



END POVERTY GAZZETTE

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Tackling Poverty Training Individuals Transforming Communities

July 2025

TOP HIGHLIGHTS

- Strengthening Rural Leadership and Advancing Sustainable Cotton Farming in Rewari
- Mr. Vinod Kaushik receives National Business Ratna Award 2025
India's Most Acclaimed Civil Society Organisation to Follow
- Facilitating Farmers with Climate-Resilient solutions for Sustainable Agriculture.
- Building Resilient Cotton Farming:
Training 300 Farmers in Rewari under LIC HFL HRIDAY Project

FROM CEO'S DESK



At End Poverty, we continue to deepen our commitment to strengthening rural communities through impactful, on-ground initiatives. This month, our efforts to build grassroots leadership through VDC training in partnership with LIC Housing Finance Limited are empowering local voices to drive sustainable development. I'm humbled to have received the National Business Ratna Award 2025—this recognition belongs to the entire End Poverty family and our unwavering dedication to social change. We are also delighted to welcome Dr. Vikas Goswami to our Board; her expertise in sustainability and CSR will guide us in scaling our impact. From training cotton farmers in Rewari to promoting climate-friendly farming in Rajasthan, we are proud to champion inclusive and sustainable livelihoods for rural India.



Strengthening Rural Leadership and Advancing Sustainable Cotton Farming in Rewari

LIC Housing Finance Limited's HRIDAY Project partnered with End Poverty to host valuable training programs in Rewari district, Haryana, aimed at boosting rural development and agricultural strength. In the villages of Jhharoda, Nehru Garh, and Gujarwas, training sessions were held for Village Development Committee members to improve their understanding of their roles, responsibilities, and leadership. This effort helped foster local leadership and promote active community participation in sustainable development of village.

At the same time, in six villages of the Nahar Block, training on cotton crop management was conducted to address issues like pests and diseases that were affecting yields. Through expert-led sessions covering farming practices, soil health, pest control, and water management, about 300 farmers received the necessary tools to improve productivity and ensure long-term resilience in cotton farming.



Mr. Vinod Kaushik receives National Business Ratna Award 2025 India's Most Acclaimed Civil Society Organisation to Follow

We are proud to announce that Mr. Vinod Kaushik, Founder and CEO of End Poverty, has been honoured with the National Business Ratna Award 2025 for "India's Most Acclaimed Civil Society Organization to Follow – 2025.

This prestigious recognition celebrates visionary leaders and impactful organizations driving India's economic and social progress. Under Mr. Kaushik's inspiring leadership, we remain committed to creating Sustainable Livelihoods and building a more equitable, inclusive world.



End Poverty Welcomes Dr. Vikas Goswami to the Board

End Poverty welcomes Dr. Vikas Goswami to its Board. She holds a Ph.D. in Anthropology, a Master's in Economics, and a sustainability certificate from Harvard. With over 20 years of experience in CSR, sustainability, and Renewable Energy at major organizations, she currently leads consulting at Boundless Environment Resource Solutions. Dr. Goswami's strategic focus on green jobs and community-based programs is anticipated to provide valuable insights to the Board.



Facilitating Farmers with Climate-Resilient solutions for Sustainable Agriculture.



In the villages of Husaipur, Kharkhadi, and Khedi, in Rajasthan where pest infestations are common and use of chemical fertilizers has been affecting soil quality and crop productivity, the Gram Swavalamban Project supported by United Breweries Limited is offering a sustainable solution. Under this initiative, 75 farmers received neem cake and neem oil to protect their bajra (pearl millet) crops and rejuvenate soil health. These natural, eco-friendly inputs are helping improve soil fertility, enhance water retention, and effectively control pests without harming the environment.



Youth Changemakers in Action:

End Poverty & Athena Education Update



We are delighted to share the progress of our ongoing collaboration with **Athena Education**, initiated in June 2025, which is already creating meaningful impact in the communities of Rewari. Under the guidance of End Poverty mentors, Athena's students are actively contributing to initiatives such as CocoGrow Hydroponics, where rooftop hydroponic systems are being piloted to help families grow fresh, nutritious vegetables while conserving water, and the CoolWater Project, through which RO filtration units and solar-powered desert coolers are being installed in schools, anganwadis, and households to ensure access to clean drinking water and thermal comfort during extreme summers. In addition, the students are engaging directly with communities by conducting surveys, awareness drives, and training workshops, bringing innovation, commitment, and youthful energy to the field.

This partnership demonstrates the transformative potential of combining education with action nurturing tomorrow's leaders while addressing today's pressing community needs—and we look forward to expanding these initiatives with sustained dedication.



Case Study

Cultivating Freshness – The Story of Suresh Devi and Pradeep Sharma from Bisoha Village, Nahar Block, Rewari

Overview

Under the LIC Housing Finance Limited HRIDAY Project, implemented by End Poverty in six villages of Nahar Block, Rewari district, Haryana, 30 small and marginal farmers were supported to enhance household-level vegetable cultivation. The initiative focused on improving nutrition, generating regular income, and promoting better agricultural practices. Farmers, including Suresh Devi and Pradeep Sharma from Bisoha village, received high-quality hybrid seeds of okra (Radha Rani) and bottle gourd (Sonal), along with technical guidance to ensure successful cultivation.

Outcome

With the support provided, both farmers began harvesting vegetables within 15–20 days of crop maturity. On average, each farmer harvested around 25 kilograms of okra daily, totaling approximately 375 kilograms so far. Similarly, about 35 kilograms of bottle gourd were harvested per day, with a cumulative yield of nearly 200 kilograms per farmer. The produce was sold in local markets, leading to daily cash earnings and improved access to fresh vegetables at home.

Impact

The initiative led to enhanced food security, daily income generation, and a noticeable shift in farming practices at the grassroots level. For families like those of Suresh Devi and Pradeep Sharma, the project has reduced some dependency on external income sources and boosted their confidence in adopting improved agricultural inputs. The success of this small-scale intervention has begun inspiring other farmers in the region to adopt similar practices.



END POVERTY
creating sustainable livelihoods

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