



END POVERTY
creating sustainable livelihoods



ANNUAL REPORT 2025-26





CEO's Desk

Dear Friends and Partners,

It gives me great pleasure to present the Annual Report of End Poverty, reflecting a year of continued learning, collaboration, and progress. Every number and achievement shared in this report represents the collective effort of our communities, field teams, partners, donors, and supporters who have stood with us in our journey.



I would like to sincerely thank all our donors, CSR partners, institutional supporters, and collaborators for their trust and continued support. Your commitment has enabled us to take meaningful work to communities and strengthen solutions around sustainable livelihoods, climate resilience, education, dairy development, and rural transformation.

As we look ahead, we remain open to new ideas, partnerships, and collaborations that can help us reach more communities and create deeper, lasting impact. We believe that the challenges facing vulnerable communities cannot be addressed alone. They require shared responsibility, diverse expertise, and a willingness to work together.

The year ahead is an opportunity to build on what we have achieved, learn from what we have experienced, and explore new pathways for growth and impact. Our doors and hands remain open to everyone who shares this vision.

With gratitude

Vinod Kaushik

*Chief Executive Officer
End Poverty*



About us

Founded in 2009, End Poverty is a civil society organization focused on reducing poverty and enhancing rural development in India. Our aim is to collaborate closely with communities to design and implement practical, need-based, and sustainable programs that improve livelihoods and support climate resilience.

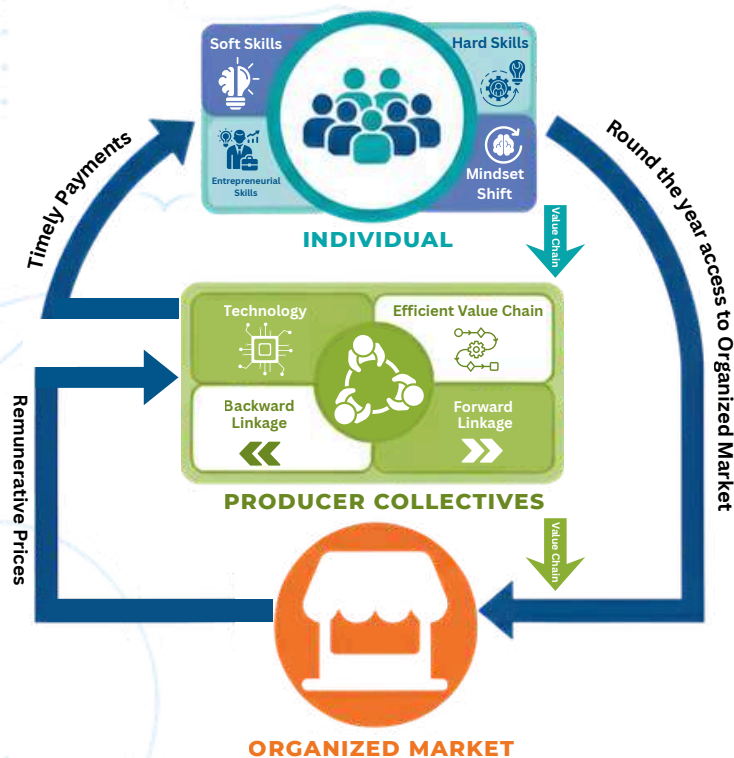
With more than 17 years of experience, we prioritize solutions that assist small and marginal farmers in boosting productivity, increasing incomes, and accessing essential rural infrastructure. Our approach is grounded in a thorough understanding of local conditions, supported by data-driven planning and strong partnerships with communities, government bodies, and corporate allies. This collaborative model ensures our interventions are relevant, effective, and sustainable over time.

End Poverty has footprints in **11 states** and over **1400+ villages**, positively impacting the lives of more than **3.5 lakh individuals**. Our efforts continue to strengthen farmers and build resilience in some of the country's most underserved regions.





Theory of Change



Strengthening Entrepreneurship

We begin with individuals who are willing to work and improve their lives. Through continuous training and capacity building, we strengthen their hard and soft skills to increase productivity. We also focus on fostering behavioral change and developing strong entrepreneurial skills, enabling them to build sustainable livelihoods.

Catalysing Community-led Enterprises

Building on individual growth, we further bring these individuals together to form producer collectives, with the aim of achieving economies of scale in both backward and forward linkages. We support these collectives by creating efficient value chains through the integration of technology and automation, ensuring transparency, real-time data, accuracy, and minimizing value chain conflicts. Additionally, we provide access to organized markets throughout the year, helping members secure remunerative prices for their produce.



Thematic Areas

Dairy Development

Villages covered: **434**
People Impacted: **91216**
Total number of Animals covered: **87,000+**
Total AIs done: **1,65,000+**
Animal Treatment: **16,000+**



Climate Change

Villages covered: **437**
People Impacted: **97,143**
Total prevention of CO2 Emission: **8.29 lakhs tons equivalent annually**
Prevention of stubble burning through CRM : **2.4 Lakh Acres**
Total amount of water harvested : **500+ Million Litres**



Rural Development

Villages covered: **176**
People impacted: **78,314**
Total no. of Solar street lights : **1500+**
Road connectivity improved : **(20 KMs+ road)**
Ujjwala Gas connection : **6000+**
Jan Dhan Account opening : **8000+**



Sustainable Agriculture

Villages covered: **186**
People Impacted: **64,968**
Area covered: **35,250+ acres**
Tree Plantation: **2,11,800+**
Vermicompost produced: **5,25,000+ tons**
Trainings/workshops: **1600+**



Education

Villages covered: **223**
People Impacted: **24,199**
Youth employment training and placement : **6,000+**
Anganwadi & School Renovation: **550+**





DAIRY DEVELOPMENT



Dairy development

India's dairy sector is a cornerstone of rural livelihoods, supporting over 80 million small and marginal farmers. As the world's largest milk producer, contributing nearly 25% of global production, India produced approximately 247.87 million tonnes of milk in 2024–25, reflecting steady growth of around 5–6% annually. Despite this scale, the sector remains constrained by low animal productivity, with average yields of 5–6 litre/day, significantly below global benchmarks. Key challenges include feed and fodder deficits, high input costs, limited access to veterinary services, and gaps in scientific herd management. Additionally, weak market linkages, dependence on informal channels (55–60%), and climate stress further affect farmer incomes and sustainability.

Yet, dairy continues to offer regular income, nutritional security, and livelihood stability, making it a critical buffer against agricultural uncertainty. With growing demand, the sector presents strong opportunities for productivity enhancement and value chain strengthening.

In this context, End Poverty works as a catalyst, supporting smallholder farmers through improved access to services, capacity building, and institutional strengthening. By focusing on better nutrition, animal health, breed improvement, and FPO development, the approach enables farmers to transition towards stable, market-linked, and sustainable dairy livelihoods.

Villages covered:
434

People Impacted:
91,216





PROJECTS

Shwetdhara Programme

Supported by IDFC FIRST Bank | Jaipur & Sikar, Rajasthan

Project Overview

Shwetdhara is a Animal productivity and rural livelihood initiative designed to strengthen the incomes of smallholder women dairy farmers through improved practices, better herd management, and reliable last-mile extension services. Implemented in Jaipur and Sikar districts of Rajasthan, the programme focuses on enabling households to achieve higher milk productivity and more stable, predictable incomes.

Despite the challenges faced by dairy farmers, Shwetdhara addresses key gaps through an integrated, service-driven approach that combines artificial insemination, doorstep animal healthcare, timely input supply, farmer training, and institutional strengthening through Farmer Producer Companies (FPCs). Operating across 280 villages in 7 blocks, the programme has built a strong grassroots ecosystem supported by Gram Sakhis and extension services, ensuring consistent engagement and service delivery at the community level.

Impact Highlights

Shwetdhara covered 280 villages across 7 blocks in 2 districts, reaching 16,414 households, with 13,758 AI services, 84 cattle health camps and 1,181 doorstep veterinary treatments, alongside 1,290 farmer and 1,204 member trainings. The programme also mobilised 806+ new shareholders, taking cumulative shareholders to 6,515, while 280 Gram Sakhis ensured last-mile service delivery and VMPC generated ₹5.80 crore in revenue under the project.





PROJECTS

Focussed Development Programme (FDP)

Supported by HDFC Bank Parivartan | Guna District, Madhya Pradesh

Project Overview

The Focussed Development Programme (Dairy) aims to strengthen rural livelihoods by promoting sustainable and income-generating dairy development among small and marginal farmers in Guna district. Implemented across 15 villages in Guna and Bamori blocks, the programme focuses on women, smallholder farmers, and rural youth, enabling them to adopt dairy farming as a reliable and scalable livelihood option.

The programme builds on the foundation laid through three years of the Holistic Rural Development Programme (HRDP), which addressed a wide range of community needs and established strong local systems. The current Focused Development Programme (FDP) builds on these learnings and successes, taking a more targeted approach to strengthen dairy-based livelihoods through capacity building, breed improvement, livestock health, fodder management, and institutional strengthening, with the aim of creating sustainable and self-reliant community enterprises.

Impact Highlights

The initiative mobilised 300 farmers across 25 villages, strengthening dairy capacity through FDP and HRDP+ interventions, with trained Sahayaks supporting milk collection and quality management. It delivered 360 AI services, including 90 sex-sorted AIs, inducted 170 cattle, and conducted 600 livestock health check-ups benefiting 260 households. The initiative also established 90 Azolla and 54 Napier units, mobilised 875 shareholders, and supported ₹1.25 crore in Guna FPC revenue under the HDFC Bank Parivartan project.





PROJECTS

Dinker Agriculture Producer Company Limited (DAPCL)

Value Chain Strengthening Initiative | Alwar, Rajasthan

Project Overview

Dinker Agriculture Producer Company Limited (DAPCL), promoted under the MSME Ministry's SFURTI Scheme, was originally established to support farmers engaged in fruit and vegetable production and marketing. Based on requests from farmers and the need for a reliable market for milk, DAPCL expanded into dairy procurement and marketing, enabling smallholder dairy farmers in Thara, Tijara Block of Alwar district to sell their milk directly through an organized system and receive remunerative prices without dependence on intermediaries. During FY 2025–26, DAPCL procured 19,817 litres of milk, paid ₹10.65 lakh directly to farmers, and developed a dual bulk and retail sales model, along with value-added products such as paneer, ghee, butter, and curd. This model has strengthened transparent procurement, assured market access, timely payments, and better price realization for farmers while supporting the growth of a diversified, farmer-owned enterprise

Clean Milk Production Practices Assessment (FAO Project)

Supported by FAO | Sri Ganganagar & Hanumangarh, Rajasthan | FY 2025–26

Project Overview

The initiative aimed to improve clean milk production practices among smallholder dairy farmers through a baseline–endline assessment and targeted behaviour change interventions. Covering 240 dairy households across 12 villages, the project used a Clean Milk Scorecard, photo-based tools, and videos to promote better hygiene, milking, milk handling, and animal health practices. The intervention resulted in a 39.7-point improvement in the average clean milk score, with the scorecard-plus-multimedia approach showing the strongest behaviour change. Overall, the project demonstrated that practical, behaviour-focused interventions can significantly improve milk quality and hygiene practices, although adoption of costly infrastructure remained a challenge.





SUSTAINABLE AGRICULTURE



Sustainable Agriculture

Agriculture today faces growing challenges such as declining soil fertility, water scarcity, rising input costs, and changing weather patterns. These pressures are making farming more uncertain and can affect both crop productivity and the incomes of small and marginal farmers.

Sustainable agriculture provides an opportunity to address these challenges by promoting practices that improve productivity while protecting the natural resources on which farming depends. Soil health management, efficient water use, crop diversification, balanced nutrient management, and reduced dependence on chemical inputs can help farmers build healthier and more resilient farming systems.

Recognizing this, End Poverty (EP) promotes sustainable agriculture as an important part of its rural livelihood approach. Through farmer awareness, capacity building, and support for resource-efficient farming practices, EP works to improve soil health, conserve water, reduce input dependency, and strengthen farmers' ability to adapt to changing climatic conditions. By encouraging farmers to adopt practices that are economically viable as well as environmentally responsible, EP aims to support productive, resilient, and sustainable agricultural livelihoods over the long term.

Villages covered:
186

People Impacted:
64,968





PROJECTS

Gram Swavalamban – Climate Resilient Agriculture Initiative

Supported by United Breweries Limited | Chopanki Region, Khairthal-Tijara, Rajasthan

Project Overview

Gram Swavalamban is a climate-resilient agriculture initiative aimed at improving soil health, water efficiency, and farmer incomes through sustainable farming practices. Implemented across villages in the Chopanki region, the project focuses on enabling farmers to adopt scientific, resource-efficient, and environmentally sustainable agricultural systems. The programme integrates land and water management, organic farming, input support, and farmer capacity building, helping farmers transition from traditional practices to climate-resilient and productivity-enhancing agriculture models.

Impact Highlights (FY 2025–26)

The initiative supported farmers across project villages with climate-resilient and regenerative agriculture practices, improving 107.56 acres through laser land levelling and farm bunding, saving 38,219 KL of irrigation water and reducing water use by up to 25%. It also improved groundwater availability through borewell revival and 31.9 lakh litres of groundwater recharge, while 26 vermicompost units strengthened soil health and reduced dependence on chemical fertilisers. Farmer capacity was further strengthened through 55 VDC meetings, 4 expert-led trainings, and 75 IEC materials on climate-resilient practices.

Farm Productivity Enhancement

Implemented by Samantha Foundation | Rewari, Haryana

Project Overview

The horticulture initiative in Rewari promoted climate-resilient livelihoods by encouraging farmers to diversify beyond traditional crops and adopt sustainable horticulture practices. The programme distributed 1,200 quality saplings, trained 75 farmers on climate-resilient horticulture, and conducted 10 community meetings to strengthen awareness and participation. Practices such as Integrated Pest Management, soil health management, and compost use further supported plant health, soil fertility, and sustainable crop production.



CLIMATE CHANGE



Climate Change

Rising temperatures, deteriorating air quality, erratic rainfall, and declining soil health are clear signs of increasing environmental stress, directly affecting ecosystems and rural livelihoods. In India, where over 50% of the population depends on agriculture for their Livelihood, climate variability has made farming more uncertain, with frequent heatwaves, droughts, and floods impacting productivity and incomes.

Studies indicate that changing climate patterns could lead to significant yield declines in key crops such as paddy (up to 30%) and wheat (up to 40%), posing increasing risks to agricultural productivity and farmer livelihoods, alongside rising risks of water stress, soil degradation, and pest outbreaks. These challenges highlight the growing pressure on natural systems—air, water, soil, biodiversity, and climate—that sustain rural economies.

Recognising this, End Poverty (EP) has embedded climate resilience and environmental sustainability as a core part of its work. Its approach focuses on supporting farmers to adopt resource-efficient and climate-resilient practices. By integrating soil health management, water conservation, and sustainable agriculture practices, EP enables farmers to better adapt to climate risks while strengthening long-term productivity and livelihoods.

Villages covered:
437

People Impacted:
97,143





PROJECTS

Building an Ecosystem for Sustainable Agriculture and Livelihoods through Stubble Management

Supported by Bank of America | Karnal & Kurukshetra, Haryana

Project Overview

The project aims to eliminate crop residue burning while improving soil health and farmer incomes through sustainable stubble management practices. Implemented across 156 villages in Karnal and Kurukshetra, the initiative promotes in-situ and ex-situ residue management by enabling farmers to access CRM machinery through tool banks and custom hiring centres.

Through community engagement, capacity building, and digital tools such as the KYS App, the programme motivates farmers to avoid stubble burning and supports them in adopting practical alternatives using Happy Seeders, Super Seeders, and Balers. By combining technology, awareness, equipment support, and market-linked solutions, the initiative is helping farmers transition towards climate-resilient and sustainable agricultural practices.

Impact Highlights

The initiative covered 156 villages and engaged farmers through 24,000 door-to-door interactions and 104 IEC events, with 229 farmers trained through exposure visits on enterprise-based stubble utilisation. In-situ and ex-situ residue management covered 9,454 and 194,536 acres respectively, with 1,873 tonnes of stubble collected, contributing to the prevention of 7.14 lakh tonnes of CO₂ emissions and adding 28,362 tonnes of organic matter back to the soil. The programme also piloted DSR with 40 farmers, while stubble burning incidents declined significantly in both Karnal and Kurukshetra.





PROJECTS

Mitigating Climate Change through Crop Residue Management (CRM) & Promotion of Regenerative Agriculture

Supported by Publicis Groupe | Karnal, Haryana

Project Overview

The project focuses on reducing stubble burning and promoting climate-resilient agriculture through Crop Residue Management (CRM) and regenerative practices in Karnal district. It enables farmers to adopt sustainable alternatives to burning by improving access to machinery, building capacities, and strengthening local systems.

Through a combination of community engagement, training on CRM technologies, and improved access to machinery via Custom Hiring Centres, the initiative supports farmers in transitioning toward environment-friendly and economically viable agricultural practices.

Impact Highlights

The initiative reached 1,780 farmers across 25 villages, promoting sustainable crop residue management through greater adoption of in-situ (1,100 acres) and ex-situ (5,500 acres) CRM technologies. With CRM machinery operationalised and farmer capacity strengthened through training and awareness, the programme supported improved soil health, moisture retention, and reduced dependence on chemical inputs, alongside a visible behavioural shift towards non-burning alternatives and a reduction in active fire locations.





RURAL DEVELOPMENT



Rural development

Rural India still lacks basic infrastructure like good roads, proper schools, sanitation, and reliable connectivity. These gaps don't just stay on paper; they affect daily life in very real ways. Getting to school becomes harder, accessing services takes time, and earning opportunities remain limited. Over time, this pushes many families to move out in search of better options elsewhere.

This is where End Poverty tries to step in, working closely with communities to address these issues in a more practical, grounded way. The focus is on strengthening the whole village system improving infrastructure, making essential services more accessible, and creating conditions where people can actually grow and move forward.

A lot of the work has gone into things that directly impact daily life, better road connectivity, access to clean energy, and improving spaces like schools and Anganwadi centres so they are safer and more usable.

It's not an overnight change, but with consistent, community-led efforts, villages are slowly becoming more connected and better equipped. People have easier access to services, more opportunities around them, and a slightly more stable and dignified way of living.

Villages covered:

176

People Impacted:

78,314





PROJECTS

Gram Uday – Transforming Villages for a Better Future

Supported by GIC Re | Implemented by End Poverty

Guna, Madhya Pradesh | FY 2025–26

Project Overview

Gram Uday is a holistic rural development initiative aimed at transforming villages through an integrated approach covering Natural Resource Management, Agriculture, Education, and Rural Development. Initiated in December 2025 across 25 villages in Guna district, the project focuses on improving quality of life, strengthening livelihoods, and promoting sustainable infrastructure.

The programme emphasizes community-led development, with Village Development Committees (VDCs) established across all villages to ensure participatory planning, local ownership, and long-term sustainability. Through a mix of renewable energy solutions, agricultural interventions, and infrastructure development, the project is building resilient and self-sustaining rural ecosystems.

Impact Highlights

The initiative covered 25 villages through an integrated rural development approach, with 25 VDCs formed to strengthen community ownership. It installed 250 solar streetlights benefiting 31,214 people and solar power systems in 25 schools supporting 1,522 students. Sustainable livelihoods were promoted through 8,760 fruit saplings, plantation inputs for 180 farmers, and vegetable seeds for 120 farmers, while 25 solar irrigation pumps benefited 125 farmers, improving year-round irrigation, reducing recurring costs, and strengthening climate-resilient agriculture.





PROJECTS

HRIDAY – Holistic Rural Initiative for Development Action and Yield

Supported by LIC HFL / Rewari, Haryana | FY 2025–26

Project Overview

LIC HFL HRIDAY is an integrated rural development initiative aimed at transforming 6 villages in Nahar Block, Rewari district by addressing key challenges related to livelihood, education, healthcare, and infrastructure. The project focuses on building self-sustainable communities through a combination of agriculture interventions, skill development, institutional strengthening, and basic infrastructure improvements.

Through strong community engagement and participatory planning, the initiative promotes sustainable livelihoods, improved service access, and local leadership, ensuring long-term impact and ownership at the village level.

Impact Highlights

The initiative covered 6 villages in Nahar Block, reaching around 4,500 beneficiaries, with 6 VDCs and 85 community leaders strengthening community participation. Sustainable agriculture was promoted through 142.5 acres of land levelling, 79 vermicompost and 120 Azolla units, orchard farming for 60 farmers, vegetable seeds for 92 farmers, and crop management trainings for 548 farmers. The programme also improved community infrastructure through 30 solar streetlights, 2 school solar systems, and 12 soak pits, while 12 cattle health camps covering 527 cattle and 24 community health camps benefitting 892 beneficiaries, strengthened access to essential services. 22 rural entrepreneurs were supported with finance and capacity building, and 96 Nutri Gardens promoted household nutrition and food security.





PROJECTS

Water ATM Installation Initiative

Supported by PNB Housing Finance Ltd. | Rewari, Haryana | FY 2025–26

Project Overview

The Water ATM initiative in Rewari, implemented by End Poverty with support from PNB Housing Finance Ltd., aims to strengthen rural water security by improving access to safe and purified drinking water. Four Water ATMs have been installed across the villages of Jharoda, Gujarwas, Gadhi, and Nehrugar, reaching nearly 4,000 beneficiaries. The project includes complete filtration, storage, dispensing, civil, and electrical infrastructure, along with community mobilisation and awareness activities to promote adoption and responsible use. Local stakeholders have also been oriented on the benefits, usage, and management of the systems. With installations completed, the project is now moving towards final testing, water source integration, and commissioning, laying the foundation for improved health, hygiene, reduced dependence on unsafe water sources, and stronger community resilience.





EDUCATION



Education

Education is a key driver of opportunity, yet access to quality learning in rural India remains uneven. While enrolment has improved, national reports such as ASER highlight persistent gaps in foundational learning, with many children struggling in basic reading and arithmetic. At the same time, data from UDISE+ shows that several schools still lack essential facilities like clean drinking water, sanitation, electricity, and functional classrooms, affecting attendance and learning outcomes.

These challenges are further compounded by limited access to digital resources and supportive learning environments, particularly in underserved regions. As a result, the issue is not just access to schools, but the quality and conditions of learning.

End Poverty addresses this by focusing on strengthening the school ecosystem improving infrastructure, access to basic services, and learning environments. The aim is to create safe, inclusive, and functional spaces where children can learn effectively and build a strong foundation for the future.

Villages covered:

223

People Impacted:

24,199





PROJECTS

Transforming Education through Infrastructural Excellence

Supported by ReNew | Ashok Nagar (MP) & Nuh (Haryana)

Project Overview

The project focuses on strengthening school infrastructure to create safe, functional, and technology-enabled learning environments in underserved regions. By improving access to basic facilities and integrating sustainable energy and child-friendly infrastructure, the initiative aims to enhance the overall quality of education and make schools more conducive for learning. Interventions were carried out across schools in Ashok Nagar (Madhya Pradesh) and Nuh (Haryana), addressing critical gaps in electricity, sanitation, classroom infrastructure, and overall school environment, while promoting sustainability and improved student experience.

Impact Highlights

The initiative strengthened 5 government schools in Ashok Nagar through 5 KW solar power systems, benefiting 685 students with reliable electricity and improved access to digital learning resources. In Nuh, infrastructure upgrades including sanitation, classroom repairs, boundary strengthening, plantation, and play spaces benefited 428 students, creating safer, cleaner, and more engaging learning environments. Together, the interventions combined clean energy and essential infrastructure improvements to support more sustainable and student-friendly schools.





PROJECTS

Transforming Education through Infrastructural Excellence – Kadarpur School

Supported by Cvent | Kadarpur (Haryana)

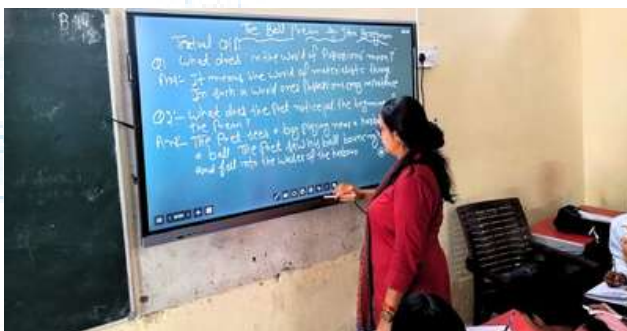
Project Overview

The initiative aims to transform Government Senior Secondary School, Kadarpur into a safe, inclusive, and digitally enabled learning environment by addressing critical gaps in infrastructure and learning resources. Despite catering to a large number of students, the school faces challenges related to inadequate sanitation, lack of reliable drinking water, and limited access to digital and creative learning spaces, which impact both student well-being and learning outcomes.

Aligned with an integrated approach, the project focuses on strengthening the overall school ecosystem through improvements in infrastructure, digital education, and experiential learning. By introducing smart classrooms, STEAM-based learning, and improved WASH facilities, the initiative aims to create a more engaging and future-ready environment that supports both academic growth and student participation.

Impact Highlights

The initiative transformed Government Senior Secondary School, Kadarpur into a digitally enabled and student-friendly learning space through smart classrooms, a STEAM Innovation Lab, improved drinking water and sanitation facilities, electrification, BaLA, and classroom upgrades. These interventions promoted interactive learning, creativity, critical thinking, and experiential education, while strengthening teacher capacity and student engagement. Support was also extended to other schools through career readiness, digital literacy, and cyber safety sessions, helping create more inclusive and future-ready learning environments.





Farmer producer organization (FPC)

End Poverty supports Farmer Producer Companies (FPCs) as community-led rural enterprises that bring small and marginal farmers together to improve access to quality inputs, technical services, markets, and fair pricing. The approach focuses on strengthening farmers as entrepreneurs through continuous technical and behavioural capacity building, and then enabling them to build strong collectives with better backward and forward linkages. Across dairy, agriculture, and horticulture value chains, FPCs are supported to aggregate demand and production, improve productivity, reduce dependency on intermediaries, and create more transparent and efficient value chains. End Poverty currently supports five FPCs across Rajasthan, Madhya Pradesh, Uttar Pradesh, and Haryana, including the women-led Varini Milk Producer Company Ltd., Guna Vikas Mahila Farmer Producer Company Ltd., Shahal Bulandshahr Farmer Producer Company Ltd., Nitya Jyoti Rewari Mahila Kisan Producer Company Ltd., Marudhara Gram Sakhi Mahila Milk producer company Limited and Dinker Agriculture Producer Company Ltd. Together, these institutions engage more than 20,000 farmers and work across dairy, agriculture, and horticulture value chains through input supply, animal health and breeding services, milk procurement, produce aggregation, training, and market linkages. Varini has further strengthened its enterprise model through an in-house cattle feed production unit, supporting the availability of quality and affordable feed while creating an additional revenue stream for the producer company. Collectively, the FPCs recorded a combined turnover of Approx ₹24 crores, demonstrating the growing role of farmer-owned enterprises in building organized, market-linked, and sustainable rural livelihoods.

Total FPCs Established:

06

People Impacted:

20,000+





Success Stories

From Survival to Stability: Satish's Journey of Self reliance

Satish Kumar ran a small puncture shop in Garhi village, earning ₹100–₹300 daily. His situation improved when End Poverty, through the LIC HFL HRIDAY Project, upgraded his setup with a proper kiosk, air pump, and tools, along with entrepreneurship training. This allowed him to expand services to motorcycles and light vehicles, increasing his income to ₹500–₹900 daily. The support not only boosted his earnings but also enhanced his stability and confidence, demonstrating how targeted interventions can significantly strengthen grassroots livelihoods.



"Earlier, I ran a small puncture shop with limited facilities. With support from End Poverty and LIC HFL, I received a proper kiosk, tools, an air pump and training. I can now offer services to a wider range of customers. This support has improved my income, stability and confidence."

The Journey of Sunita Bai: From Local Milk Sales to a Sustainable Dairy Enterprise



"Earlier, we had to accept whatever price local traders offered. Today, I know that better care of my animals leads to better milk quality and higher income. The transparent payment system has given me confidence and financial security,"

Sunita Bai from Mahor village faced challenges in dairy farming, earning ₹4,000–₹5,000 monthly from her three cattle, which produced only 3–6 litres of milk daily. Through the HDFC Parivartan-supported Focused Development Programme, she received an Azolla bed, Napier grass, artificial insemination, ₹20,000 for a cattle kit, and training in livestock management. These improvements boosted her cattle's milk production to 9–12 litres daily, increasing her monthly income to nearly ₹10,000. By supplying milk to the Guna FPC, she benefits from transparent pricing and assured payments. Her experience illustrates how integrated support can enhance smallholder dairy farming for better profitability and sustainability.



Success Stories

From Homemaker to Change Maker Manju Bairwa's Success Story

Manju Bairwa from Chandrabhanpura, Rajasthan, faced limited financial independence due to societal norms. Her life transformed after joining the Shwetdhara Program by End Poverty and IDFC FIRST Bank, where she completed 200 hours of training in animal husbandry. This led to a doubled herd size and increased income. Manju gained confidence and became a Gram Sakhi, providing health services and training to local farmers. Her leadership skills earned her a promotion to Cluster Coordinator, where she now oversees 20 Gram Sakhis and supports nearly 1,000 farmers. Known as "Gram Sakhi Manju," she exemplifies how determination and opportunity can empower women and drive community progress.



Before joining Shwetdhara, I struggled with confidence when speaking in front of others. Now, I travel across the country, sharing my experiences and insights with a larger audience.

Fakhruddin's Journey Towards Healthier Soil Through Vermicomposting



Fakhruddin, a farmer from Kharkhari village, adopted vermicomposting through the Gram Swavalamban Project to enhance soil fertility and reduce chemical fertilizer reliance. With guidance from Master Trainer Mr. Sushil Sharma, he learned to manage moisture and protect earthworms. Despite high summer temperatures, he produced 250 kg of organic vermicompost in his first cycle and plans to use it to boost soil fertility and crop productivity. His success highlights how affordable, locally managed practices can promote long-term soil health and inspire sustainable farming in his community.

"Earlier, I was concerned about the declining fertility of my soil and wanted to find a natural way to improve it. With the support and guidance of End poverty I started vermicomposting and was able to produce 250 kg of organic compost in my first cycle. I am looking forward to using it on my farm next season and seeing the difference it makes to my soil and crops."



Success Stories

From Better Infrastructure to Better Attendance: A School Transformation Story

For children in underserved communities, a safe school environment significantly enhances their learning and attendance. The Transforming Education through Infrastructural Excellence Project, supported by ReNew, improved facilities at Government Girls Middle School, Nizampur, and Government Middle School, Gundbas in Nuh-Mewat. Enhancements included better sanitation, classroom repairs, and beautification, creating welcoming spaces. Additionally, similar improvements are underway in five schools in Ashok Nagar, Madhya Pradesh, with solar power installations. These upgrades benefit over 1,100 students, leading to increased attendance and engagement in education.



Reviving Water Resources for Climate-Resilience Check Dams to Conserve Water & Enhance Ecosystem



In Guna's villages, rainwater often flowed away before it could benefit crops, causing uncertainty for farmers. To combat this, End Poverty restored two check dams under the Gram Uday Project, enhancing rainwater harvesting with a combined capacity of 4,050 cubic meters. This allows rainwater to be captured, recharge groundwater, and improve irrigation during dry spells. The restored check dams also provide long-term climate resilience, helping stabilize groundwater levels and ensuring dependable irrigation. This supports better agricultural production, improves crop yields, and enhances livelihoods, contributing to sustainable rural development over time.



AWARDS & RECOGNITION



2026

- Global Icon Award 2026 to Vinod Kaushik
- Recognition of Impactful Models: Resilience in Action Awards 2026



2025

- CASCA'25 Award – Category: Sustainable Farming Practices
- Mahatma Award for Social Good and Impact 2025
- FKCCI CSR & Sustainability Awards 2025 – Excellence in Livelihood & Poverty Alleviation
- SICA25 – The CSR Universe Social Impact Awards 2025 – Skill Development & Livelihood
- Great Place to Work – 2025–26
- National Business Ratna Award 2025 – India's Most Acclaimed Civil Society Organization



2024

- FICCI Sustainable Agriculture Summit 2024 – For Mission Shwethdara: Driving Livelihood Transformation
- Best Livelihood Promotion Initiative 2024 – Indo-Global Business Excellence Summit



2023

- Top 30 Most Trusted NGOs of 2023 – Indian Social Impact Awards (Brand Honchos)
- Outstanding NGO for Poverty Reduction 2023 – Business Mint



2022

- Pure Social Impact Award 2022 – PURE India



2019

- Most Sustainable NGO of India – India Sustainability Leadership Summit 2019



2018

- Recognized by Indo-American Chamber of Commerce for CSR Leadership (2018)



MEET THE LEADERSHIP

Our Board Members play a crucial role in our organization, bringing a wealth of diverse expertise and experience to steer our mission. Their dedication guarantees strategic decision-making that aligns with our vision. During quarterly meetings, they evaluate financial performance, monitor progress, and strengthen initiatives aimed at making a significant impact in the community.



Mr. Vinod Kaushik

PRESIDENT

Mr. Vinod Kaushik brings more than 33 years of experience in the development sector, with a strong emphasis on fostering sustainable livelihoods. As a proud alumnus of IRMA, his main expertise revolves around creating sustainable livelihood opportunities and establishing viable, scalable social enterprises. His initiatives have made a significant difference in the lives of over half a million individuals across India. Throughout his career, he has held various leadership positions in a diverse range of organizations throughout the country.



Mr. Jai Narayan

GENERAL SECRETARY

Mr. Jai Narain is a seasoned technology leader with 20+ years of experience driving digital transformation, business growth, and operational excellence. He excels in implementing strategic tech solutions that boost efficiency, profitability, and agility, successfully scaling operations and streamlining processes across diverse regions through impactful, cost-effective innovations.



Mr. Nand Kishore Avantsa

TREASURER

Mr. Nand Kishore Avantsa is an IT leader with 35+ years of experience. Currently heading operations for a SaaS healthcare platform in Gurgaon, he oversees nationwide services managing doctor consultations and citizen health records. Previously, he spent 24 years at HCL Technologies in diverse roles across India and abroad.





Prof. K. K. Upadhyay

MEMBER

An IRMA alumnus mentored by Dr. Verghese Kurien, he is a CSR and sustainability pioneer with 43+ years across government, corporate, and non-profit sectors. Formerly heading FICCI Aditya Birla CSR Centre, he pioneered initiatives like Safal and Health of the Urban Poor, and now leads sustainability and CSR at BIMTECH's Centre driving transformative social impact across India.



Dr. Neelam Maheshwari

MEMBER

Neelam Maheshwari, a board member, holds a Ph.D. in Gender Studies and a Master's in International Development. A changemaker with over 20 years in philanthropy, she has empowered 100+ organizations and advanced micro-entrepreneurship in India. She advocates for gender equity and innovation on the End Poverty board.



Ms. Namrata Menon

MEMBER

Namrata, a National Merit Scholar & St. Stephen's graduate, holds an MA in Economics (JNU), MBA (IRMA), & PG Diploma in Comms. (MICA). With leadership roles in FMCG, advertising, and media, she blends corporate expertise with rural marketing and community transformation, mentoring wellness, human potential, and grassroots development initiatives.



Vikas Goswami

MEMBER

Vikas Goswami, an expert in CSR and sustainability, holds a Ph.D. in Anthropology and a Master's in Economics. With over 20 years of experience and a sustainability certificate from Harvard, she has led initiatives at Microsoft and other top firms. Now at Boundless, she focuses on green jobs and social impact.





COMPLIANCE & LEGAL DETAILS



Registration Number : HR/018/2013/00806



PAN Number : AAATE3346B



FCRA Approval Number : 172270077



Date of FCRA Approval : 1st Oct 2023



12A Registration Number : AAATE3346BE2021401



80G Registration Number : AAATE3346BF2021401



Registered under NGO Darpan : HR/2017/0160026



Registered with NITI Aayog : HR/2016/0095551



CSR Registration : CSR000000314



AUDITOR'S DETAILS

GSA & Associates LLP (CA)

• FRN: 000257N/N500339



BANK ACCOUNT – FCRA

Bank	Account Number	IFSC Code
State Bank of India	40088067748	SBIN0000691



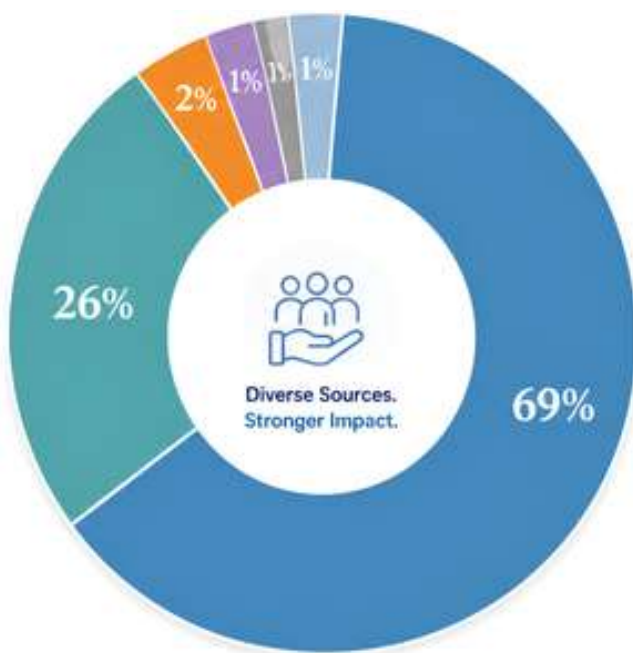
DOMESTIC ACCOUNTS (FOR DONATIONS)

Bank	Account Number	IFSC Code
IDFC FIRST Bank	10039317001	IDFB0020124
IDFC FIRST Bank	10126606719	IDFB0020151



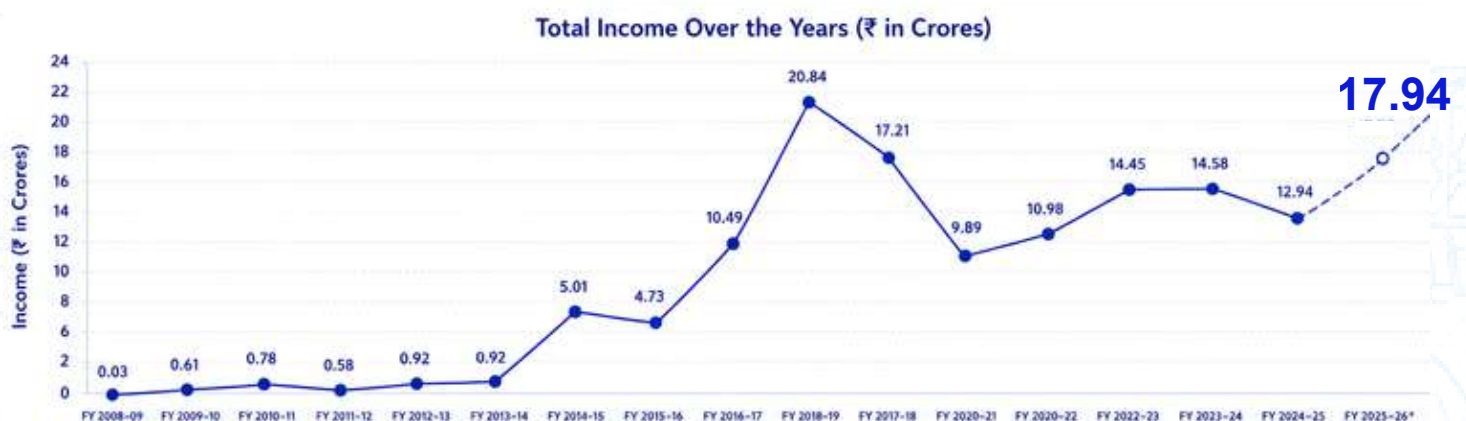
FINANCIAL STATEMENT

The organisation continued to strengthen its financial position, with CSR contributions accounting for 69% of total revenue, reflecting strong support from corporate partners, while FCRA contributions contributed 26%. The year also saw engagement with new donors and credible institutional partners, further strengthening the organisation's resource base and partnerships. The financial statement below presents a transparent view of our income and expenditure, reflecting how the resources received were utilised towards our development programmes.



	CSR Local	69%
	FCRA	26%
	HNI	2%
	Crowdfunding	1%
	Others	1%
	General Donations	1%

OUR GROWTH TRAJECTORY





FINANCIAL STATEMENT

INCOME & EXPENDITURE

INCOME	March 31, 2026 (₹)
 By Donation	
Donation Received During the year	17,35,65,906
 By Other Income	19,29,521
 Balance being Surplus /Deficit transferred to/ from Ongoing project Balance	21,63,937
 Prior period income	17,65,887
 Balance being Surplus /Deficit transferred to Reserve & Surplus	64,295
Total	17,94,89,547

EXPENDITURE	March 31, 2026 (₹)
 Expenditure Towards Objects	17,25,27,236
 Relief To Poor (Agriculture/Dairy/Rural Development Program)	12,81,09,730
 Educational Program	1,03,92,456
 Climate Change & Environmental Development	3,40,25,050
 Organisational Management Cost	69,62,311
 Balance being Surplus /Deficit transferred to/ from Ongoing project Balance	-
 Prior period expenses	-
 Balance being Surplus /Deficit transferred to Reserve & Surplus	-
Total	17,94,89,547



OUR PARTNERS



GEN Initiative

Supported End Poverty for 14 consecutive years, marking the longest partnership to date.

GEN







CONTACT US

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Plot No. 64, Institutional Area, Sector 18,
Sarhaul, Gurugram, Haryana - 122015

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SCAN TO READ