



END POVERTY GAZZETTE

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Tackling Poverty Training Individuals Transforming Communities

October 2025

TOP HIGHLIGHTS

- Strengthening Farmers Through Learning: Exposure Visit under LIC HFL HRIDAY Project
- End Poverty Mitigates Stubble Burning Under BoA
- End Poverty Honored with the Mahatma Award for Social Good & Impact 2025
- Enhancing Rural Livelihoods Through Livestock Health: Success Story from Jharoda Village, Rewari

FROM CEO'S DESK



This month at End Poverty was marked by reflection, learning, and togetherness, reaffirming our collective commitment to sustainable change. Key initiatives included exposure visits of farmers to the Centre of Excellence for Semi-Arid Horticulture, the positive response to Artificial Insemination services in Guna, and large-scale efforts with support of CSR initiative of Bank of America to mitigate stubble burning in Haryana, all promoting long-term sustainability. Adding to the momentum, End Poverty proudly received the Mahatma Award for Social Good & Impact 2025, recognizing our dedication to building an inclusive and resilient society.

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



Lighting Up Ideas and Bonds: Diwali Celebrations at End Poverty

End Poverty embraced Diwali with immense enthusiasm, transforming the festive occasion into a lively team-building experience rich in reflection, sharing, and joy. The day commenced with voluntary reflections on EP's journey and inspiring success stories from various projects. Engaging discussions followed, focusing on ideas for future growth, exploring new funding opportunities, and strengthening communication strategies. Teams participated in a dynamic SWOT exercise to identify strengths, weaknesses, opportunities, and threats, promoting collaboration and creative thinking. CEO Mr. Vinod Kaushik shared his insights on several topics and motivated the team, adding a layer of inspiration to the event. The festivities continued with entertaining performances, laughter, and a shared Diwali wish, creating a delightful blend of purpose, participation, and festive spirit that truly illuminated minds and hearts.



Strengthening Farmers Through Learning: Exposure Visit under LIC HFL HRIDAY Project

An exposure visit for 135 farmers from six villages in Rewari, Haryana, was organized at the Centre of Excellence for Semi-Arid Horticulture as part of the LIC HFL HRIDAY Project. This Indo-Israeli initiative provided hands-on experience in modern horticultural techniques, nursery management, pest control, and sustainable farming to enhance productivity and farmers' livelihoods. Dr. Sachin Kumar led a knowledge-sharing session to further educate farmers on contemporary horticultural methods and best practices.



End Poverty Honored with the Mahatma Award for Social Good & Impact 2025

We are deeply humbled and truly honored to receive the Mahatma Award for Social Good & Impact 2025. This recognition is a meaningful acknowledgment of our continuous efforts to create lasting change at the grassroots level. It inspires and strengthens our commitment to building a society that is just, inclusive, and self-reliant, where every individual has the opportunity to thrive with dignity and hope.



Gram Sakhi Training on Sustainability of FPC & Entrepreneurship



The Gram Sakhi Training under the Shwetdharma Programme brought together women leaders to strengthen their understanding of FPC sustainability and rural entrepreneurship. Through interactive sessions and discussions, the training enhanced their skills in managing community enterprises and promoting sustainable livelihoods. Participants shared inspiring stories and left motivated to initiate new ventures and improve FPC operations for long-term impact.

Celebrating Rajasthan's First women AI Technicians



End Poverty supported girls in pursuing careers in Animal Husbandry & Dairy development sector, celebrating those who successfully cleared the examination to become Artificial Insemination (AI) Technicians—a first in Rajasthan. These trailblazing young women now begin a meaningful journey as AITs, combining professional advancement with a strong sense of social impact and community contribution.



Enhancing Livelihoods through Artificial Insemination Services under FDP Guna, Madhya Pradesh



Under FDP Guna, supported by HDFC Bank Parivartan, Artificial Insemination (AI) services are being implemented to enhance livestock breed quality, resulting in more high-yielding female calves. By providing access to superior genetics at a minimal cost, End Poverty and HDFC Bank Parivartan are enabling farmers to increase income, reduce maintenance costs, and ensure long-term improvement in herd productivity and livelihood stability.

End Poverty Mitigates Stubble Burning Under Bank of America in North Haryana



Massive scale activity is carried out in the Stubble management project with support of CSR initiative of Bank of America to mitigate stubble burning, implemented by End Poverty. Under this initiative, a total of 7,238 farmers in Kurukshetra managed 86,257 acres through interventions involving baler (80,491 acres) and Superseeder (5,766 acres) equipment, utilizing 65 balers and 80 superseeders. Approximately 8,950 quintals (895 tons) of stubble were stored, while a total of 20,12,275 quintals (2,01,227 tons) of stubble were cleared through leasing and linkage models. In Karnal, 2,613 farmers participated, covering 19,653 acres with 65 balers. About 9,000 quintals of stubble were stored, and 4,91,325 quintals (49,312 tons) of stubble were cleared using the same model.



Cattle Health, Community Wealth

A Jhharoda Village Success Story



In Jhharoda village, Rewari, a Cattle Health Camp under the LIC HFL HRIDAY Project, implemented by End Poverty, created new learning opportunities for local farmers. Among the participants was Mrs. Sunita Devi, a progressive dairy farmer determined to enhance her cattle's health and productivity.



During the camp, she learnt about scientific dairy farming practices, including the use of mineral mixtures, liquid calcium, and balanced cattle feed. Encouraged by the veterinary experts, Sunita immediately adopted these recommendations for her livestock.



Within a short span, she noticed a visible transformation her cattle became healthier and more energetic, and the milk yield rose from 13 to 14.5 liters per day. This improvement not only increased her household income but also strengthened her confidence in scientific dairy management.

Sunita's journey reflects how awareness, adoption, and behavioral change can transform traditional dairy farming, making it more productive and sustainable for rural families.



END POVERTY
creating sustainable livelihoods

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