



END POVERTY GAZETTE

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Tackling Poverty Training Individuals Transforming Communities

March 2026

TOP HIGHLIGHTS

- A New Beginning in Rajasthan: Strengthening Dairy Farmers with a Cattle Feed Plant
- LIC HFL CSR Lead Visits Field: Reviews Progress of HRIDAY Project in Rewari
- Driving Sustainable Agriculture Through Community-Led Crop Residue Management
- Lighting the Path to Learning: Solar Power Enables Uninterrupted Education in Guna

FROM CEO'S DESK



As we approach the close of this financial year, I would like to take a moment to reflect on the journey. This year has been marked by resilience, consistency, and meaningful progress across our initiatives. A key highlight has been the inauguration of our cattle feed plant in Jaipur—an important step forward in strengthening our value chain and supporting our farmer communities. At the same time, it is encouraging to see several of our projects being renewed, alongside new opportunities opening up for future growth and impact. Maintaining this pace while expanding our footprint is a testament to the dedication and collaborative spirit of our team and partners. As we move into the new financial year, let us carry forward this energy and continue striving for greater scale and impact.

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



A New Beginning in Rajasthan: Strengthening Dairy Farmers with a Cattle Feed Plant



A new chapter began in Chomu, Jaipur, with the inauguration of a cattle feed plant aimed at making quality, affordable feed easily accessible for dairy farmers. Set up under the Shwethdharma programme by End Poverty with support from IDFC FIRST Bank, the initiative reflects a strong step toward strengthening farmer-owned institutions and supporting rural livelihoods.

The inauguration was graced by chief guest Mr. Andrian Andrade (CHRO, IDFC FIRST Bank), and guests Ms. Rachana Iyer (CSR Head, IDFC FIRST Bank), Mr. Lalit Vedula (CSR Manager, IDFC FIRST Bank), Mr. Vinod Kaushik (CEO & Founder, End Poverty), Dr. Radhey Shyam Dixit (CMD, Ananda Dairy), along with EP board members, Varini Board of Directors, Senior Leadership from partner NGOs - BAIF, IGSindia & Ananda Foundation and community stakeholders.

the plant has started producing high-quality cattle feed. It is expected to improve animal nutrition, boost milk productivity, and ultimately help increase incomes for small and marginal dairy farmers in and around Jaipur.

Sharing his thoughts, Mr. Vinod Kaushik pointed to a deeper change unfolding in the community—women, who were once confined to traditional roles, are now stepping forward as leaders, managing institutions, taking decisions, and supporting others around them.



Strengthening Climate-Resilient Farming: Dr. Vikas Goswami's Visit to Karnal Project Sites

Dr. Vikas Goswami, from Publicis Groupe, visited the project sites in Village Labkari and Ramana-Ramani in Karnal, Haryana. The project, supported by Publicis Groupe, focuses on reducing stubble burning through crop residue management (CRM) and promoting regenerative agriculture. During her visit, she interacted with farmers, and encouraged them to adopt climate-resilient farming practices. She also highlighted the importance of understanding cropping systems and making use of government incentive schemes. The farmer meeting saw good participation from the community, with village volunteers playing an important role in mobilizing farmers. Awareness was further strengthened through wall paintings across the villages. Overall, the visit was insightful and helped strengthen efforts toward sustainable farming and cleaner air.



LIC HFL CSR Lead Visits Field: Reviews Progress of HRIDAY Project in Rewari

Mr. Abhishek John, CSR Regional Lead at LIC Housing Finance Ltd., visited the field to review the progress of LIC HFL HRIDAY Project implemented by End Poverty in Rewari, Haryana. During his visit, he closely observed key interventions across villages in Rewari, including improvements in school infrastructure such as smart classrooms, digital learning tools, libraries, and BALA paintings, as well as renewable energy initiatives like solar panels and street lights. He also reviewed livelihood activities and plantation efforts on the ground. He appreciated the overall quality of implementation and the visible impact on education, community infrastructure, and income generation, while also suggesting a greater focus on enterprise development—particularly women-led and group-based models—to strengthen long-term sustainability.



Boosting Livelihoods through Horticulture & Vegetable Seed Distribution in Gram Uday, Guna



Under the Gram Uday Project, supported by General Insurance Company in Guna, Madhya Pradesh, focused efforts are being made to strengthen rural livelihoods through horticulture and vegetable cultivation. As part of the horticulture plantation initiative, 8,760 grafted guava saplings have been distributed and planted by 180 small and marginal farmers across 15 villages, along with Neemkhali to improve soil fertility and ensure healthy crop growth. Complementing this, vegetable seeds distribution has supported 120 farmers across 10 villages with Lady Finger (Okra) and Bottle Gourd (Loki) seeds to promote kitchen gardening and income generation. Together, these interventions are encouraging diversified cropping, improving household nutrition, and creating sustainable income opportunities for farmers.



Driving Sustainable Agriculture Through Community-Led Crop Residue Management in Haryana

A district-level IEC event on Sustainable Paddy Cultivation and Crop Residue Management was successfully organized in Karnal, Haryana, under the project “Building an Ecosystem for Sustainable Agriculture & Livelihood through Stubble Management,” implemented by End Poverty in collaboration with Bank of America. The event brought together 225 farmers from Karnal and Kurukshetra, along with experts and officials, to promote awareness on the environmental and economic impacts of stubble burning and encourage the adoption of sustainable practices. Key highlights included insights on soil health, water-efficient techniques like Direct Seeded Rice (DSR), and the importance of integrated nutrient management, alongside strong emphasis on behavioral change and community responsibility. The project has already reached 25,583 farmers across 156 villages, conducted 113 IEC events, enabled non-burning practices across 203,990 acres, and reduced approximately 713,962 tonnes of CO₂ emissions. Farmer testimonials, technical sessions, and audio-visual tools further reinforced learning, making the event a significant step toward building a resilient, community-driven ecosystem for sustainable agriculture.



Lighting the Path to Learning:

Solar Power Enables Uninterrupted Education in Guna

Several Government Primary Schools in Guna were facing ongoing challenges due to unreliable electricity, despite being connected to the grid. Frequent power cuts disrupted classes, while non-functional fans and poor lighting made classrooms uncomfortable especially during summers affecting students' concentration and overall learning.

To address this, End Poverty, with support from General Insurance Corporation (GIC Re) under the Gram Uday Project, installed solar power systems including panels, inverters, and battery backup in 25 under resource schools across 25 villages. This ensured uninterrupted electricity during school hours, enabling smooth classroom functioning and a more conducive learning environment.

The reliable power supply has significantly improved both teaching and learning experiences. Students are now benefiting from better classroom conditions, increased participation, and improved learning flow. The initiative has strengthened the school ecosystem, highlighting the impact of sustainable energy solutions in rural education.



END POVERTY
creating sustainable livelihoods

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