



Project Jeevana Shakti

Women's Health & Cervical Cancer Prevention Mission



PROJECT

JEEVANA SHAKTI

CERVICAL CANCER SCREENING & PREVENTION INITIATIVE

Early Detection. Healthy Women. Stronger Families. Healthier Tomorrow.



Protecting Women Through Awareness, Early Detection & Timely Care.

Together, let's build a future where every woman is aware, every woman is screened, and every woman is protected.

OUR TARGET
90 LAKH WOMEN
AGED 25–35 YEARS
ACROSS ANDHRA PRADESH & TELANGANA



AWARENESS CAMPAIGNS
Educate and empower women about cervical health and prevention.

OUR OBJECTIVES



SCREENING CAMPS
Conduct large-scale screening camps for early detection.



HEALTH EDUCATION PROGRAMS
Promote knowledge on women's health, hygiene & prevention.



REFERRAL SUPPORT
Provide timely medical referral and follow-up care for those in need.

OUR IMPACT



EARLY DETECTION SAVES LIVES



REDUCES CANCER RISK & MORTALITY



EMPOWERS WOMEN, STRENGTHENS FAMILIES



BUILDS A CERVICAL CANCER-FREE FUTURE

**TOGETHER, WE CAN
CREATE A CERVICAL CANCER-FREE FUTURE.**



CSR PARTNERSHIPS
Support life-saving screening and awareness initiatives.



GOVERNMENT COLLABORATION
Strengthen public health systems and reach.



HEALTHCARE STAKEHOLDERS
Deliver quality care, referrals and follow-up support.



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1. Executive Summary

- IRDA Foundation proposes **Project Jeevana Shakti**, a large-scale Cervical Cancer Screening & Prevention Initiative aimed at protecting women through early detection, awareness, and timely medical intervention.
- The project **targets 90 lakh women** aged 25–35 years across Andhra Pradesh and Telangana through awareness campaigns, screening camps, health education programs, and referral support.
- The initiative seeks CSR partnerships, government collaboration, and healthcare stakeholders **to create a Cervical Cancer-Free Future.**

2. Problem Statement

- Cervical cancer remains one of the leading causes of **cancer-related deaths among women in India**.
- Many **women are diagnosed at advanced stages** due to lack of awareness, limited screening facilities, social stigma, and inadequate access to healthcare.
- **Early detection can prevent most cervical cancer cases**, yet millions of women remain unscreened.

3. Project Overview

- **Project Name:** Project Jeevana Shakti
- **Project Type:** Women's Health & Cervical Cancer Prevention Initiative
- **Duration:** 5 Years
- **Coverage Area:** Andhra Pradesh & Telangana
- **Implementing Organization:** IRDA Foundation
- **Target Group:** Women aged 25–35 years

The project focuses on screening, awareness, prevention, and referral support to improve women's health outcomes.

4. Objectives

- Screen 90 lakh women for early detection of cervical cancer.
- Create awareness regarding cervical cancer prevention.
- Promote regular health checkups and HPV vaccination awareness.
- Facilitate medical referrals for identified cases.
- Reduce cervical cancer mortality through early intervention.

5. Beneficiaries

- Primary Beneficiaries:
90,00,000 Women
- Secondary Beneficiaries:
Families, communities, healthcare workers, and local institutions.

6. Coverage Area

- **States:**
Andhra Pradesh
Telangana
- **District Coverage:**
All districts through phased implementation.

Rural, semi-urban, and urban populations will be included.

7. Budget

Screening Cost Per Woman: **₹700**

Target Beneficiaries: **90,00,000 Women**

Estimated Project Cost: **₹630 Crore**

Budget Components:

- Screening Camps
- Awareness Programs
- Medical Equipment
- Healthcare Staff
- Digital Monitoring Platform
- Project Management
- Communication & Outreach

8. Implementation Plan

Phase 1:

Awareness Campaigns & Community Mobilization

Phase 2:

District-Level Screening Camps

Phase 3:

Data Collection & Medical Assessment

Phase 4:

Referral & Treatment Support

Phase 5:

Impact Assessment & Reporting

9. Monitoring & Evaluation

IRDA Foundation will establish a centralized monitoring system to track:

- Number of women screened
- Awareness sessions conducted
- Positive cases identified
- Referrals completed
- Treatment outcomes

Quarterly and annual reports will be shared with CSR partners.

10. Expected Impact

- 90 lakh women reached
- Increased awareness about cervical cancer prevention
- Early detection of high-risk cases
- Improved access to healthcare services
- Reduction in cervical cancer-related mortality

11. Sustainability Plan

- Train local healthcare workers
- Create district-level awareness networks
- Establish long-term partnerships with hospitals
- Develop digital health tracking systems
- Promote continuous community engagement

12. CSR Partnership Opportunities

CSR partners can support:

- District Sponsorships
- Awareness Campaigns
- Mobile Screening Units
- Women Health Camps
- Technology & Data Management

Benefits to CSR Partners:

- High Social Impact
- ESG Alignment
- Brand Visibility
- Impact Reporting
- Government & Community Recognition

Together, we can save millions of lives through early detection and prevention