



END POVERTY GAZZETTE

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Tackling Poverty Training Individuals Transforming Communities

November 2025

TOP HIGHLIGHTS

- DAPCL Joins Hands with MandiGate to Boost Farm-to-Market Linkages
- Outlook India Visits Project Villages to Witness Grassroots Transformation
- Strengthening Dairy Livelihoods Across Guna: Training Farmers for Better Productivity
- From Homemaker to Change Maker: Manju Bairwa's Success Story

FROM CEO'S DESK



As we approach the end of the year, it is encouraging to see our livelihood generation programs taking strong shape. Our efforts to strengthen FPOs are fostering valuable partnerships, deepening market linkages for farmers. The visit by Outlook India, coupled with direct interactions with community members, reaffirms the long-term impact of our work—showcasing stronger and more sustainable livelihoods at the grassroots. Stories like that of Manju Bairwa remind us how the right opportunity and timely support can transform lives. I remain grateful to our partners, teams, and communities for walking with us on this journey of meaningful change.

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

DAPCL Joins Hands with MandiGate to Boost Farm-to-Market Linkages

We are pleased to share that Dinker Agriculture Producer Company Limited (DAPCL), an FPC incubated by End Poverty, has signed an MoU with MandiGate on 19.11.2025. This partnership marks a major step toward strengthening the agri-value ecosystem. Under this collaboration, DAPCL will supply fresh, high-quality fruits and vegetables sourced directly from small and marginal farmers in Tapukara, Alwar, while MandiGate will ensure efficient and reliable procurement and distribution to consumers.



Transforming Agri Supply Chains:

DAPCL Begins High-Quality Onion Procurement

Dinker, in collaboration with Mandigate, is strengthening farm-to-market linkages through high-quality fruits and vegetable procurement operations in Balesar village, Tapukara, Rajasthan. We are ensuring stable market access and fair value for small and marginal farmers. All produce undergoes scientific sorting, grading, packaging, and loading at our advanced warehouse, supported by continuous farmer training from our agri experts. We are now expanding this model to include several other fresh fruits and vegetables, further streamlining the farm-to-consumer supply chain.



Outlook India Visits Project Villages to Witness Grassroots Transformation

Outlook India recently visited the four project villages to observe the on-ground transformation being driven by End Poverty under the UBL Project – Gram Swavalamban. During the visit, the team observed the revived borewell in Chopanki, which now delivers a significantly higher discharge, improving water access for households and agriculture, and even reactivating a neighbouring borewell that had remained defunct for four years. Across other villages, they noted interventions such as land laser levelling, vermicomposting, and bio-input support, all contributing to improved soil health, better water efficiency, and enhanced crop performance. Farmers also shared how training received from VDCs and KVK experts has strengthened their understanding of scientific farming practices.



Strengthening Dairy Livelihoods Across Guna: Training Farmers for Better Productivity



End Poverty, with support of HDFC Parivartan under the FDP in Guna, Madhya Pradesh, conducted a comprehensive Dairy Training Module across 15 villages, reaching 300+ dairy farmers. The training covered animal nutrition, hygienic milking, disease prevention, and shed management, enabling farmers to adopt cost-effective feeding practices and improved cattle care. This initiative is strengthening women-led dairy practices, enhancing livestock productivity, and promoting sustainable rural livelihoods.

Monitoring Visit Highlights Achievements and Challenges in Stubble Management



A review visit for the Crop Residue Management Project, supported by Bank of America and implemented by End Poverty, was conducted by Ms. Ruchika Mittal and Mr. Rinku Srivastava from Deloitte. They visited project sites across two districts in Haryana to assess field progress, interact with farmers, and gather feedback on last year's interventions. Meetings were held with End Poverty's field team, the Block Agriculture Officer, and other officials to review outcomes, machinery use, and ongoing support. The team also met DSR beneficiaries to discuss project economics and future plans.



End Poverty and LIC HFL transformed learning spaces in Bisoha and Neharugarh village of Rewari for 100+ children

Pre Intervention



Post Intervention



End Poverty, with support of LIC HFL under the HRIDAY Program, completed major infrastructure upgrades at Govt. Primary School, Bisoha, and Anganwadi Centre-04, Neharugarh, benefiting over 100 children across two villages. At Bisoha, the installation of a Smart Class has improved digital learning access and boosted student engagement, while the newly built tent shed now provides a safe, shaded space for students to enjoy mid-day meals, protecting them from extreme heat and rain. Additionally, BALA educational painting has made classrooms more interactive and concept-driven.

At Neharugarh, comprehensive improvements—including roof repair, tile fitting, interlocking, and fresh painting—have created a safer, cleaner, and more stimulating environment.

These improvements are contributing to stronger foundational learning, better school attendance, a more supportive environment for early childhood development, and long-term educational well-being for children and families across both villages.



Pre Intervention



Post Intervention



From Homemaker to Change Maker

Manju Bairwa's Success Story



Manju Bairwa lived a quiet life in Chandrabhanpura, Rajasthan, managing her home and two low-yielding animals, with limited opportunities for financial independence. Though her community discouraged women from working outside, she carried a strong desire to support her family and build an identity of her own.

Her life changed when she joined the Shwetdhara Program, implemented by End Poverty with support from IDFC FIRST Bank. After completing 200 hours of intensive training in modern animal husbandry, feed management, and scientific dairy practices, Manju began applying her learning on the ground. Her herd size doubled, her income increased significantly, and with growing confidence, she trained further to become a Gram Sakhi. In this role, she delivered animal health services, nutrition awareness, and best dairy practices to farmers in her village, earning trust and recognition.

Manju's dedication soon paved the way for a larger leadership role. She was promoted to Cluster Coordinator at PVK Boraj, where she now guides 20 Gram Sakhis across 20 villages, supports nearly 1,000 farmers, and contributes to strengthening the Varini Milk Producer Company. Today, she is widely known as "Gram Sakhi Manju" — a respected link between farmers and the Shwetdhara initiative. Her journey reflects a powerful transformation, proving how determination and the right opportunity can help a rural woman rise as a catalyst for community progress.



END POVERTY
creating sustainable livelihoods

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