



TOP HIGHLIGHTS

- Karnal Leads Haryana in Crop Residue Management:
Driving Sustainable Agriculture at the Grassroots
- Enhancing Farm Productivity Through Adoption of Scientific Agricultural Practices
- Exposure Visit on Stubble Management: Turning rice stubble into income opportunities
- Board member's Training for Varini's Growth: Strengthening finance, governance, & leadership for the next phase

FROM CEO'S DESK



As December ends, I reflect on the month, appreciating new partners and donors who strengthened End Poverty's mission. Our stubble management efforts in Karnal excelled, making it Haryana's top district for Crop Residue Management, thanks to village-level interventions. The Stubble Burning Mitigation Program, supported by Publicis Sapient, reached 30 villages and nearly 12,000 acres, with farmers reporting positive outcomes from improved CRM machinery access. Additionally, Bank of America helped 92 farmers explore the economic value of rice stubble. We also invested in Varini's future with Board training on finance, governance, and leadership, closing the month with gratitude and readiness for the coming year.

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



Karnal Leads Haryana in Crop Residue Management: Driving Sustainable Agriculture at the Grassroots

Karnal has emerged as Haryana's leading district in Crop Residue Management (CRM), and we are proud to contribute to this achievement. Through focused interventions across our project villages this season, we strengthened the adoption of scientific residue management practices, encouraged farmer participation, and supported the district's transition toward sustainable and climate-resilient agriculture—delivering measurable impact at the grassroots level.



End Poverty Celebrates National Farmers' Day with FDP Guna Farmers at KVK Aron in Guna, MP

End Poverty, under the FDP Guna project supported by HDFC Parivartan, celebrated National Farmers' Day at Krishi Vigyan Kendra (KVK), Aron, District Guna, in collaboration with KVK staff, farmers, and FDP project village beneficiaries. The program served as a platform for meaningful discussions on sustainable agriculture and dairy development, reinforcing best practices and future opportunities for farmers. The event was further enriched by a live address from Hon'ble Agriculture Minister Shri Shivraj Singh Chouhan, which inspired farmers to embrace innovation, resilience, and growth in their agricultural and allied livelihoods.



Enhancing Farm Productivity Through Adoption of Scientific Agricultural Practices



As part of the LIC HFL HRIDAY Project, End Poverty supported small vegetable farmers in Jhharoda village in Rewari dist. Haryana through the promotion of scientific potato cultivation. Farmers were provided with high quality seeds, practical training, and continuous field guidance, along with exposure visits to strengthen technical knowledge. The intervention resulted in an increase in tuber formation from 5-7 to 8-13 per plant and a rise in yield from 23-25 quintals to an expected 50+ quintals from 0.5 acre. This more than doubling of output has significantly improved income potential and strengthened farmers' confidence in scientific farming practices.

Reviewing On-Ground Progress Stubble Burning Mitigation Program in Karnal



The End Poverty team conducted field visits to project villages Bhaoji, Karsa Chaur, and Padhana in Karnal district under the Stubble Burning Mitigation Program supported by Publicis Sapient. The visits offered first-hand insights into the adoption of in-situ and ex-situ stubble management practices across 30 villages, covering nearly 12,000 acres of farmland. Farmers reported positive outcomes from improved access to spreaders, balers, and super seeders through the linkage model, which has reduced cost burdens and enabled small and marginal farmers to adopt non-burning, sustainable residue management practices.



Strengthening Farmers' Capacity through Climate-Resilient Agriculture Practices

A Master Trainer-led training was held as part of the Gram Swavalamban Project to improve farmers' understanding of climate-resilient and sustainable farming methods. The session addressed the effects of climate change while increasing productivity and lowering cultivation costs in rabi crops like wheat and mustard. Farmers were given useful advice on how to identify and control diseases, improve soil health, and use inputs economically. Farmers' confidence to adopt eco-friendly practices for increased yields and livelihoods was boosted by interactive discussions that allowed them to share field-level challenges and receive professional solutions.



Exposure Visit on Stubble Management Turning rice stubble into income opportunities



In order to demonstrate the economic benefits of rice stubble as an alternative to burning, End Poverty, with the support of Bank of America, organized an exposure visit for ninety-two farmers from Karnal and Kurukshetra as part of its CSR project Building an Ecosystem for Sustainable Agriculture and Livelihoods through Stubble Management. Farmers learned how CRM machinery, backed by subsidies and workable business models, can transform crop residue into marketable products through direct interactions with pellet and fodder companies. The visit encouraged sustainable stubble management techniques, changed farmers' perspectives, and inspired rural youth in particular to investigate green livelihood options while minimizing environmental damage.



Board member's Training for Varini's Growth

Strengthening finance, governance, & leadership for the next phase



End Poverty organized a two-day training program for the Board of Directors of Varini Milk Producer Company Limited to strengthen their understanding of finance, goal setting, governance, and GST compliance as the company prepares for its next phase of growth. The sessions aimed to improve financial clarity, decision-making, and the overall role of the Board in guiding the farmer-owned company responsibly.

The training included sessions by external consultant Dr. Rachna Singh, Founder of WomEnablers Foundation, who shared practical inputs on leadership, program management, and strategic thinking. During the program, CEO Mr. Vinod Kaushik outlined Varini's long-term vision and stressed the importance of ownership, accountability, and alignment of individual roles with the organization's mission. The training encouraged collective leadership, clear responsibilities, and a stronger focus on outcomes to support transparent and sustainable growth for Varini and its members.



From Subsistence to Stability:

Poonam Bai's Livelihood Transformation through Cattle Induction



Poonam Bai, a resident of Mahur village, has been sustaining her family through small-scale dairy farming for many years. Earlier, limited resources and low productivity from her livestock meant that her dairy activity remained modest, offering little scope for growth and leaving her household vulnerable to financial stress.

Through timely livelihood support extended via Guna Vikas Mahila Farmer Producer Company, with the support of End Poverty and HDFC Bank Parivartan, she received assistance focused on improving animal health and strengthening her dairy practices. This support enabled her to enhance productivity and gradually build a more reliable livelihood base.

Today, Poonam Bai's dairy activity has moved from low to higher productivity, resulting in more consistent income and improved livelihood stability. Beyond the economic gains, the change has brought a renewed sense of confidence and security, allowing her to plan for the future with greater assurance.

Her story highlights how well-designed dairy interventions can create meaningful outcomes —improving productivity, strengthening incomes, and quietly empowering rural women through sustainable livelihood pathways.

