



END POVERTY GAZZETTE

Great
Place
To
Work®

Certified
APR 2025 - APR 2026
INDIA™

Tackling Poverty Training Individuals Transforming Communities

September 2025

TOP HIGHLIGHTS

- Driving Change, Winning Recognitions
- Strengthening Farmers in Guna : Enhancing financial inclusion and growth through training & support
- Building Climate-Resilient Agriculture under Project Gram Swavalamban, in Tijara district, Rajasthan
- Sowing Seeds of Change: First Year Review of the LIC HFL HRIDAY Program

FROM CEO'S DESK



This month at End Poverty, we continued to advance initiatives that foster lasting social impact while earning national recognition for our efforts in driving social good. A key highlight was the Review and Learning Workshop held in Rewari under the LIC Housing Finance Limited HRIDAY Program, marking a year of meaningful progress and strong community collaboration. In the Khairthal-Tijara District, we successfully carried out Land Laser Levelling and Farm Bunding activities to demonstrate efficient land management practices, reinforcing climate-resilient and sustainable agriculture. Adding to these achievements is the inspiring success story of Manju, whose transformation from a homemaker to a community leader exemplifies how dedication, training, and opportunity can empower individuals and drive collective rural progress.

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

Sowing Seeds of Change:

First Year Review of the LIC HFL HRIDAY Program

End Poverty organized a Review and Learning Workshop under the LIC Housing Finance Limited HRIDAY Program in Rewari, Haryana, bringing together stakeholders from six villages including Sarpanch, VDC members, teachers, farmers, entrepreneurs, Gram Sakhis, and the End Poverty team to reflect on the first year's journey. The participants shared achievements, outcomes, and key learnings that have shaped the program's impact.

Mr. Abhishek John, CSR Regional Lead (North) at LIC Housing Finance Limited, commended the community's growing sense of ownership, while Mr. Vinod Kaushik, CEO of End Poverty, highlighted the power of collaboration and self-driven action that continues to strengthen the project's foundation. The workshop concluded with a symbolic plant distribution ceremony, celebrating one year of progress and nurturing aspirations for greener, more resilient communities.



Partner's Testimonial

"LIC Housing Finance Ltd. is the pioneer company in the Non-Banking Finance Sector and committed to its responsibility towards the society. For achieving the same we have implemented a Holistic Rural Initiative for Development Action and Yield (HRIDAY) Project in Rewari district, Haryana, partnering with End Poverty. The collaboration started in October 2024 has created sustainable impact in various thematic areas such as agriculture, education, livelihood, health and women empowerment. The project has provided support for renovation of schools and anganwadi, promotion of organic farming, cattle health, women empowerment and better livelihood opportunities. End poverty has really implemented the project in its true sense and accomplished the desired objectives of the project. I wish all the success to the EP team for achieving greater heights and make the HRIDAY project a stepping stone of community empowerment".

- Mr. Abhishek John, CSR Regional Lead (North) at LIC Housing Finance Limited



Driving Change, Winning Recognitions



At End Poverty, we take immense pride in the work we do to empower rural communities through sustainable livelihoods, women's empowerment, and community development initiatives. Our efforts in designing and implementing impactful programs are being recognized across the country, reflecting the tangible change we are bringing in the lives of people we serve.



Mr. Vinod Kaushik, CEO of End Poverty was felicitated by Hon'ble Home Minister of Karnataka



FKCCI India CSR & Sustainability Awards 2025

We are honored to have won the FKCCI India CSR & Sustainability Awards 2025 under the NGO category for our exemplary contribution to livelihood promotion and poverty alleviation. With the theme "Towards Viksit Bharat: Inclusive Growth, Sustainable Future", this recognition strengthens our resolve to continue building resilient and self-reliant communities across India.



SICA25 - The CSR Universe Social Impact Awards 2025

Further, End Poverty has been recognized as the winner of SICA25 – The CSR Universe Social Impact Awards 2025 in the Skill Development and Livelihood category. This award acknowledges our sustained efforts to create meaningful, sustainable livelihoods and strengthen communities. We extend our heartfelt thanks to everyone who believed in our vision and supported us on this journey toward a more inclusive and empowered future.



CSR Team of ReNew Reviews Digital Learning Transformation in Nuh Schools



The CSR team of ReNew recently visited End Poverty's project sites in Nuh, Haryana, to review the ongoing school digitalization initiative supported by them. This transformative project has upgraded four schools with smart classrooms, clean drinking water facilities, solar lighting, wall murals, fans, and essential electrification improvements, significantly enhancing the learning environment for students.

During their visit, the team engaged with both students and teachers to gather feedback on the implemented initiatives and to explore opportunities for further improvement. The visit highlighted the positive impact of these interventions in fostering a conducive and modern learning atmosphere for children, reaffirming the importance of collaboration in driving meaningful educational change.



Strengthening Farmers in Guna

Enhancing financial inclusion and growth through training & support



In Guna, Madhya Pradesh, End Poverty, with support from HDFC Bank Parivartan, successfully facilitated the formation and training of farmer groups. This initiative has strengthened financial inclusion and collective growth by enhancing awareness of roles and responsibilities, improving understanding of government schemes, and guiding farmers on accessing credit and institutional resources, thereby promoting sustainable and empowered farming communities.

Celebrating National Sports Day at Rewari, Haryana



On National Sports Day, students of Govt. School, Jharoda in Rewari, Haryana, actively participated in a range of games and co-curricular activities organized under the LIC Housing Finance Limited HRIDAY project, implemented by End Poverty. Beyond promoting physical fitness and academic engagement, the event served as a platform to create awareness among students and their families about the Project. By involving the broader community in school activities, the initiative fosters stronger community participation, nurturing a sense of ownership and self-driven action.



Building Climate-Resilient Agriculture under Project Gram Swavalamban, in Tijara, Rajasthan



End Poverty under Project Gram Swavalamban, supported by UBL in Khairthal-Tijara District, Gram Panchayat: Chopanki, Rajasthan has successfully completed Land Laser Levelling and Farm Bunding activities across three villages – Kharkhadi, Khedi, and Hussaipur. The third phase of land laser levelling was completed with active participation from 73 farmers, covering a total of 65 acres of farmland. The initiative has brought remarkable improvements in water-use efficiency and productivity. During the FY24-25 Rabi season, the intervention led to a total irrigation time saving of 601.65 hours and water conservation of 21,659.4 kilo litres, translating to an average 21.5% reduction in both irrigation time and water usage. Beyond saving resources, farmers reported significantly reduced drudgery, labour, and fuel costs. The project also achieved measurable productivity gains, with mustard yields increasing by 8.9% (35 quintals) and wheat yields by 12% (36.8 quintals). These outcomes demonstrate how efficient land management practices like laser levelling and farm bunding are strengthening climate-resilient and sustainable agriculture.



Case Study

From Homemaker to Changemaker: Manju's Journey of Growth



Once a homemaker from Chandrabhanpura village in Rajasthan, Manju Bairwa dreamed of supporting her family and building a better future. Her journey, however, began with challenges — her family initially did not allow her to step out of the house. Summoning courage, Manju spoke to her family and convinced them to let her join the Shwetdhara Program, implemented by End Poverty and supported by IDFC FIRST Bank, which helps rural women build sustainable livelihoods through dairy development.

Inspired by the program's vision, Manju began her journey as a Gram Sakhi, receiving training in animal husbandry, dairy management, and entrepreneurship. She started modestly by providing animal health input services to women dairy farmers. Her dedication and leadership soon earned her a promotion as a Cluster Coordinator at PVK Boraj in 2023.

In this role, Manju now works across 20 villages, training and strengthening the capacity of around 400 Gram Sakhis and reaching nearly 1,000 farmers, helping them improve their dairy practices and increase their incomes. Alongside her coordination responsibilities, she also contributes to the business growth of the Varini Farmer Producer Company (FPC), promoting collective progress among women farmers.

"Before joining Shwetdhara, I didn't even know the name of the next village. Now, I travel across villages training farmers," says Manju with pride. Her transformation from a homemaker confined to her home to a confident community leader is a powerful example of how courage, learning, and opportunity can open doors to new possibilities and strengthen rural development.



END POVERTY
creating sustainable livelihoods

Editor: Communication Team, End Poverty

Registered Office: Plot No. 64, Institutional Area,
Sector - 18, Sarhol, Haryana 122015

☎ 0124-4101239 | ✉ contact@endpovertyindia.org
🌐 www.endpoverty.org.in