



END POVERTY GAZZETTE

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Tackling Poverty Training Individuals Transforming Communities

August 2025

TOP HIGHLIGHTS

- Establishing best practices in Village-level Dairy Management in Guna, MP
- Empowering Change: Celebrating Our Youth-Led Force on International Youth Day 2025
- Shwetdhara Team Strengthens Skills and Vision through Intensive Training Sessions
- Health Camps Drive Stronger Livelihoods & Communities

FROM CEO'S DESK



This month at End Poverty, our team advanced key initiatives across regions. Stubble management work is underway in Kurukshetra and Karnal, while fresh milk from Dinkar Agriculture Producer Company is reaching families in Tapukara. Health camps in Rewari supported villagers and cattle, Shwetdhara trainings built new skills, and women leaders in Guna strengthened dairy value chains. In Sri Ganganagar, we are implementing FAO's project to promote clean and safe milk production, improving hygiene and quality across the dairy chain. We thank our partners for their continued support in turning these efforts into reality.

— **Mr. Vinod Kaushik**
Founder cum CEO, End Poverty



Bringing Pure and Fresh Milk to Tapukara: A DAPCL Initiative in Rajasthan

We have taken a meaningful step toward delivering pure and fresh milk to the community of Tapukara. Through Dinkar Agriculture Producer Company Limited (DAPCL), a Farmer Producer Company supported by End Poverty, fresh milk is now available in three variants: Premium Gold, Premium, and Cow Milk. This initiative ensures competitive prices for farmers and also addresses the issue of milk adulteration, offering the consumer a safe, trustworthy, and healthy choice for their daily needs.



Shwetdhara Team Strengthens Skills and Vision Through Intensive Training Sessions



The Shwetdhara project team, supported by IDFC FIRST Bank, underwent intensive training sessions organized by End Poverty in Gurgaon and Jaipur, covering Sales, HR, Finance, Communication, Goal Setting, and Performance Analysis to enhance skills and create actionable plans. CEO Mr. Vinod Kaushik inspired the team with a growth vision, while external consultant Dr. Rachna Singh, founder of WomEnablers Foundation, provided training that brought in important aspects of program management. Senior members further shared insights and addressed queries, resulting in improved teamwork, strengthened capacities, and a reinforced commitment to impacting rural communities.



Health Camps Drive Stronger Livelihoods & Communities

Cattle Health Camp

End Poverty, supported by LIC Housing Finance Limited's HRIDAY Project, organized cattle health camps across six villages in Rewari district, Haryana. More than 600 cattle received expert veterinary care, while farmers gained practical knowledge on livestock nutrition, breeding, and disease prevention through easy-to-use training materials, improving both livestock health and rural livelihoods.



Human Health Camp:

A total of 536 villagers availed free consultations, medicines, and health screenings, which included general check-ups, eye care, gynecology services, and tests for blood sugar and blood pressure. The camp greatly improved access to quality healthcare in the community. Observations revealed that many villagers suffer from skin ailments and joint pain, often linked to poor water quality. This highlights the urgent need to improve access to clean and safe water to help prevent waterborne diseases and promote better overall health.



Empowering Change: Celebrating Our Youth-Led Force on International Youth Day 2025



At End Poverty, change is powered by a dynamic youth-led team whose energy, creativity, and dedication drive our mission every day. On International Youth Day 2025, we celebrated this passionate workforce that works tirelessly in underserved rural communities, upgrading skills, spreading knowledge, and addressing challenges with innovative solutions. Their unmatched zeal and shared vision align seamlessly with our goals and the Global SDGs. Together, they are building sustainable livelihoods and paving the way for a more equitable and empowered tomorrow.



Establishing best practices in Village-level Dairy Management in Guna, MP



End Poverty, with support from HDFC Bank Parivartan, organized an orientation program in Guna, Madhya Pradesh, under the Livelihood Enhancement initiative. Gram Sahayikas from 15 villages across Bamori and Guna blocks, as candidates of change, were trained in managing Milk Pooling, ensuring hygienic milk collection, maintaining quality standards, and accurately reporting data. The session strengthened operational clarity, promoted transparency, and encourage women to take ownership of local dairy value chains, fostering rural economic growth.

End Poverty Celebrates 79th Independence Day



Team End Poverty joyfully commemorated India's 79th Independence Day at various project locations, promoting unity, patriotism, and a strong national spirit. The festivities featured flag hoisting ceremonies, where community members came together to engage and celebrate this significant occasion, further enhancing feelings of togetherness and national pride.



Case Study

Story of Smt. Sundar Bai Lodha – Kishangarh, Guna (Madhya Pradesh)



Sundar Bai Lodha, a resident of Kishangarh village in Guna, Madhya Pradesh, supports her family through farming and livestock rearing. Earlier, with two cattle, she earned ₹9,570 per month by selling milk. However, limited resources restricted her income and productivity.

With support from End Poverty's livestock promotion programme, she received training in scientific cattle management, financial support to purchase another cow, and inputs like cattle feed and Azolla tubs to improve cattle nutrition. She also became a member of the Gram Vikas Mahila Farmer Producer Company (FPC), which ensured fair prices and a regular market for her milk.

Today, Sundar Bai owns three cattle, and the milk yield of one of her cows has increased by 3 liters per day. This has raised her monthly income to ₹13,320, compared to ₹9,570 earlier. The additional earnings have brought greater financial stability to her household and strengthened her confidence in dairy farming as a sustainable livelihood option.



END POVERTY
creating sustainable livelihoods

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