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CAPED and Roche Diagnostics India unveil Cervical Cancer screening programme on International Women's Day

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Reaching out to 10,000 women across 5 major metros to sensitise them about cervical cancer screening and HPV DNA testing



Roche Diagnostics India has announced the signing of a Memorandum of Understanding (MoU) with the Cancer Awareness Prevention and Early Detection Trust (CAPED), a non-profit organisation dedicated to promoting cancer awareness, prevention, and early detection.

The MoU outlines a collaboration between the two organisations to combat cervical cancer in India - the second most common cancer among Indian women.

As part of the partnership, CAPED will reach out to companies in Mumbai, Delhi, Chennai, Hyderabad and Bengaluru to conduct around 100 awareness workshops to encourage women employees to take charge of their health, help them understand the benefits of HPV DNA screening, recommend screening frequency, and educate them about the need to take a clinically validated test to ensure optimal test efficiency.

"Cervical cancer is preventable in up to 93% of cases and yet, India contributes to 21% of the world's total cases of cervical cancer. There is an urgent need to develop innovative strategies that go beyond the traditional healthcare response. HPV DNA self-sampling kits can be one such innovation which provides women with ease and comfort during screening," said Mridu Gupta, CEO, CAPED.

Narendra Varde, Managing Director, India and Neighbouring Markets, Roche Diagnostics, added, "Our Be Your Own Shero campaign is aimed at encouraging women to take charge of their lives so that every woman has the chance to fulfil her potential. Last year, we took a small step by offering free HPV DNA screening for all our women employees and the women family members of male employees; around 82% of the eligible employees opted for screening. We are expanding our efforts this year by joining forces with equally passionate organisations to further the cause."