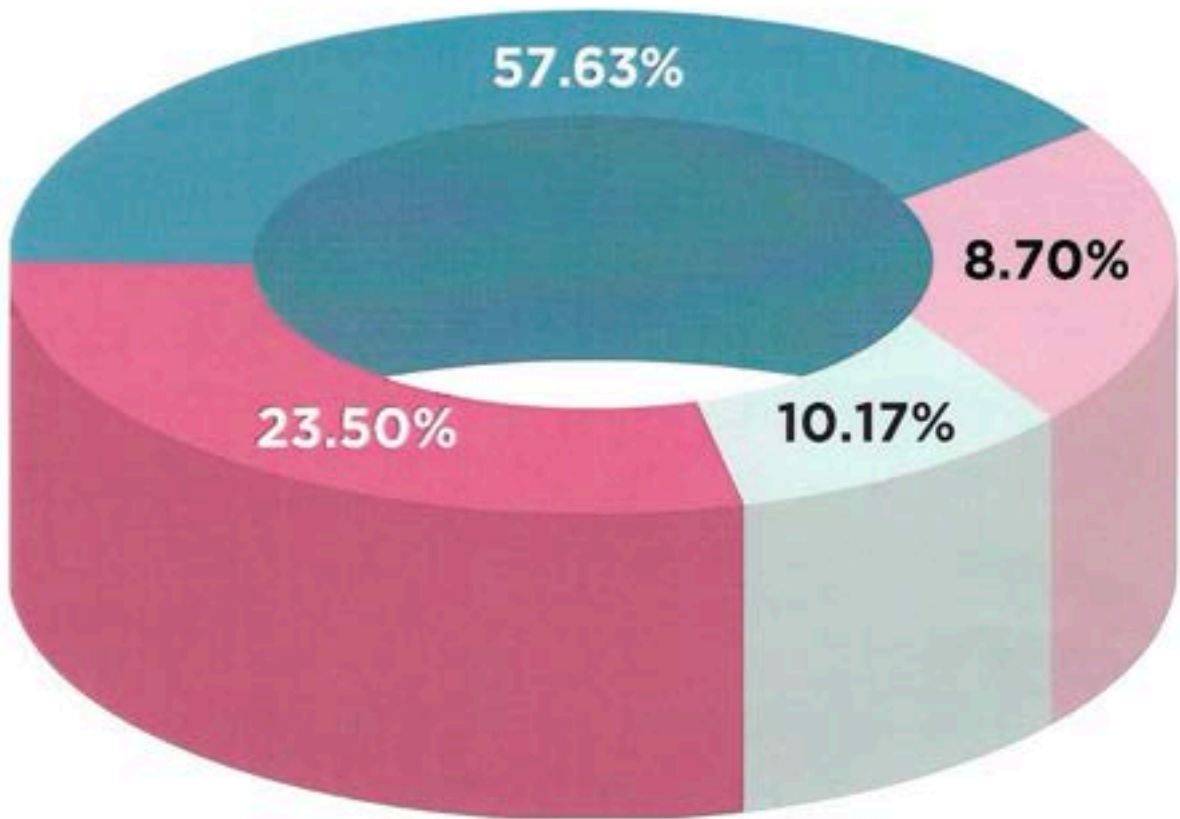
Sources of Funds



CSR/Funds
& Grants

Individual
Donations

Utilisation of Funds



THANK YOU

Strategic Partners



Funding Partner



OUR INITIATIVES



**India's Faces
of Hope**




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



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