



Impact Assessment Report

Elimination of Cervical Cancer through HPV Vaccination

Essel Mining & Industries Limited

A part of Aditya Birla Group



Submitted by :



Certificate

This is to certify that the Impact Assessment report titled: **'Elimination of Cervical Cancer through HPV Vaccination'** is an original study conducted by CSRBOX and is submitted to Essel Mining & Industries Limited.

The Impact Assessment Study has been conducted as per the requirements of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014, as amended, and is compliant with the requirements of the law.

This study contains findings by CSRBOX, which are based on the review of secondary sources, as well as primary-level interactions. The impact assessment framework used by CSRBOX was created and implemented in accordance with the objectives and indicators of the project.

Bhomik Shah
Founder and CEO, CSRBOX

DISCLAIMER OF IMPACT ASSESSMENT REPORT

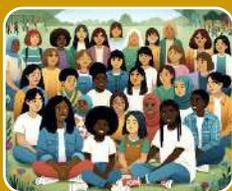
- The Impact Assessment Study has been conducted as per the requirements of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014, as amended, and is compliant with the requirements of the law.
- This report shall be disclosed to those authorized in its entirety only without removing the disclaimer. CSRBOX has not performed an audit and does not express an opinion or any other form of assurance. Further, comments in our report are not intended, nor should they be interpreted to be legal advice or opinion.
- This report contains an analysis by CSRBOX considering the publications available from secondary sources and inputs gathered through interactions with the leadership team of Aditya Birla-Essel Mining & Industries Limited, project beneficiaries, and various knowledge partners. While the information obtained from the public domain has not been verified for authenticity, CSRBOX has taken due care to receive information from sources generally considered to be reliable.
- In preparing this report, CSRBOX has used and relied on data, material gathered through the internet, research reports, and discussions with personnel within CSRBOX as well personnel in related industries.

WITH SPECIFICS TO IMPACT ASSESSMENT, CSRBOX:

- Has neither conducted an audit nor due diligence nor validated the financial statements and projections provided by Aditya Birla-Essel Mining & Industries Limited;
- Wherever information was not available in the public domain, suitable assumptions were made to extrapolate values for the same;
- CSRBOX must emphasize that the realization of the benefits/improvisations accruing out of the recommendations set out within this report (based on secondary sources) is dependent on the continuing validity of the assumptions on which it is based. The assumptions will need to be reviewed and revised to reflect such changes in business trends, regulatory requirements, or the direction of the business as further clarity emerges. CSRBOX accepts no responsibility for the realization of the projected benefits;
- The premise of an impact assessment is the objective of the project along with output and outcome indicators pre-set by the programme design and implementation team. CSRBOX's impact assessment framework was designed and executed in alignment with those objectives and indicators.

Executive Summary

Cervical cancer represents a significant health challenge worldwide, especially in lower-income countries, due to limited screening and preventive care. The disease is primarily caused by the human papillomavirus (HPV), which is preventable through vaccination. The **Elimination of Cervical Cancer through HPV Vaccination** initiative is a comprehensive public health effort aimed at reducing the prevalence of cervical cancer in Maharashtra, India. This programme is implemented by the Cancer Patients Aid Association (CPAA), supported by Essel Mining & Industries Limited's CSR initiatives. It focuses on providing free HPV vaccinations to economically disadvantaged girls and women aged 9 to 35, a demographic critically impacted by the high incidence of cervical cancer. The impact of such programmes is instrumental in paving the way for more inclusive health services, aligning with global health objectives and national health policies to reduce the burden of cervical cancer significantly.



Inclusiveness

- 26% belonged to the marginalised communities
- 70% of the women primarily assumed homemaking roles, not participating in formal employment or job-related activities



Relevance

- Advertisements and posters in local newspapers were employed to ensure widespread knowledge of the campaign
- increased awareness in 59% of the women, about the challenges posed by the HPV virus



Expectations

- Gardasil 9 is the FDA-approved vaccine was provided
- 85% women reported no major side effects post vaccination
- 93% of the participants reported no disruption to their daily activities after receiving the vaccine, indicating that the majority were able to continue their regular routines



Convergence

- The HPV vaccination drive programme aligns with the Universal Immunisation Programme (UIP) in India.
- This programme helps in integration of the HPV vaccine into the national immunisation strategy to reach a wide demographic at an early age.



Service Delivery

- 63% of the women were satisfied with the vaccination camp.
- 83% of participants expressed their intent to recommend the vaccine to friends and family.

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Chapter: 1

Project Overview and CSR Initiatives



1. Project Overview and CSR Initiatives

1.1. CSR Initiatives of Essel Mining & Industries Limited

Essel Mining & Industries Limited believes in transforming its business interests by changing the quality of life of underserved communities and working towards making a consequential difference for them. The company aims to empower communities with jobs, skilling, and resource initiatives. The long-term objective is to create a sustainable livelihood for the community members and improve the Human Development Index (HDI). It provides a range of resources to community stakeholders through awareness, campaigns, capacity-building initiatives, tools, and infrastructural support.

Essel Mining & Industries Limited believes in connecting with marginalised communities, which is ingrained in their core values. They uphold the notion of trusteeship, which involves prioritising the well-being of underserved populations above business concerns. Their CSR activities focus on improving the quality of life in rural communities and aim to positively impact their lives. The CSR activities are under the following themes:



Projects are determined through a participatory approach that involves engaging with the local community to assess their fundamental requirements. This involves utilising a participatory rural appraisal mapping process. Following this, project prioritisation is established through discussion with village panchayats, as well as other relevant stakeholders, based on consensus. As a result of this approach, key areas of emphasis have been identified, including education, healthcare, sustainable livelihood, sports, infrastructure development, and promotion of social causes. All

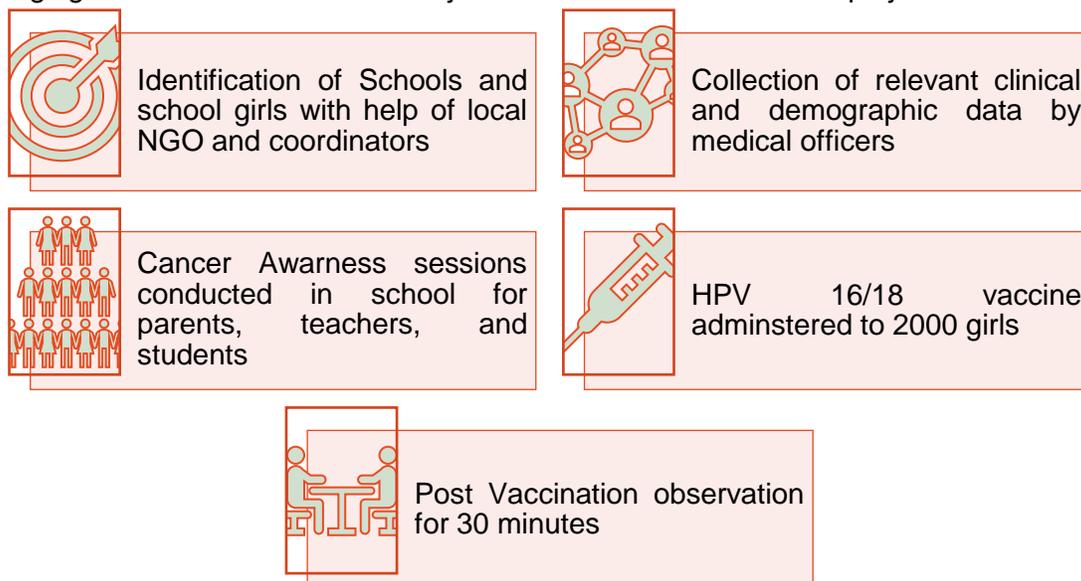
community programs and projects are executed under the auspices of The Aditya Birla Centre for Community Initiatives and Rural Development.

1.2. Project Overview

Essel Mining & Industries Limited CSR team has partnered with the Cancer Patients Aid Association to aid in the execution of the Elimination of Cervical Cancer through the HPV vaccination project in Maharashtra. Cervical cancer is one of the major contributors to cancer-related deaths in women, with over 25% of its global burden originating from developing nations. In India, cervical cancer contributes to approximately 6–29% of all cancers in women.¹ Current estimates indicate that every year 1,23,907 women are diagnosed with cervical cancer, and 77,348 die from the disease.² Screening for cancer is known to reduce mortality by early detection and treatment. Unlike other cancer sites, the cervix can be subjected to screening for early diagnosis and treatment. However, due to a lack of awareness and country-wide cancer programmes, the women in the country are unable to do early screening and take preventive measures.

The main causative agent for cervical cancer is HR-HPV. Administration of the Prophylactic vaccination against HPV can help in the prevention of cervical cancer. The vaccination is given in two doses for women in the age group of 18-45. Apart from the vaccine, Screening from the age of 30 can detect cervical disease, which when treated, also prevents cervical cancer. At any age with symptoms or concerns, early detection followed by prompt quality treatment can cure cervical cancer.³

CPAA, along with financial support from Aditya Birla- Essel Mining & Industries Limited, initiated vaccination drives for girls and women between the ages of 9- 18 and 19-35. The initiative helps economically disadvantaged schoolgirls and women access vaccine doses that might have been challenging to obtain otherwise. The major activities covered under the projects are:



¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5234166/>

² https://hpvcentre.net/statistics/reports/IND_FS.pdf

³ https://www.who.int/news-room/fact-sheets/detail/cervical-cancer?gclid=Cj0KCQiAm4WsBhCiARIsAEJIEzWt6u8kRe03PbXYstXn2iglEdToU1Nr3ITimZcMP9qri42AWR007VgaAu26EALw_wcB

1.3. Alignment with Schedule VII Activities

Schedule VII (Section 135) of the Companies Act 2013 specifies the list of activities that can be included by the company in its CSR policy. The table below shows the intervention's alignments with the approved activities by the Ministry of Corporate Affairs.

Sub Section	Activities as per Schedule VII	Alignment	Reason
I	<ul style="list-style-type: none"> •Eradicating hunger, poverty, and malnutrition, •promoting health care including preventive health and sanitation •Including contribution to the Swacch Bharat Kosh set up by the Central Government for the promotion of sanitation •Making available safe drinking water 	Completely	Promoting healthcare by providing vaccination to the underprivileged community
III	<ul style="list-style-type: none"> •Promoting gender equality, empowering women, setting up homes and hostels for women and orphans •Setting up old age homes, daycare centres, and other facilities for senior citizens and •Measures for reducing inequalities faced by socially and economically backward groups 	Partially	Providing Vaccination to women aged between 9-40

1.4. Alignment with Sustainable Development Goals

SDGs	SDG Targets	Alignment with SDG
	Target 1. a: Ensure significant mobilisation of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for	This programme aligns with the SDG by providing an HPV vaccine to prevent cervical cancer in women. The vaccination is given free of cost to underprivileged communities



<p>developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions</p>	
<p>Target 3.8: Achieve universal health coverage, including financial risk protection, access to quality essential healthcare services, and access to safe, effective, quality, and affordable essential medicines and vaccines for all</p>	<p>Promoting awareness and helping in preventing cervical virus by providing two doses of the HPV vaccine to women aged 9-40</p>
<p>Target 5.6: Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences</p>	<p>This aligns with the SDG by providing early screening of cervical cancer and awareness of different types of cancers and the importance of the HPV vaccine in improving reproductive health</p>

1.5. Alignment with ESG Principles

The programme’s intervention also aligns with the Business Responsibility & Sustainability Reporting Format (BRSR)⁴ shared by the Securities & Exchange Board of India (SEBI), the programme aligns with the principle mentioned below.



Principle 2

Business should provide goods and services in a manner that is sustainable and safe



Principle 4

Business should respect the interests of and be responsive to all its stakeholders

⁴ [BRSR](#)



Chapter: 2

Design and Approach for Impact Assessment



2. Design and Approach for Impact Assessment

2.1. Objectives of the study

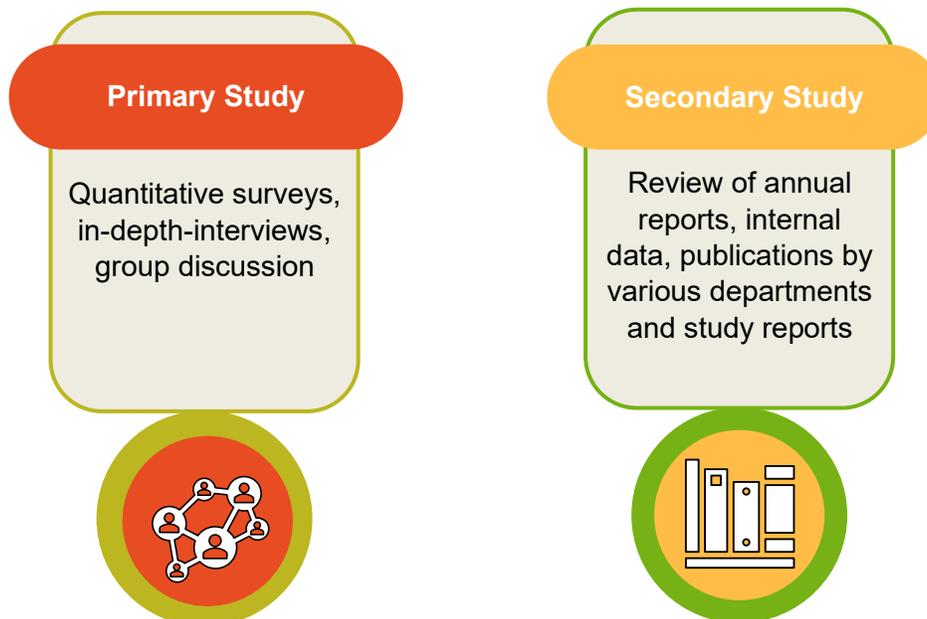
To assess the effectiveness and efficiency of the CSR Initiative and the impacts on the target groups/beneficiaries

To assess the project relevance for various stakeholders involved.

Assess the impact of the program as per the goals and objectives

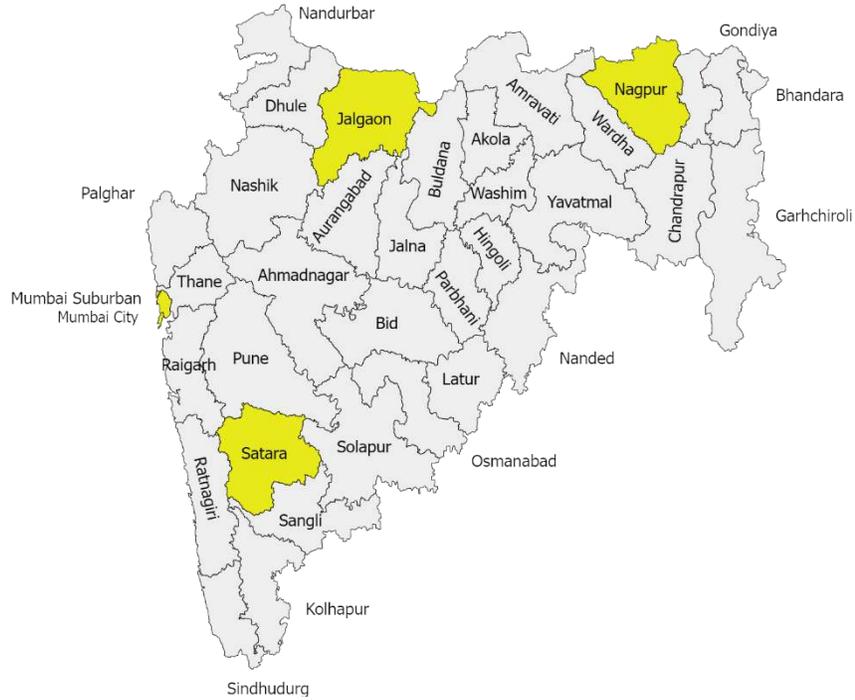
2.2. Methodology

For the assessment, the study team employed a two-pronged approach for data collection. It includes a review of secondary data sources and literature and primary data obtained from quantitative and qualitative methods of data collection. The figure below illustrates the study approach that was used in data collection and review.



2.3. Geographic Coverage

The project was implemented in 6 locations across 4 districts in the state of Maharashtra.



The following table illustrates the geographic sampling. The mentioned sampled locations are considered for the impact assessment.

Primary Stakeholders	Location	District	Sample
Females	Dadar	Mumbai	16
	Andheri		10
	New Panvel		37
	Nagpur	Nagpur	14
	Jalgaon	Jalgaon	55
	Satara	Satara	41

2.4. Sampling Approach

- **Quantitative Sampling**

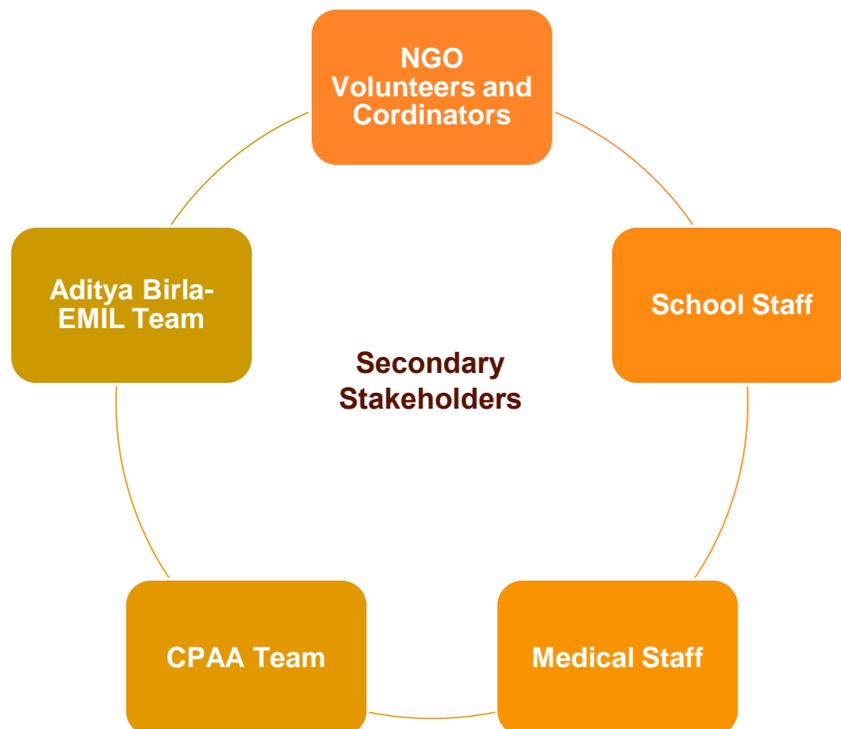
A simple random sampling approach is done to ensure that the sample is representative and covers the beneficiaries across the project locations. The team carried out the sampling based on considering a Confidence Level of 95% and a 7.5% Margin of Error for the project.

Primary Stakeholders	Universe	Sample	Rationale
Females	4000	177	Confidence Level of 95% and a 7.5 % Margin

- **Qualitative Sampling**

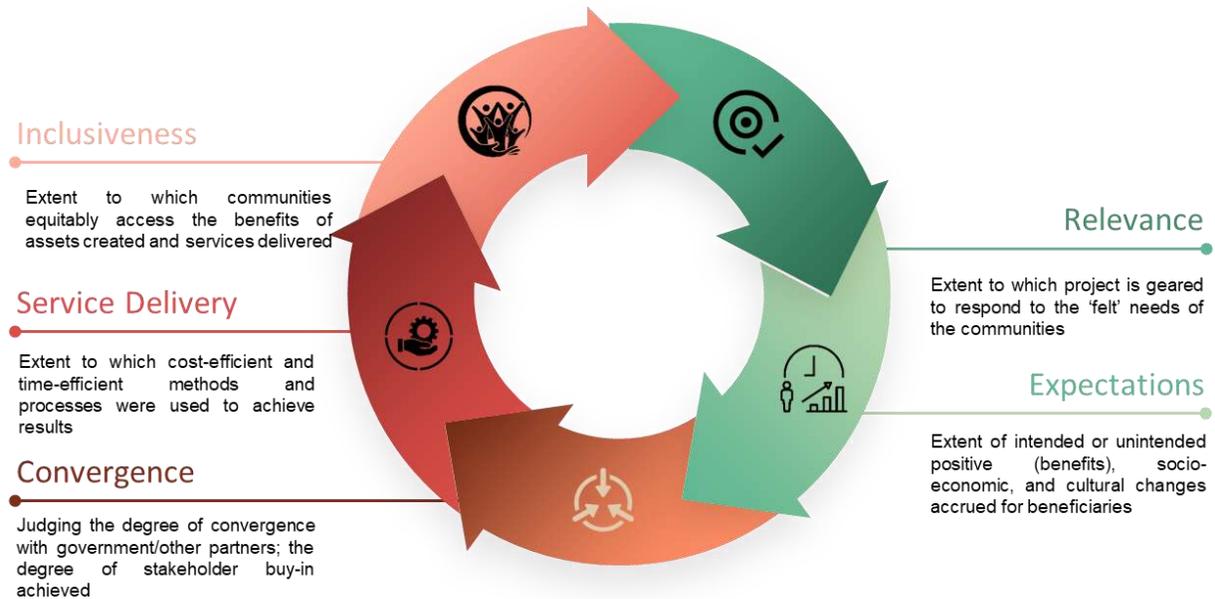
Qualitative data was also collected from the secondary stakeholders. Detailed discussions were held with different stakeholders of the programme. These discussions included In-Depth-Interviews (IDIs), which helped in understanding the perspectives of the beneficiaries and other stakeholders towards the project. The data collected highlights:

- The potential areas of improvement
- Short and long-term recommendations
- Suggestions and a way forward to further enhance the impact of the programme
- New opportunity beneficiary levels across locations.

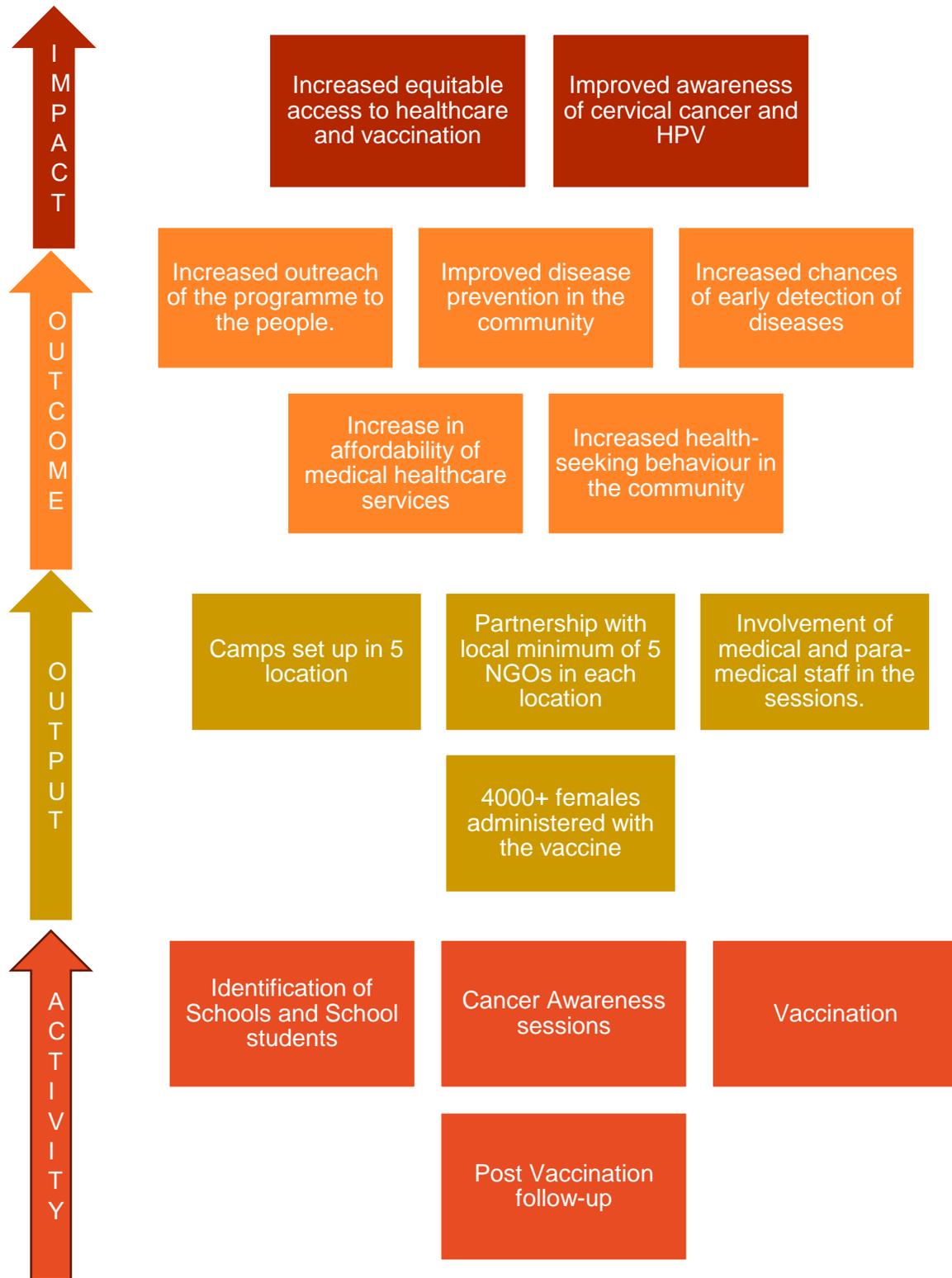


2.5. Assessment Approach and Evaluation Framework

Given the objectives of the study to determine the inclusiveness, relevance, and outcomes of the project, the evaluation used the IRECS framework. The IRECS framework has defined five evaluation criteria – Inclusiveness, Relevance, Effectiveness, Coherence, and Service Delivery. These criteria provide a normative framework used to determine the merit or worth of an intervention. They serve as the basis upon which evaluative judgments are made. Using the criteria of the IRECS framework, the evaluation was able to assess the client's contribution to the results while keeping in mind the multiplicity of factors that may be affecting the overall outcome.



2.6. Theory of Change



Chapter: 3

Impact Findings



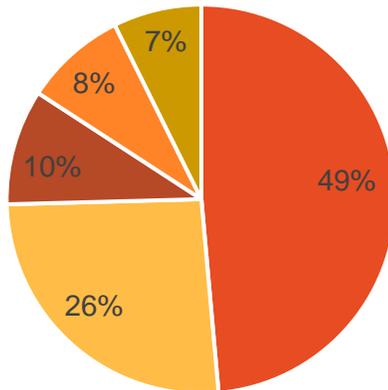
3. Impact Findings

The section highlights the detailed findings and subsequent impact created in the year 2022 – 23. The Figural representation of the data below is derived from responses received from the beneficiaries through questionnaire surveys, in-depth interviews with stakeholders, and secondary research.

3.1. Inclusiveness

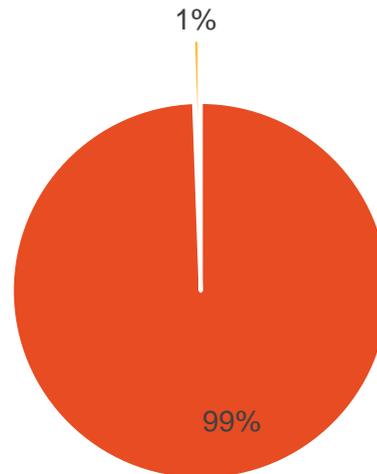


Caste (n=177)



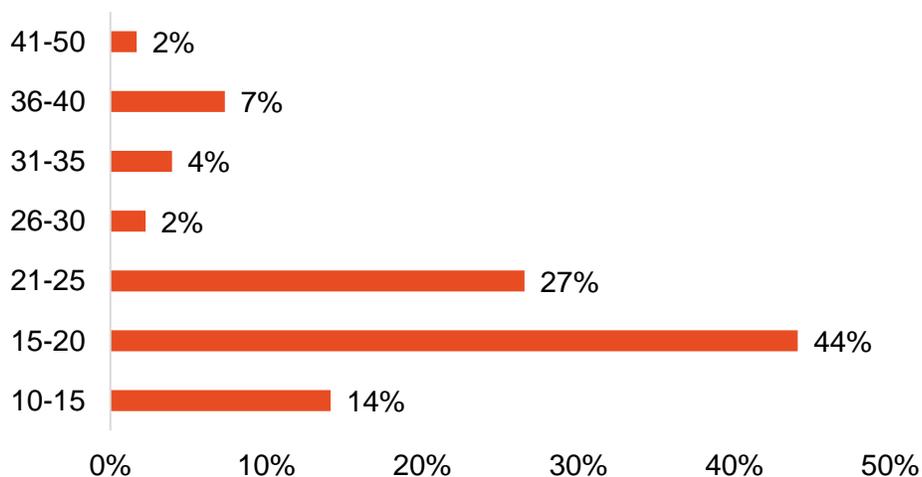
■ General ■ Others ■ SC ■ obc ■ ST

Disability (n=177)



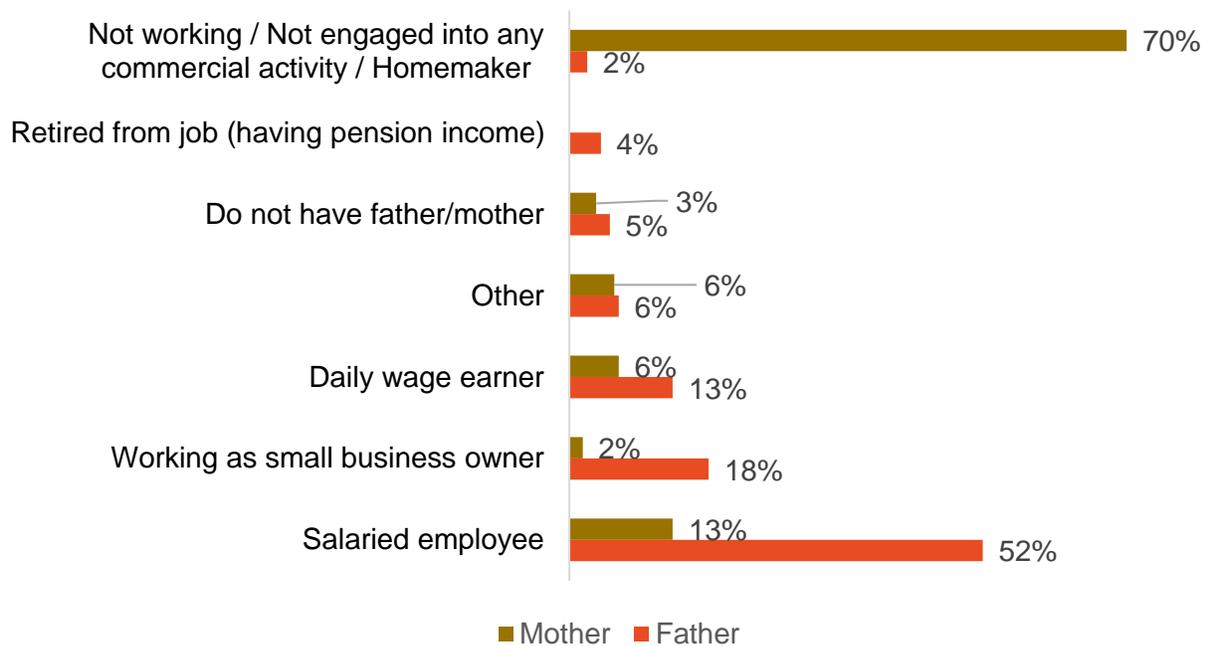
■ No ■ Yes

Age Group (n=177)



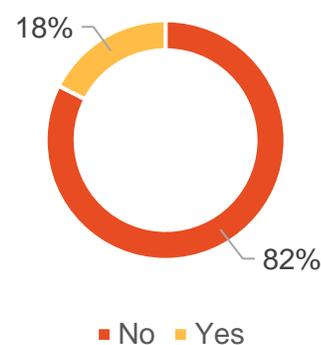
The programme focused on eradicating cervical cancer via HPV vaccination aimed to enhance awareness and facilitate vaccinations among women to avert the onset of cervical cancer. It was designed to be inclusive, encompassing a diverse range of women. Notably, 25% of the participants who benefited from this initiative were from underserved communities, including Scheduled Castes (SC), Scheduled Tribes (ST), and Other Backward Classes (OBC), showcasing its commitment to reaching marginalised groups. The programme was accessible to women of all ages, with a significant 44% of beneficiaries falling within the 15-20 age bracket. This focus is particularly important as the World Health Organization (WHO) advises that the HPV vaccine is most effective when administered early, ideally before individuals commence sexual activity, to ensure maximum protection against cervical cancer.⁵

Occupation of parents (n=177)



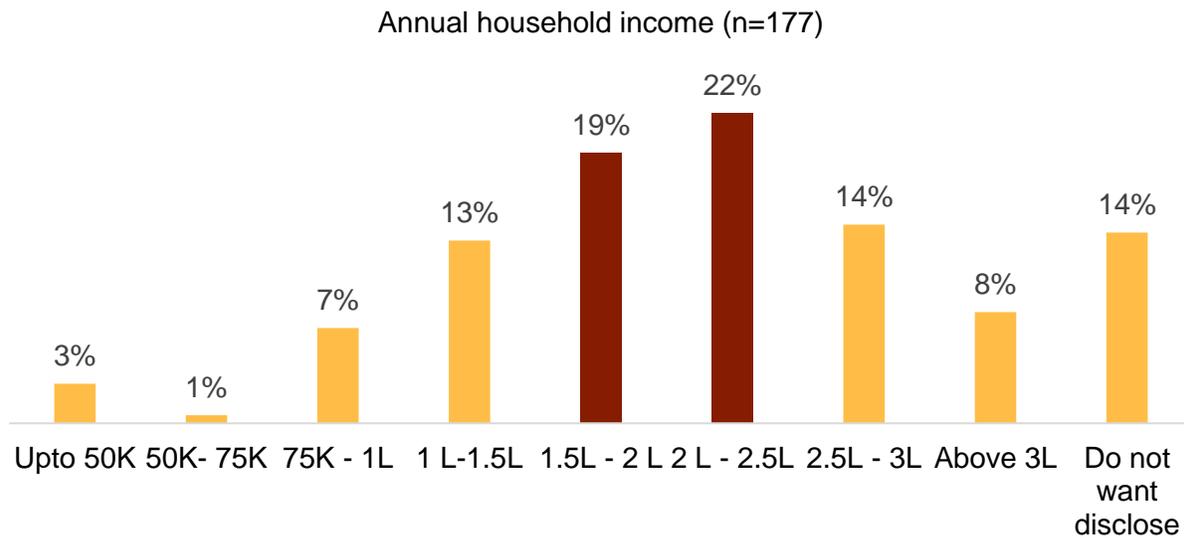
A majority, 52%, of the households derived their earnings from salaried employment, while 13% relied on income from daily wage labour. In these households, 70% of the women primarily assumed homemaking roles, not participating in formal employment or job-related activities. This demographic distribution underscores a traditional economic structure within these communities, where a significant portion of income is generated through stable employment,

Marrital Status (n=177)



⁵ WHO

yet a notable reliance on daily wage labour persists. 82% of the women were married.



In the surveyed population, 22% of households reported an annual income ranging between Rs 2 Lakhs and Rs 2.5 Lakhs, while 19% had incomes from Rs 1.5 Lakhs to Rs 2 Lakhs. These figures suggest that many of the women participating in the programme were from economically marginalised families. The provision of the HPV vaccination, typically valued at approximately Rs 4000 per dose, at no cost through the programme significantly alleviated the financial burden on these households. By eliminating the expense associated with the vaccine, the initiative not only facilitated access to crucial preventive healthcare but also contributed to reducing the overall healthcare costs for these families.

This support was particularly meaningful, considering the limited financial resources available to them, thereby ensuring that economic constraints did not prevent these women from receiving essential health intervention.

3.2. Relevance

50% were informed about the vaccination by ASHA workers through household visits

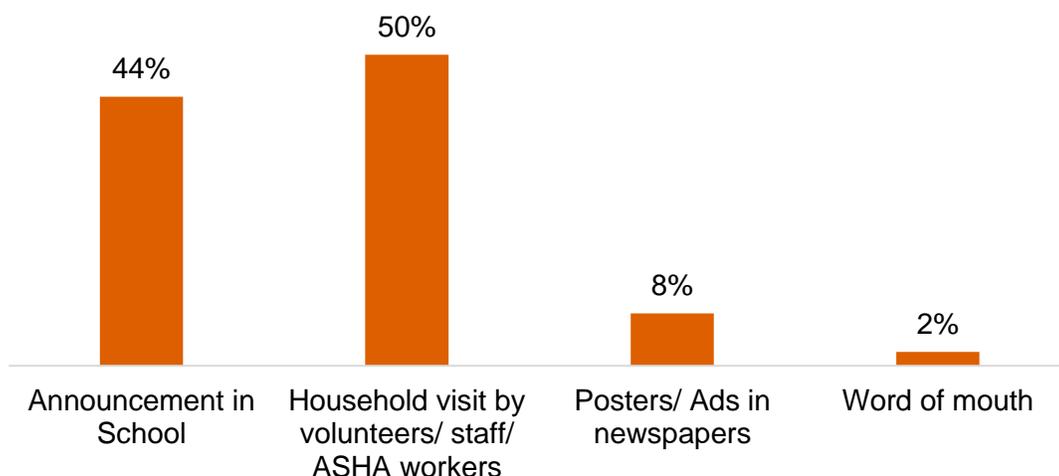
47% of the respondents attended the awareness session

90% of women gained insights into the transmission of the HPV virus and cervical cancer prevention

India accounts for one-fifth of the global burden of cervical cancer cases and mortality.⁶ Because of societal, religious and ethical issues associated with the vaccination of adolescent girls in India, there is a lack of awareness about HPV and HPV vaccines. The project was significant as it not only facilitated the provision of free vaccines but also played a crucial role in raising awareness within marginalised communities.

⁶ <https://www.sciencedirect.com/science/article/pii/S2590136222000882>

Source of information (n=177)



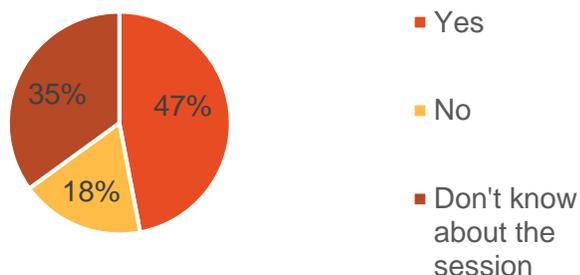
Awareness about the vaccination campaign was spread to the women in the community through various channels. School announcements were utilised for 44% of the outreach, while household visits by ASHA workers and volunteers accounted for 50%. Additionally, advertisements and posters in local newspapers were employed to ensure widespread knowledge of the campaign.



Figure 1 Awareness Poster (*from CPAA)

- **Awareness Sessions**

Attendance in awareness session (N=177)

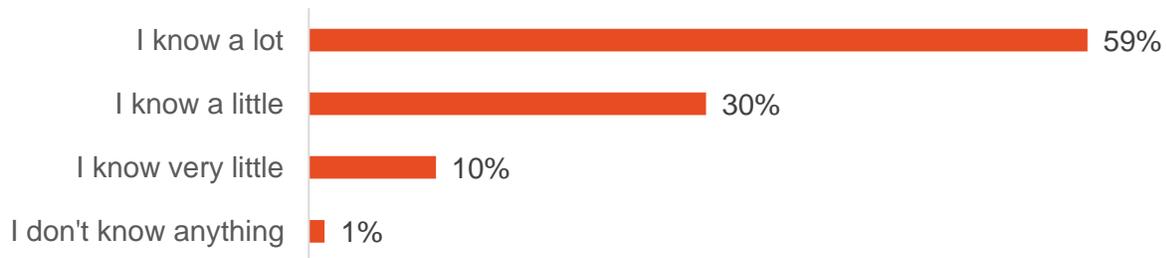


47% of the respondents attended the awareness session. In the awareness sessions various topics on awareness and prevention of cervical cancer was covered.



The dissemination of information played a crucial role, with 90% of women gaining insights into the transmission of the HPV virus and cervical cancer prevention. Additionally, school girls received education on menstrual and reproductive health, emphasising the vaccine's significance. However, awareness remains a challenge in India, where a limited understanding of HPV and its prevention persists. This educational initiative to bridge the knowledge gap emphasises that increased awareness is pivotal to combating the HPV virus effectively.

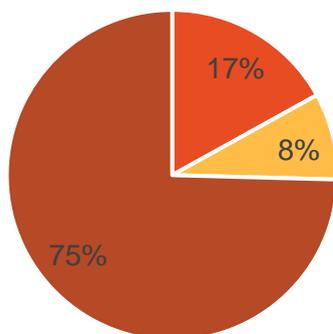
Awareness on HPV and Cervical Cancer (n=177)



Following the awareness sessions, 59% of the women reported a newfound comprehension of the challenges posed by the HPV virus and recognised the critical importance of its prevention.

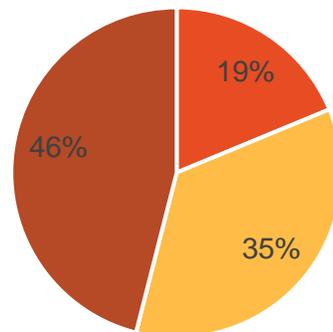
- Vaccination Camps**

Consent forms (n=177)



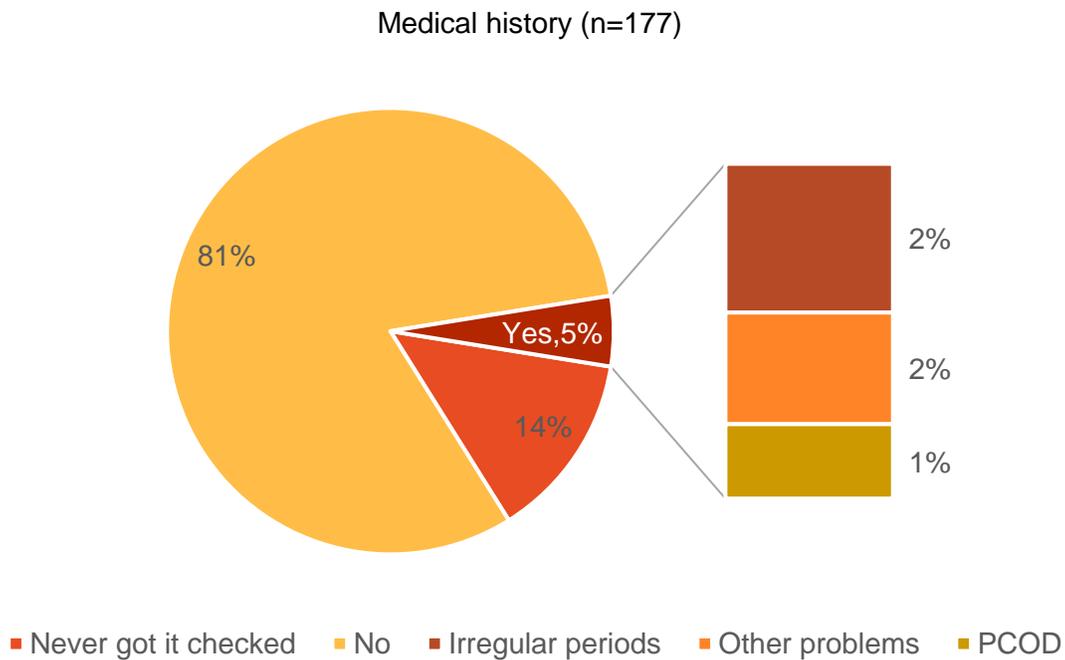
■ Don't know about the form ■ No ■ Yes

IEC Material (N=177)



■ I don't know ■ No ■ Yes

The programme systematically enrolled schoolgirls and women across various age groups. Prior to vaccination, participants were provided with consent forms to ensure informed consent was obtained. Notably, 75% of the participants consented to the vaccination after reviewing the forms. Additionally, 46% of the women received educational materials such as pamphlets and posters, which significantly enhanced their awareness regarding vaccination and the prevention of cervical cancer. This approach highlights the programme's commitment to informed participation and education as key components of its public health initiative.



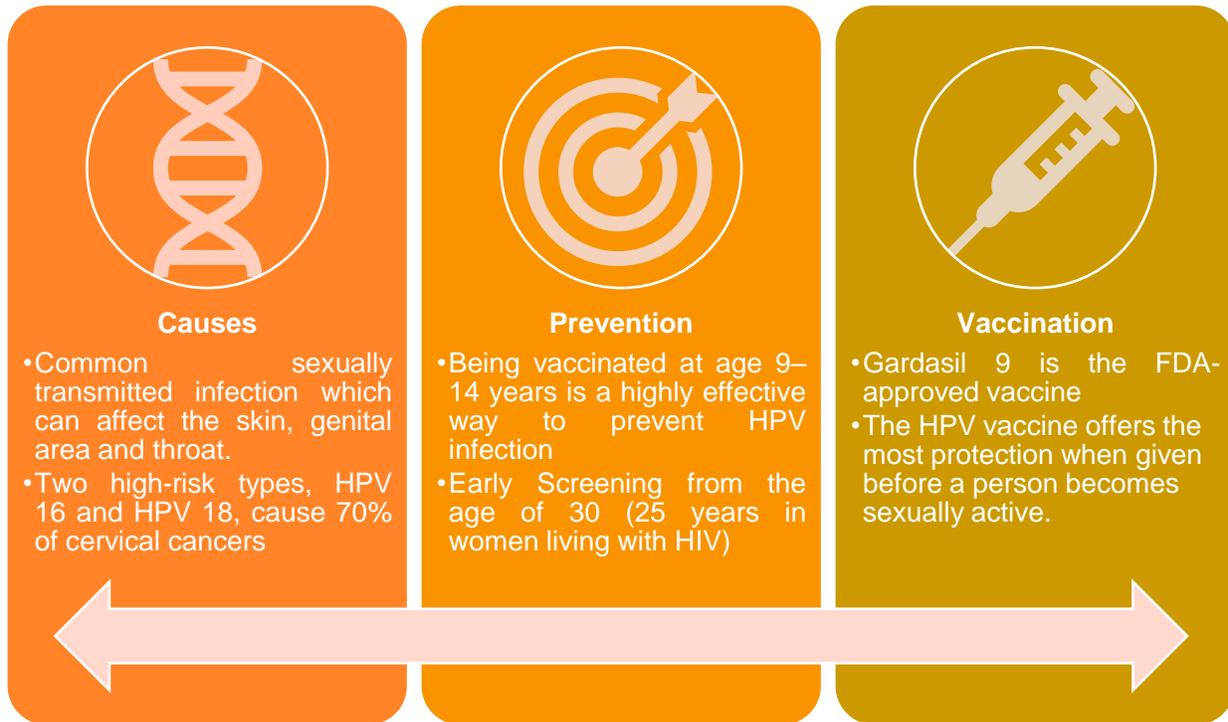
Approximately 81% of the participants had no prior medical records, while 5% reported a history of medical issues such as irregular periods (2%) and Polycystic Ovarian Disease (PCOD) (1%). This data suggests that the vaccination is suitable for administration without concern for medical complications. Early diagnosis and treatment are crucial for curing cervical cancer. There is a notable lack of awareness among women in rural areas about complications related to the uterus and cervix, highlighting the importance of symptom recognition and seeking timely medical consultation.

3.3. Expectations

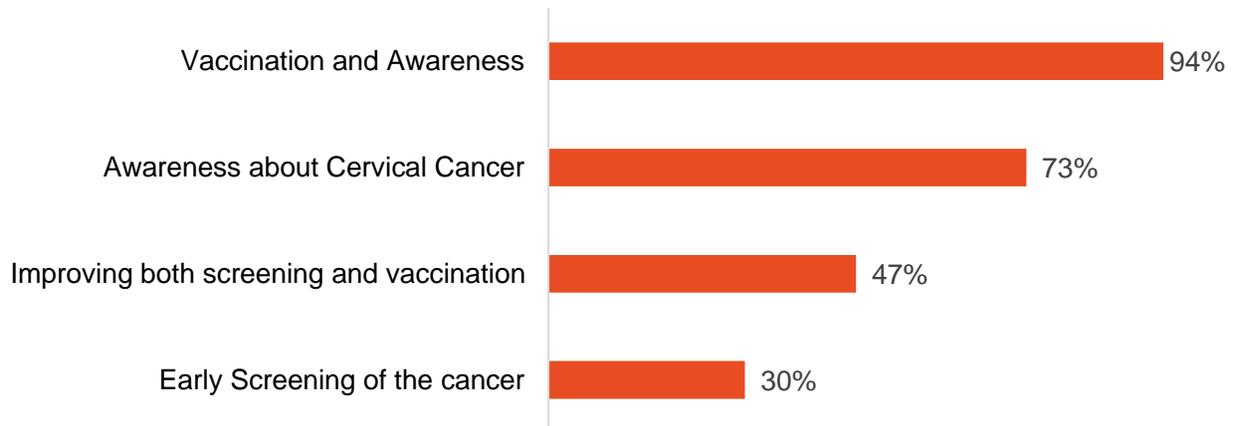
<p>Gardasil 9 is the FDA-approved vaccine was provided</p>	<p>85%, did not experience fever or weakness after vaccination</p>	<p>69% would not have been able to get vaccinated elsewhere because they were not aware of HPV and cervical cancer</p>
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Addressing the health concerns of women, particularly in the context of cervical cancer prevention, has been a pivotal aspect of health initiatives worldwide. By providing HPV vaccines,

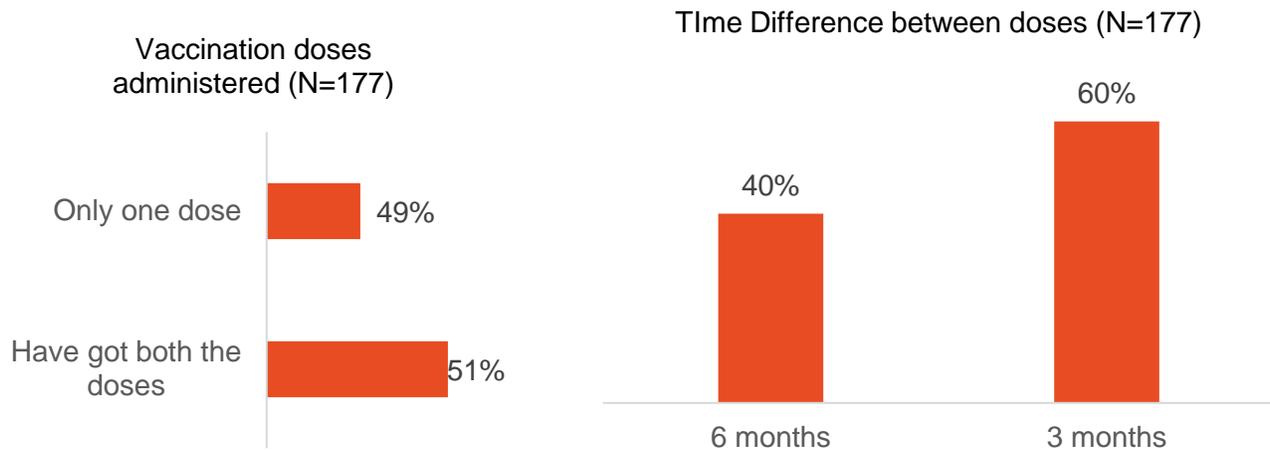
this programme aims to meet the expectations of women beneficiaries directly. This approach underscores a proactive stance against one of the most preventable forms of cancer, leveraging the vaccine as a critical tool for safeguarding women's health. Through targeted vaccination drives, these efforts not only address immediate health concerns but also contribute to the broader goal of reducing the incidence of cervical cancer, demonstrating a commitment to the well-being and empowerment of women in society.



Prevention of Cervical Cancer (n=177)



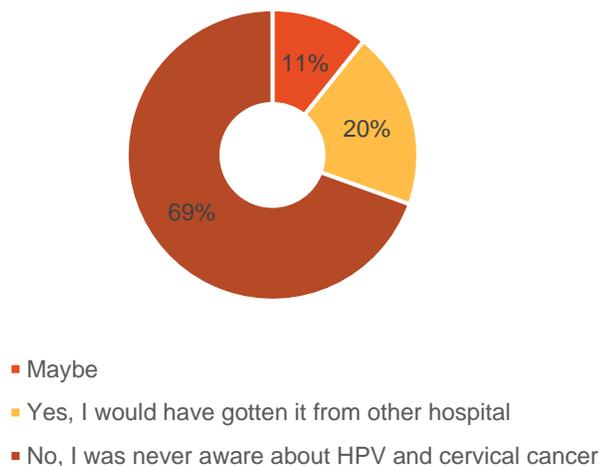
When asked about the importance of preventing Cervical Cancer, 94% of women identified vaccination and awareness as crucial factors. This suggests that the programme effectively raised awareness within the community about the significance of vaccines.



Women over 18 years old were administered two doses of the vaccine, following the World Health Organization's guidelines, while those under 18 received a single dose. The vaccine is known to be most effective if given before 18 years of age.

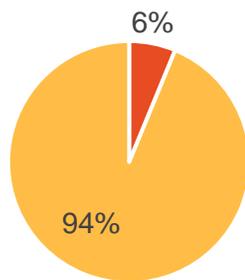
Ideally, there should be a 3-month gap between the two doses. However, **only 40% of recipients received their doses within this optimal timeframe**, while the remaining 60% had their doses spaced out over a period of 6 months.

Perceived Accessibility of Vaccination Beyond the Camp (N=177)



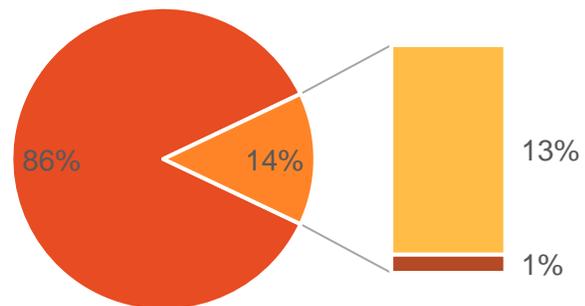
A significant majority, 69% of the respondents, indicated that they would not have been able to get vaccinated elsewhere because they were not aware of HPV and cervical cancer. This suggests that the camp played a crucial role in educating and providing access to the vaccine. A smaller fraction, 11%, were unsure if they could have secured the vaccination elsewhere, reflecting a degree of uncertainty about the availability of the vaccine outside the camp setting. This implies that the camp was instrumental in facilitating vaccination against HPV and served as a primary source of both information and access to the vaccine for most women.

Impact of Vaccination on Daily Activities (N=177)



- Minimal disruption
- No disruption

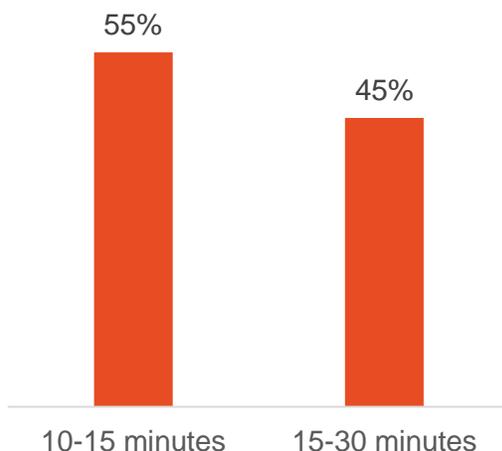
Discomfort after vaccination (N=177)



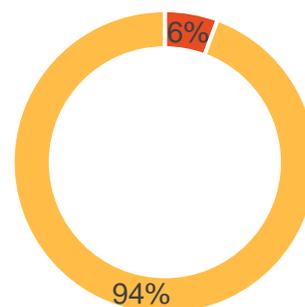
- No
- Fever/ Weakness
- Pain in Hands

93% of the participants reported no disruption to their daily activities after receiving the vaccine, indicating that the majority were able to continue their regular routines without any significant hindrance. 85% did not experience fever or weakness after vaccination, which are commonly reported side effects. 13% of the women report fever and weakness post-dosage administration, which may indicate a localized reaction to the vaccine. The infrequent instances of pain and the very low incidence of fever or weakness post-vaccination highlight the safety profile of the vaccine when considering its impact on routine activities.

Time Period of observation (N=177)



Benefits of Post-Vaccination Monitoring (N=177)



- No
- Yes

The figure shows that 55% of the women were kept for observation for 10-15 minutes after vaccination, while the remaining 45% had a longer observation duration of 15-30 minutes. This suggests a standard practice of monitoring for immediate post-vaccination reactions, with women preferring for the shorter observation period.

94% of the participants perceived that the post-vaccination observation period was beneficial. The structured approach to post-vaccination observation falls within the recommended time frames, with a balanced division between 10-15 minutes and 15-30 minutes of monitoring. The high percentage of participants acknowledging the benefits of this monitoring shows its value in ensuring the safety and well-being of the vaccine recipients immediately following administration.

3.4. Convergence

The HPV vaccination drive program aligns with the Universal Immunization Programme (UIP) in India. The government aims to provide the cervical cancer vaccine to girls aged between 9 and 14 years through schools, following the recommendations of the National Technical Advisory Group for Immunization (NTAGI).

NTAGI has recommended the inclusion of the HPV vaccine in the Universal Immunization Programme (UIP), emphasising a one-time catch-up for 9-14-year-old adolescent girls followed by routine introduction at nine years of age.⁷ This is significant as it represents an integration of the HPV vaccine into the national immunisation strategy to reach a wide demographic at an early age.

The HPV vaccination drive project demonstrates convergence by aligning with national policies and schemes and the broader objectives of inclusive healthcare. By providing vaccination to women of all age groups, the programme aligns with government policies aimed at increasing immunisation and preventing cervical cancer in the future for these women.



Figure 2 Vaccination Drive in Nagpur

⁷ <https://www.newindianexpress.com/nation/2022/Dec/23/govt-to-vaccinate-9-to-14-year-old-schoolgirls-against-cervical-cancer-2530914.html>

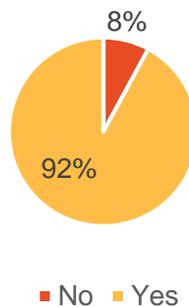


3.5. Service Delivery

This section highlights the rating provided by the beneficiaries on the programme delivery

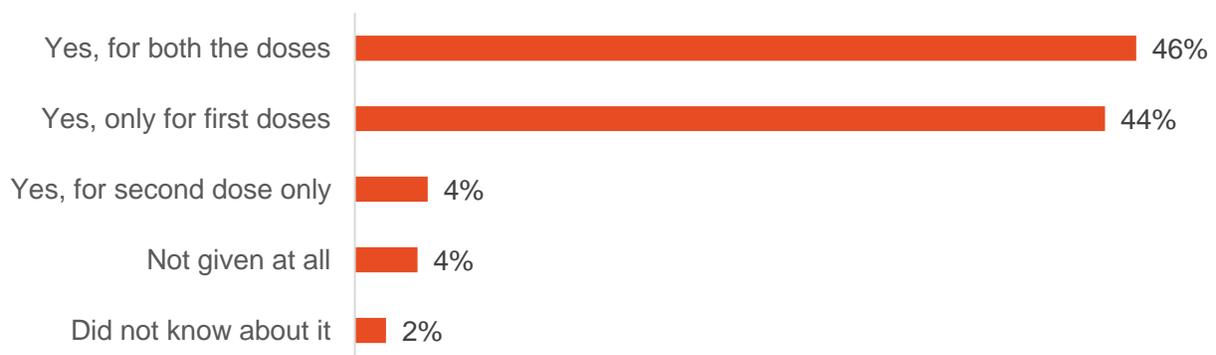
- Post-Vaccination Services** Post-vaccination care was administered to the women, which included a monitoring period of 15-30 minutes. During this observation time, they were provided with nourishment in the form of food and water. This procedure was implemented to promptly identify and address any immediate discomforts experienced following the vaccination.

Observation after vaccination (N=177)



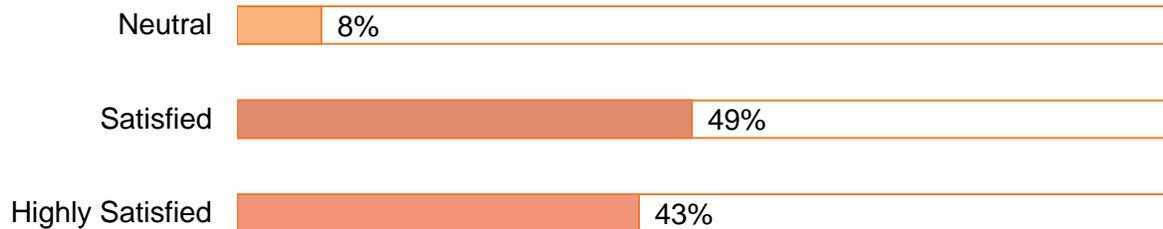
Regarding observation post-vaccination, 92% of the women agreed they were monitored, signifying a robust protocol for immediate post-vaccination care to ensure the well-being of these women and to address any adverse effects immediately.

Provision of food and water (N=177)



Nourishment during both doses of the vaccination was provided to 46% of the women, whereas 44% received it only after the first dose. Additionally, there was a small segment, about 2%, who were unaware of such provisions, indicating a potential lack of service in some camps.

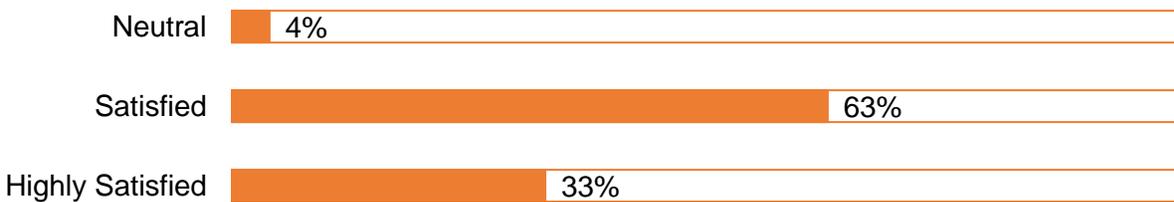
Rating of post vaccination service (N=177)



Approximately 49% of the women expressed satisfaction with the post-vaccination services, while a slightly lower percentage, 43%, reported being highly satisfied. This indicates a generally positive response towards the services provided after vaccination, suggesting that the majority of participants found the post-vaccination care to be effective and beneficial.

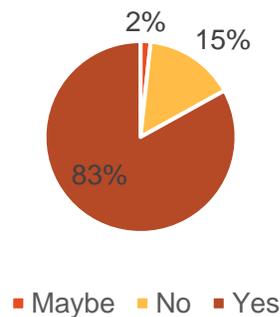
- **Overall Ratings**

Effectiveness of the vaccine (N=177)



Overall, the women were satisfied with the effectiveness of the vaccination. Many were initially unaware of HPV and its effects; however, the vaccination programme significantly enhanced their knowledge and awareness about the virus and the vaccine. 83% of participants expressed their intent to recommend the vaccine to friends and family, aiming to encourage them to also take preventive action against cervical cancer.

Recommending the vaccine to family/friends (N=177)



In conclusion, the programme successfully addressed a critical public health issue by facilitating access to the HPV vaccine, which is instrumental in preventing cervical cancer. The inclusion of education and awareness campaigns further enhanced the programme's effectiveness, increasing understanding of HPV and its prevention among the target population. The strategic delivery of services, including post-vaccination monitoring and support with food and water, underlines a well-thought-out execution plan that prioritises the well-being of the beneficiaries.



Figure 3 Vaccination Drive in Mumbai (From CPAA)



Figure 4 Awareness Conducted in Nagpur (from CPAA)

Chapter: 4

Recommendation and way forward



4. Recommendation and way forward

The HPV vaccination drive undertaken by Essel Mining & Industries Limited in partnership with the Cancer Patient Aid Association has demonstrated significant impacts on cervical cancer prevention through targeted vaccination initiatives across Maharashtra. The programme effectively reached out to marginalised communities, significantly increasing awareness and vaccination coverage among women, especially those from economically disadvantaged backgrounds. The following recommendations can help it expand its impact:

- **Enhance outreach and awareness Efforts:** While the programme significantly boosted awareness, continuing to expand educational outreach can further bridge the knowledge gaps, particularly in rural areas. Utilising more digital platforms and social media could broaden the reach and engagement.
- **Expand Coverage:** Expanding the programme to include more locations could enhance its impact across all areas. This would ensure a more comprehensive reach and uniform delivery of healthcare benefits associated with the programme to a greater number of women.