



END POVERTY
creating sustainable livelihoods

ANNUAL REPORT

2022-23

Tackling Poverty | Training Individuals | Transforming Communities

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MESSAGE FROM PRESIDENT



Dear Supporters and Partners

With immense pride and gratitude, I present to you End Poverty's Annual Report for 2022-23. After a journey of over a decade, this report encapsulates our relentless pursuit of a better tomorrow for the rural communities of India over the past year. Since our inception in 2009, we have remained firm in our commitment to eradicating poverty and fostering sustainable development nationwide. End Poverty was founded with a clear and ambitious vision: to uplift the lives of those in need through education, training, and capacity building. This year, we have once again demonstrated our dedication to this vision by implementing impactful programs that directly address the challenges faced by the rural community. Our unwavering commitment to service beyond self has been the driving force behind our initiatives.

We firmly believe that a comprehensive approach is key to lasting transformation, and our collaborations with varied corporations have fortified our stance as catalysts for development. Through such strategic partnerships, we have addressed the multi-faceted challenges individuals and communities face, resulting in tangible, lasting change. Our empathy and ability to transform that understanding into effective solutions sets us apart. Our diverse range of programs we address includes Dairy Development, Sustainable Agriculture, Climate Change, Education, and Rural Development, underscoring our commitment to directly contributing to the UN's Sustainable Development Goals.

One of our core strengths lies in our grassroots implementation. With over 14 years of working closely with rural communities, we have honed our understanding of their needs, challenges, and aspirations. In the past year, we have implemented comprehensive programs that empower rural communities, especially women, by providing training, resources, and financial support, through enabling active participation in effective agricultural and dairy value chain management. This inclusive approach has uplifted individuals and spurred socio-economic progress. Furthermore, we've prioritized climate change mitigation through sustainable farming practices like organic farming, vermicomposting, azolla farming, land levelling and water management, safeguarding resources and ensuring long-term food security. The combined impact includes increased agricultural productivity, higher farmer incomes, reduced rural-urban migration, enhanced food security, and a positive contribution to climate resilience.

Looking ahead, our vision remains unwavering - to empower the economically disadvantaged through education, training, and capacity building. With your invaluable support, we are confident in our ability to nurture positive change to encourage and uplift those who need it most. As we embark on this continued journey, we extend our heartfelt gratitude to all of you - our supporters, partners, volunteers, and well-wishers. Your unwavering belief in our cause fuels our determination to create a poverty-free India.

Thank you for being an integral part of our journey!



With sincere appreciation,
Vinod Kaushik
President, End Poverty

WHAT IS END POVERTY?

End Poverty is a civil society organization founded in 2009 with the aim to work towards the economic development of the poor and needy people in its operational areas. We are a professionally managed, forward-looking catalyst organization that focuses on uplifting rural communities through customized, innovative, and self-sustaining development programs. Through innovative thinking and valuable partnerships, we serve as a catalyst for development, focusing on empowering both individuals and communities to make a lasting impact. Our expertise lies in putting plans into action, which we have refined with over 14 years of hands-on experience at the ground level. We do not just understand the challenges faced by communities but excel at identifying and implementing practical solutions that can genuinely transform lives. Our programs and projects cover a range of areas that directly address the needs of people while contributing to the Sustainable Development Goals. These areas include Dairy Development, Sustainable Agriculture, Climate Change, Education, Rural Development, and various other intersecting arenas.

OUR VISION



We strive for the economic development of the poor and needy in our operational areas through education, training, and capacity building.

OUR MISSION



To develop the capacity and skills of the socially and economically disadvantaged people in India in such a way that they are better able to identify and address their needs and actively take part in society.



OUR VALUES

At End Poverty, our foundation is built upon unwavering values guiding every aspect of our work. These values serve as our compass, ensuring our actions and endeavors align with our overarching goal.

● Service Beyond Self

Our core values are rooted in service beyond self; thus, our activities are dedicated to benefiting others, whether the broader public or specific segments of society.

● Integrity

We prioritize honesty, ethics, and moral principles in every aspect of our work. We conduct ourselves with integrity, ensuring that our actions align with our values, and we always do the right thing, even when faced with challenges.

● Transparency

We foster a culture of openness and transparency internally and externally. We believe in sharing information, insights, and knowledge freely within the organization, with our clients, and other stakeholders. We promote open communication, encouraging the exchange of ideas and constructive feedback.

● Truthfulness

We value truthfulness and accuracy in our communications. Hence, base our decisions and actions on verified information and reliable data, avoiding rumors or spreading unverified claims. By relying on facts, we ensure our work is grounded in objectivity and sound judgment.

● Accountability

We are accountable and answerable for our actions and decisions, primarily to make things better and to pursue excellence in the community we serve our donors, the government, staff and volunteers, members, partner organizations, and the public at large.

● Value-Driven Partnership

We recognize that our challenges and opportunities are often best addressed through collective efforts; therefore, we collaborate with like-minded, visionary partners who share our passion and vision. We are dedicated to building partnerships based on fairness, democracy, and lasting impact, which can eventually help us drive meaningful and lasting change.

AREAS OF OPERATION

With the mandate to work across India, we currently have our presence across eight states: Rajasthan, Madhya Pradesh, Haryana, Uttar Pradesh, Gujarat, Uttarakhand, Goa, and Delhi.

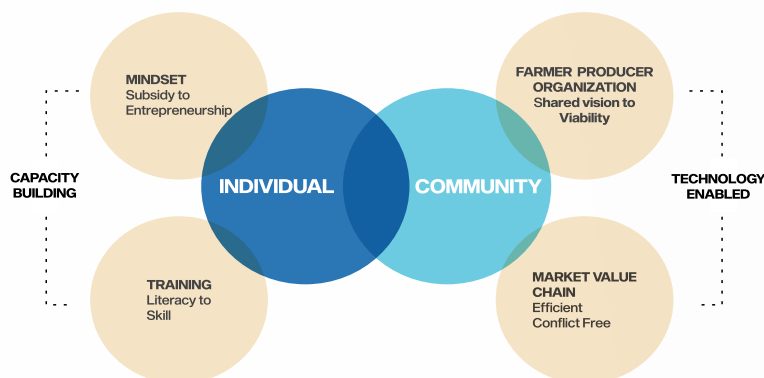
	 Rajasthan		 Uttar Pradesh
	 Madhya Pradesh		 Gujarat
	 Haryana		 Uttarakhand
	 Goa		 Delhi



CATALYZING LASTING TRANSFORMATION

OUR STRATEGIC FRAMEWORK

We firmly believe that for change to take root truly, it must extend beyond direct interventions and become a shared aspiration that unites all stakeholders. Our Model of Change, the blueprint through which we execute, encapsulates our overarching belief that nurturing a receptive mindset, fostering collaborative communities, building capacity, and leveraging technology, we can create lasting change within the rural community.



Empowering Individuals Through Capacity Building

This section is dedicated to individual empowerment and growth. It encompasses two pivotal interventions:

a) Mindset: *From Subsidy to Entrepreneurship* - We initiate change by cultivating a mindset that empowers individuals to calculate risks, assess opportunities, and shift from subsidy dependency to entrepreneurial orientation. This shift in perspective encourages transformative change at the personal level.

b) Training: *Bridging Literacy to Actionable Skills* - We recognize that skillfulness is the foundation of empowerment. We focus on inculcating practical knowledge through consistent training, leading to the acquisition of valuable skills thus equipping individuals to develop their sustainable livelihoods.

Community Enhancement Through Collaborative Initiatives and Technical Interventions

This section focuses on community-level transformation facilitated by collaboration and technical interventions. It encompasses two strategic interventions:

a) Farmer Producer Organization: *Shared Vision to Viability* - Most farmers are small and marginal, with the average land holding insufficient to meet their requirements and provide reasonable income. Due to these factors, the farmers are not commercially viable, and therefore, we strive to aggregate them into farmer collectives to help them achieve scale of economy. By consolidating their efforts, these collectives, with the help of IT interventions, e-governance, and varied digital amalgamation, can enable the development of an effective value chain. This approach ensures farmers have access to the right input supply and market linkages on both sides of the value chain. Simultaneously, it provides a platform to share knowledge and enhance productivity.

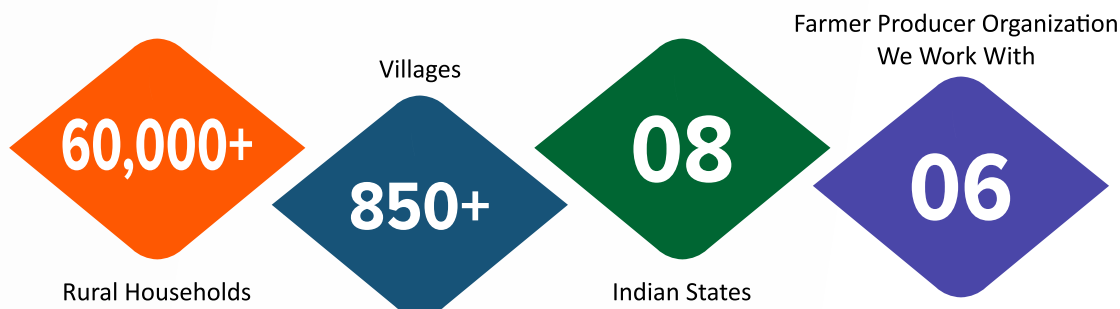
b) Market Value Chain: *Efficient and Conflict-Free* - To ensure fostering sustainable value chains within Farmer Producer Organizations (FPOs), we prioritize cultivating streamlined, conflict-free processes. Our approach integrates cutting-edge technologies and practical methodologies to forge market-linked, demand-driven ecosystems. Through strategic technological interventions, our goal is to create a transparent and equitable value chain, ensuring fairness and efficiency throughout the entire ecosystem.

OUR WORK

The world aims to achieve 17 Sustainable Development Goals (SDGs) by 2030. They cover various interconnected issues, from economic growth to social issues to global public goods. With its immense potential and commitment, India contributes significantly to achieving various global development goals. Meeting this challenge demands a strong partnership among government, the private sector, and development organizations. We charted a road map to do our possible bit to multiply the impact. Our programs today focus on bringing about multi-dimensional results through comprehensive efforts for the betterment of people in the rural areas of the country. Our work through the five thematic areas, namely Dairy Development, Sustainable Agriculture, Climate Change, Rural Development and Education, is aligned closely with nine of the 17 SDGs. It will significantly contribute to the national commitment and goals.



In the year 2022, with the aim to strengthen community-led development initiatives to achieve positive social, economic, and environmental change across Rural India. We targeted the holistic approach to development, spanning from grassroots community advancement to empowering individuals in order to escalate and enhance their growth. This year, our work led us to implement collective action interventions, addressing pertinent rural development starting from the overall infrastructural development to empowering the beneficiaries at the individual level. We reached over 60,000+ rural families from 850+ villages spread out in 8 Indian states with active strategic partnerships with donors, partners and other stakeholders.





DAIRY DEVELOPMENT

India is the world's largest milk producer, contributing twenty-four per cent of global milk production. This crucial sector also plays a major role in sustaining approximately one-third of rural incomes. However, the majority of Dairy Farmers are small and marginal, with the average animal holding of 1-2 cattle per farmer. These farmers suffer due to rising input costs, low animal productivity, and poor price realization of their produce. In response to these challenges, we have strategically taken the Dairy Development Program with the purpose of improving animal productivity, creating an effective value chain and providing access to an organized market.

❖ SHWETDHARA PROJECT SUPPORTED BY IDFC FIRST BANK

In 2018, we started the implementation of the Shwetdhara project, a project dedicated to improving the lives of small and marginal women dairy farmers in the villages of Jaipur, Rajasthan. Our comprehensive approach to the project revolved around four major components of Animal Productivity enhancement:

Animal Breed Improvement

Animal Health

Animal Nutrition

Farmers Training and Capacity Building

All of these components are directed to enhance animal productivity, contributing to our widespread goal of increasing the income of women dairy farmers. Over the past years, we extended our impact by reaching out to more than 10,339 beneficiaries across 184 villages from the Jaipur and Sikar districts of Rajasthan.

Furthermore, we reached a significant milestone by establishing two Farmer Producer Organizations i.e. Boraj Gram Sakhi Mahila Milk Producer Company Limited and Mrudhara Gram Sakhi Mahila Milk Producer Company Limited. These FPOs actively work towards improving dairy farm practices in the operational areas by conducting various activities related to animal health, animal nutrition and breed improvement. This achievement resulted in a substantial increase in the farmers income and saving in the input cost. In the first year of the operation companies have achieved more than Rs 1 Million turnover by providing high quality input services at the farmers doorstep. This accomplishment, with the support of IDFC First Bank underscores our unwavering commitment and positive impact in the dairy sector.



13966

Artificial Inseminations Conducted

4189

Pregnancy Diagnosed

4655

New Born Calves

2340

Treatment

❖ DAIRY DEVELOPMENT INITIATIVES SUPPORTED BY HDFC BANK

Dairy Development initiatives supported by HDFC bank are being implemented in 45 villages in three states, namely Madhya Pradesh, Haryana, and Uttar Pradesh. Under the program, 2,175 farmers have been covered through animal husbandry services. More than 8000 animals were provided with high-quality input services like cattle feed and mineral mixtures and artificial insemination. 7531 animals have received vaccinations and diagnosed with the purpose of enhancing animal productivity. Additionally, 535 Azola ponds were established in specific areas to augment nutritious feed.

To help the farmers increase their income by ensuring competitive pricing and collectively marketing their produce, we established three Farmer Producer Organizations, each tailored to its specific operational area. Guna Vikas Mahila Farmer Producer company (Guna), Sahal Farmer Producer Company (Bulandshahar) and Nitya Jyoti Rewari Mahila Kisan Utpadak Producer Company Limited (Rewari). The farmers' milk is being collected based on the milk quality measured with the latest milk testing systems. To further increase the shelf life of the milk, we have established 5 BMCs making it a total of 7 BMCs with a total chilling capacity of 10,000 liters per day. During the year, more than 500 farmers were mobilized for milk procurement who poured over 2 lakh liters of milk during the year. Total sales achieved by these FPOs amounted to Rs 20 Million, of which 80% goes to producer members.



DAIRY FARMERS TRAINING PROGRAMME SUPPORTED BY HCL FOUNDATION

Operating in 30 villages in Kachhauna block and 50 villages in Bahender block, Hardoi, with the support of the HCL Foundation, we implemented the 'Dairy Farmers Training Programme.' The programme was designed to address the issues faced by dairy farmers, such as the lack of awareness regarding good dairy farm practices, animal nutrition, animal health, unavailability of quality inputs & medical services, and lack of quality AI services. The program aimed to bring about desired behavioral change in adoption of modern dairy farming practices.

To address all these issues, we identified awareness and capacity level gaps amongst the dairy producers, and based on the same, the training modules were developed on improved animal husbandry practices and clean milk production. The programme surpassed its target of training 4,000 farmers, reaching out to approximately 5781 farmers during the year. Bringing about a positive change, 72% farmers started to use good quality feed, 84% farmers started getting their animals vaccinated, 72% farmers learned different types of breeding, 70% farmers become aware of heat cycles, 61% farmers adopted artificial insemination, and 75% farmers became mindful of the importance of individual and well as livestock hygiene for optimal dairy practices, resulting in increased animal productivity.

Recognizing our efforts, we were honored with the 'Best Partner - Partnering for Change' award by HCL. Amongst 400 participants from 200+ NGOs representing 20 states.



DAIRY FARMERS CAPACITY BUILDING PROJECT SUPPORTED BY DOW CHEMICALS

We initiated a transformative Dairy Farmers Capacity Building Project in the Sabarkantha district of Gujarat. This project's primary objective is to positively impact 500 Dairy Farmers. The training covers crucial aspects such as Animal Breed Improvement, Nutrition and Health Management, Farm Management, and Clean Milk Production. The project is strategically designed to provide these dairy farmers with the knowledge and skills necessary to improve dairy farming practices, increase productivity, and ensure the good health of their livestock.

The project strategizes to select the volunteers who will be trained and further enrolled to provide hands-on training in areas such as animal hygiene, personal hygiene, animal breed improvement, nutrition, and health to the farmers. Hence, the innovative approach aims to create a snowball effect, with trained volunteers then further imparting their knowledge to other farmers. This project is set to unfold over the course of one year, ensuring a sustained and impactful impact on the lives of the dairy farmers in Sabarkantha district.



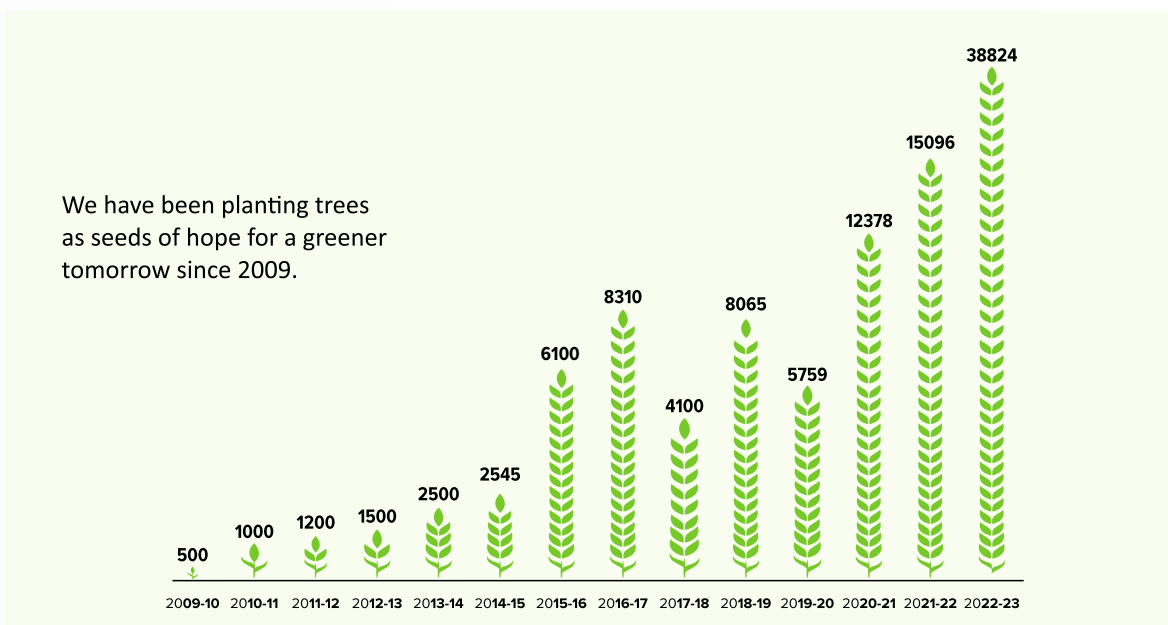


SUSTAINABLE AGRICULTURE

The agriculture sector is incredibly important in India, with 60% of the population depending on it for their livelihoods. However, this sector faces significant challenges, such as small land holdings, lack of infrastructure, poor-quality input supplies, and lack of modern scientific knowledge etc. To address these issues, we work with the farmers, helping them adopt the best farming practices through regular training and enhancing their farm income through value chain development and market linkage. Through our initiatives, we are committed to fostering innovative, responsible and holistic approaches to sustainable farming.

PLANT A TREE FOR LIFE PROJECT

Plant A Tree For Life has been the organization's pioneering and longest-running project. The project started with the aim to help farmers diversify from field crops to horticulture crops. This strategic intervention strives to encourage horticulture farming among the farmers as it offers higher returns, needs less water and labour, enhances the environment, and improves the nutrition of the family. It not only promises higher financial returns but also necessitates environmental benefits, creating a win-win situation for both the farmers and the environment. A remarkable achievement of this year is the planting of 38824 saplings benefiting about 1000 farmers at distinct locations, namely, Rewari, Guna, Alwar, Bulandshahar, and Mahendragarh districts. With this year's additions, we have planted a total of 1,07,877 saplings, benefiting around 3473 farmers at large. This achievement has been made possible through the support of various partners, including HDFC Bank, Deloitte, The GEN Initiative & OpenGate from the UK, Hand in Hand from Germany, Bhiwadi Industry Association, Manesar Industry Association, Give India, Ammodo.com, and numerous individual donors.



TIJARA FRUIT AND VEGETABLE CLUSTER SUPPORTED BY MINISTRY OF MSME

The Tijara Fruit and Vegetable Cluster, supported by the Ministry of MSME, was initiated with the aim to help the farmers from Tijara to market their fruits and vegetable produce. Under the project we established Dinker Agriculture Producer Company Limited (DAPCL), which plays a crucial role in helping farmers sell their produce at the right price. Our goal is to create an efficient and conflict-free value chain thus minimizing the value chain losses. We plan to cover By mobilizing 680 farmers under the project and support them in their overall economic development.

Under the project we have established a warehouse, cold storage, wrapping chamber, sorting and grading machine. This will help us to handle a variety of fruits and vegetables, enhancing the shelf life of the produce and its diligent procurement. Additionally, we conducted training sessions and awareness programs, training 567 farmers with knowledge about the latest agricultural and horticultural practices, addressing challenges in vegetable cultivation, fruit plantation, and fruit care.

We've provided 800 fruit plants to our farmers for orchard cultivation on their lands. Our holistic approach extends to organizing regular buyer/seller meetings, enabling farmers to connect directly with potential buyers and eliminating intermediaries. Within the commencement of fruits and vegetables during the current year, the FPC had generated a revenue of Rs 13,99,546 and planned to further expand the operations and cover more members.



✦ SUSTAINABLE AGRICULTURE INITIATIVES SUPPORTED BY HDFC BANK

Sustainable Agriculture initiatives supported by HDFC Bank are being implemented in 45 villages in three states, namely Madhya Pradesh, Haryana, and Uttar Pradesh. With the aim of helping the farmers adopt the best farming practices in order to help them enhance their farm income, we implemented varied activities, covering more than 2175 farmers. We have distributed 4800 saplings to 975 farmers to promote horticulture farming. Additionally, 125 vermi-pits were constructed to provide farmers with organic manure, thereby enriching soil fertility. We also supported 150 farmers in levelling their land. We've helped 300 farmers in starting kitchen gardens, turning their small plots into productive spaces for their daily needs. In line with our commitment to knowledge dissemination, 120 farmer training sessions on modern farming practices were conducted this year. These sessions aimed to educate farmers about the significance and advantages of adopting modern farm practices. To further help them, six tool kits, including a sapphire bomb, power tiller, hand weeder, brush cutter, weight machine, and mini rota weighter, with a cumulative value of 10 lakhs. This contribution adds to a total of 30 lakhs worth of toolkits provided to farmers under the initiative, further helping them facilitate various agricultural processes in a timely manner.



❖ MUSTARD VALUE CHAIN DEVELOPMENT PROJECT SUPPORTED BY COFCO INTERNATIONAL

We initiated the Mustard Value Chain Development Project, in 20 villages of the Chomu Block, Jaipur district, Rajasthan. Our primary goal was to boost the income of mustard farmers through capacity-building programs. This initiative covered 1075 farmers, helping them to attain a greater share of their crop's value. We provided them with soil testing facilities to better understand the nutritional components and fertility of their crops. Additionally, 354 farmers were provided with high-quality seeds to improve their crop yields.

Simultaneously, the project successfully produced 1,500 units of Ghanjeevamrit (Organic Manure), offering farmers a valuable resource to enhance the fertility of their crops naturally. Moreover, we established 20 Farmer Field Schools, providing targeted training to 729 farmers on modern agricultural techniques. This initiative not only boosts farmers' income but also promotes sustainable and efficient agricultural practices.





CLIMATE CHANGE

Our goal is to mitigate the impact of climate change on agriculture. Climate change's adverse effects are already being felt in the form of increasing temperatures, weather variability, shifting agroecosystem boundaries, invasive crops and pests, and more frequent extreme weather events. These factors collectively contribute to reduced crop yields and compromised nutritional quality at the farms. Therefore, through our programs, we strive to mitigate the effects of climate change by fostering climate-resilient agriculture practices among farmers.

CLIMATE SAKHI PROJECT SUPPORTED BY DELOITTE

In 2022, the Climate Sakhi Pilot Project was initiated in Mahendragarh district, Haryana, with a mission to train women farmers and promote sustainable agriculture in the fight against climate change. Implemented in three phases, it started with ten pioneer women farmers known as 'Climate Sakhis', and it further scaled to 700 farmers.

These dedicated women farmers underwent comprehensive training in diverse, sustainable farming techniques. The installation of micro-irrigation systems on 12 acres is expected to save an estimated 11,73,060 gallons of water annually. The creation of 50 vermicompost pits is poised to yield approximately 15 tonnes of compost annually. Bio-pesticide training led to the cultivation of 160 acres of land through non-pesticide farming methods, incorporating bio-pesticides and composting. High-quality seed of cauliflower, peas, tomato, bottle gourd, and chili was given to 50 farmers covering 50 acres of land. 350 acres of land was leveled to improve water usage and irrigation efficiency. Further, the plantation of 20,000 fruit trees significantly contributed to a 170-acre green cover.

50 households were mobilized to adopt Azolla Farming which led to increase in animal productivity and milk quality. The cultivation of Napier grass was introduced and 40,000 Napier grafts were supplied to 500 farmers. Exposure visits and the utilization of weather applications further enriched the knowledge base of these women farmers. By embracing climate-smart farming, the project has strengthened the women farmers against climate change, lessening their vulnerability and, in turn, improving their economic well-being through increased income and cost-saving measures.



JAL KHUSHALI AND JAL AKSHAY SUPPORTED BY UNITED BREWERIES LIMITED

We initiated two impactful projects, 'Jal Khushali' in the Alwar district, Rajasthan and 'Jal Akshay' in Rewari district, Haryana, focusing on rainwater harvesting and recharging groundwater. In these projects, we aim to create essential rainwater harvesting structures, recharged wells, and soak wells to ensure the runoff was harvested and stored by rejuvenating the village ponds. In the present year, 2 ponds (Joniawas and Maheshwari Pond-1) were rejuvenated in Rewari, aiding around 6750 beneficiaries catering 6453 cum of extra soil excavation and desilting which would help in harvesting 64.53 lakh liters of water in the rainy season. In Alwar, 2 Ponds (Kahrani and Karenda) were rejuvenated, benefiting about 5901 individuals catering 7569 cum of extra soil excavation and desilting which would help in harvesting 75.69 lakh liters of water in the rainy season. Our efforts are aimed at the development of rejuvenating 11 ponds in the Alwar and Rewari district, involving processes of soil excavation, embankment construction, and the creation of deep bore recharge wells, all culminating in the regeneration of these ponds.

Beyond serving as essential water reservoirs, these ponds would provide clean water for livestock. Additionally, we are focused on creating amenities such as comfortable seating arrangements and installing solar lights, thus enhancing the overall aesthetics of the area and pond ecosystem.

Kahrani Pond, Tijara Block, Alwar



Pre - Intervention

During - Intervention

Post - Intervention

Maheshwari Pond, Dharuhera Block, Rewari



Pre - Intervention

During - Intervention

Post - Intervention

Joniawas Pond, Dharuhera Block, Rewari



Pre - Intervention

During - Intervention

Post - Intervention



EDUCATION

We strive to enhance access to quality education for students by providing improved school infrastructure and creating a conducive environment. This includes ensuring clean drinking water and improved sanitation facilities to address their hygiene needs. We also prioritize equipping classrooms with essential amenities such as furniture, chalkboards, and cupboards, enhancing the overall quality of education. Furthermore, we invest in smart classrooms and state-of-the-art laboratories, while renovating infrastructure, including playgrounds and Bala paintings, to cultivate an inspiring learning environment.

✦ EDUCATION INITIATIVES SUPPORTED BY HDFC BANK

In the present year, HDFC Bank facilitated the renovation of 30 schools. School renovation involved equipping the schools with essential amenities such as furniture, chalkboards, and cupboards, along with building smart classrooms and state-of-the-art laboratories, while renovating infrastructure, including playgrounds, activity corners, and bala paintings, to cultivate an inspiring learning atmosphere for children.

We also renovated 40 anganwadis across the 40 villages from 3 locations, transforming them to become better spaces for children's growth and education. The revitalized Anganwadi centers now feature upgraded Bala paintings, improved water facilities, and revamped toilets. These transformations aim to provide better infrastructure, benefiting not only children but also lactating mothers, pregnant mothers, and adolescent girls.



NAND GHAR OPERATIONS AND MAINTENANCE SUPPORTED BY VEDANTA FOUNDATION

As the implementing partner for the Vedanta Foundation's Nand Ghar Operations and Maintenance Project, we have significantly expanded our operations, reaching the districts of Jaipur, Goa, and Varanasi. In Rajasthan alone, we have added 35 Nand Ghars while establishing 23 in Goa and 150 in Varanasi. These centers are integral to the success of the Integrated Child Development Schemes, playing a crucial role in ensuring that children in these regions have access to essential services such as nutritious meals, early education, and healthcare facilities.

Committed to creating a positive environment for children and women, we supported existing Anganwadi centers with modern technology, education, sanitation, and nutrition resources. We connected around 600 community members in Rajasthan, Varanasi, and Goa to government schemes, benefiting 700 children through the Take Home Ration initiative. Additionally, effective hygiene practices were demonstrated and taught to 1,100 children and women.

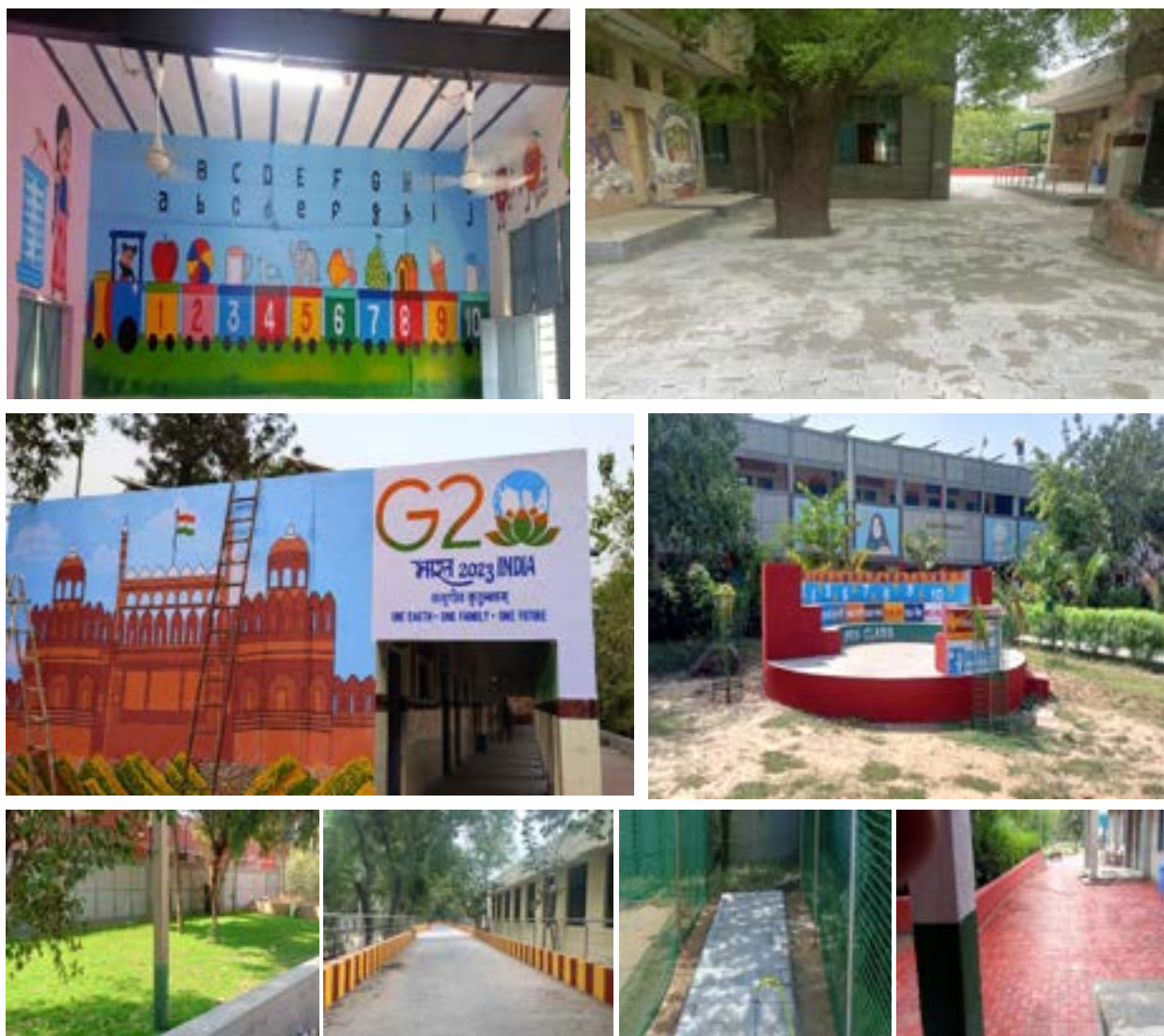
Continuing our commitment to community well-being, we conducted regular health awareness and vaccination camps, involving 500 women beneficiaries across 100 Nand Ghars. The Welfare Committee, with active participation from these women, consistently addressed community needs. Their proactive engagement, alongside 1,500 other community members, especially women and children, furthered awareness of health and social issues.



❖ NANHI KALI SUPPORTED BY PNB HOUSING FINANCE

In collaboration with PNB Housing Finance, the Nanhi Kali initiative undertook a transformative project in the government school of Kakrola village, Dwarka, Delhi. With a primary focus on promoting the quality of education and enhancing student learning outcomes, we addressed fundamental needs such as basic amenities, clean drinking water and improved sanitation facilities. In order to enhance the overall infrastructure of the school, we constructed an amphitheater with the seating capacity of 60 students, fulfilled the provision of 100 dual desks, and the installation of a JBL 310 Watt sound system for an enriched audio experience. We delivered 55 sets of playing equipment, constructed 10 cemented chairs, and provided 10 green boards for interactive learning. Ensuring safe and accessible spaces for both learning and recreation, we repaired 6700 sq ft of pathways, 4900 sq ft of floors, and the cricket pitch. The initiative also promoted green spaces with the planting of 430 hedge plants and the installation of 25 tree guards.

Further, our focus on hygiene resulted in the installation of 20 taps, 2 urinals, and a 250-liter per hour capacity of RO system. Through these multifaceted interventions, we not only revitalized the school aesthetically, with 6000 sq ft of the area covered through Bala painting and 325 sq ft of plastered and painted surfaces but also engaged the community through six School Management Committee meetings





RURAL DEVELOPMENT

India is a country of villages, and its development means the development of villages; hence, we acknowledge that the key to overall development lies in uplifting the rural areas. Our mission is dedicated to catalyzing regional growth by prioritizing the important aspects of infrastructure development, agriculture upliftment, skill development, education, healthcare and community engagement. To fulfill this mission, we are committed to creating sustainable programs that effectively address the most pressing needs of the communities in our operational areas. Our approach involves building rural communities' capacities and identifying individuals who can serve as agents of positive change to bring a transformation to the rural landscape.

❖ HOLISTIC RURAL DEVELOPMENT INITIATIVES SUPPORTED BY HDFC BANK

Holistic Rural Development Project (HRDP) is one of the flagship programmes of End Poverty in association with the HDFC Bank. Started in the year 2020, the programme aims to bring about an overhaul for the betterment of the rural population in a cluster of villages in Guna (Madhya Pradesh), Rewari (Haryana) and Bulandshahr (Uttar Pradesh). The programme is supported by the HDFC Bank under their Parivartan Project, and aims to cater to the focus areas of Village infrastructure, schools and Anganwadis transformation, Livelihood Generation, Natural Resource Management, WASH and Education. As the dairy, sustainable agriculture and education initiatives have already been covered prior here are the other interventions under the HRDP programme:

INFRASTRUCTURE DEVELOPMENT INITIATIVES SUPPORTED BY HDFC BANK

Within the framework of the Holistic Rural Development Program supported by HDFC, infrastructure development is a major intervention to enable the comprehensive well-being of rural communities. These initiatives are meticulously designed to uplift various aspects of life in 45 villages in three states: Madhya Pradesh, Haryana, and Bulandshahr. Notably, this year, we have installed two water ATMs with the capacity of 1000 liters per hour that ensure a consistent and reliable supply of clean drinking water.

Moreover, we installed 150 solar street lights in 15 villages, promoting sustainable energy practices and improving safety for residents in the area. We also provided 180 solar home lights in 15 villages to reduce dependence on non-renewable energy sources and minimize carbon emissions through solar power. Additionally, we installed two solar irrigation systems in Bulandshahr to provide farmers with an energy-efficient and sustainable solution for pumping water, particularly in areas with limited access to electricity.



❖ FOCUSED DEVELOPMENT PROGRAM SUPPORTED BY HDFC BANK

We implemented the Focused Development Program with the support of HDFC Bank in 50 villages across the Champawat district of Uttarakhand. The main objective of FDP was to enhance the quality of life and economic well-being of people living in these pockets. Recognizing the challenge of water dependency for agriculture, we successfully implemented a solution by introducing low-cost water harvesting tanks in 25 uphill villages with a storage capacity of 5,000 to 8,000 liters per tank, providing crucial irrigation support. We also distributed high-quality seeds of chili, watermelon, cauliflower, peas, tomato, and bottle gourd to 350 beneficiaries in order to help them enhance their crop yields.

We installed 500 solar street lights in villages, greatly enhancing safety and accessibility, particularly during the night. Entrusting farmers, we provided agri-tools to 26 farmer groups valued Rs 8 lakhs and conducted extensive training programs on the formation of Farmer Producer Companies (FPCs) for 50 Farmer Interest Groups (FIGs). Moreover, the Farmer Producer Company named Monal Farmer Producer Company Limited was established to help the farmers sell their produce for the right prices and get the benefits of economies of scale. Furthermore, we also distributed 120 bee boxes valued around 8 lakhs, coupled with expert training, to enhance crop pollination and generate new avenues for income generation among the beneficiaries.

❖ RURAL DEVELOPMENT PROGRAM IN TIJARA

The Rural Development Programme implemented in Tijara Block of Alwar District, Rajasthan is one of our earliest, continuously running projects. Under this programme, we have formed 'Village Development Groups' to act as the catalyst and facilitator in supporting rural development, accessing government schemes, making relevant applications based on the needs of their village and following through different levels of government departments till the request is fulfilled. We provide hand-holding to these groups and support them in the entire process. Since its commencement, the program has played a pivotal role in transforming the lives of over 20,000 beneficiaries. Currently, the program has accomplished the following:

- Facilitated the Old Age Pension process for 200 beneficiaries across six villages.
- Enabled 200 beneficiaries in 5 villages to access Ujjwala Gas connections.
- Streamlined the Aadhaar card enrollment process for 127 beneficiaries in 22 villages.
- Contributed to the construction of a 3 km connecting road in villages Nimbhedi, Bubkaheda, and Milakpur.
- Assisted 200 villagers in opening of new bank accounts.
- Supported 400 villages in gaining access to improved water supply.



DIFFERENCE DIARIES



**Farmer at DAPCL
Alwar, Rajasthan**

I'm Sakila from Nakhnol in Alwar, Rajasthan. I worked in my coriander fields for many years, but selling my crops was always uncertain, and I often didn't get fair prices from middlemen. However, things changed for the better when I joined Dinkar Agriculture Producer Company Ltd (DAPCL). Being a DAPCL member means I have a place to sell my crops without worrying about finding buyers or getting the correct value for my hard work. Now, I can sell my produce through DAPCL right at my doorstep, making things much easier. I no longer have to spend time and money travelling to the market. Thanks to DAPCL, I'm getting better returns for my efforts, and I'm really happy about that!



**Gram Sakhi at Shwetdhara
Sikar, Jaipur**

I'm Sarita Saini from Sikar in Jaipur, Rajasthan. When I got married, I was a graduate but didn't get a chance to work or take anything further ahead. But I always wanted to work and become independent. With limited income options, it was more of a challenge in the village, but then I joined Shwetdhara, got trained in animal husbandry and became part of the Farmer Producer Company. Through that, not only did my monthly earnings jump by 10,300, but I also got my own identity apart from my family. Now, I am not just a regular housewife, but I am a women entrepreneur who has been looked up to by many!



**Farmer at HRDP
Bulandshahr, Madhya Pradesh**

I am Geeta from Bulandshahr, Madhya Pradesh. Despite being in the dairy business for a significant period, I struggled with the challenges of unfair practices by middlemen who offered lower prices for our hard-earned milk. However, when I became an active member of Guna Vikas Mahila Farmer Producer Ltd. and started attending farmer meetings and training sessions, my skills and knowledge related to dairy practices grew. Secondly, no longer constrained by the need to travel long distances to sell our milk, the support of the FPC ensured fair prices based on the quality and quantity of our milk. Our monthly income doubled to Rs. 10,000 from the dairy alone, alleviating the financial burden we once faced.



**Principal, Madhyamik Vidhyalaya
Guna, Madhya Pradesh**

I'm Gurudyal Vyas, Principal at a madhyamik vidhalaya in Guna, Madhya Pradesh. Thanks to HDFC Parivartan's support under the HRDP program, we introduced smart classes, transforming our school. With these, students can choose subjects on screens and learn independently, minimizing the need for constant teacher presence. This innovative approach seamlessly bridges the gap in our education system. Not only that, but the impact goes beyond the classroom. Smart classes have significantly increased student attendance, making learning more interesting and fruitful. This positive change creates an engaging environment for both students and teachers.

RECOGNITIONS AND ACCOLADES



TOP 30 Most Trusted
NGO - Indian Social
Impact Awards 2023



Outstanding NGO Focusing on Poverty
Reduction -Business Mint 2023



Best Partner For The Exemplary
Work –Partnering For Change,
HCL Foundation 2022



Most Sustainable NGO of India:
India Sustainability Leadership
Awards 2019



Certificate of Recognition
- Pure Social Impact
Awards 2022



Token of Gratitude in Recognition
of Corporate Social Responsibility:
CSR Conclave Alwar 2016



Leadership in Corporate Social
Responsibility Programs -
Indo-American Chamber of
Commerce, 2018

Vinod Kaushik -
CEO, End Poverty,
Awarded for Life
Long Fellowship
For an Enlightened
Social Leadership
Journey:
Aspire Circle



Vinod Kaushik: CEO,
End Poverty, Awarded Certificate
For The Completion Of The Global
Social Benefit Incubator In-Residence
Program From Santa Clara University



BOARD MEMBERS

Our esteemed Board Members are the guiding pillars of our organization, each bringing a wealth of diverse experiences and expertise to our mission. Their commitment and active involvement are the cornerstones of our decision-making process. With 62 quarterly meetings held so far, our Board Members diligently meet every quarter to assess the financial performance and monitor the ongoing progress of the organization, collectively shaping a path toward our shared vision.



Mr. Vinod Kaushik: Founder and CEO of End Poverty; he is an IRMA alumnus with over 30 years of experience in the development sector with a particular focus on the creation of sustainable livelihoods. His diverse roles include Head of the Dairy Value Chain at NDDDB Dairy Services, CEO at Jaipur Rugs Foundation, and India Representative for GEN Initiative UK. He has served on boards/committees of organizations like the Agriculture Sector Skill Council of India and received recognitions such as the FICCI Award for Rural Development and Poverty Alleviation (2000-01) and the Chevening Gurukul Fellowship for Leadership & Excellence in 2020.

Mr. Rajesh Mehta: A public policy and advocacy expert, he holds a PGDBM from Fore School of Management. With over two decades in crisis management, government relations, and strategy, he's skilled in founding and nurturing organizations. He advises Red Fort Strategies, EU Gate India, Infinite Sum Modelling, and APCO Worldwide.



Mr. Damodar Sharma: With over 40 years of experience in civil engineering, he has worked majorly in watershed and irrigation management. His expertise in this field is extensive. Apart from his successful engineering career, he is a published contributor to the Haryana Science Bulletin and an active member of the Haryana Science Forum. As a board member, he brings a wealth of knowledge and networks to our organization.

Dr. K.K. Upadhyay: With a four-decade career spanning government, non-profits, corporate, and academia, he is an IRMA alumnus and former leader of the FICCI Aditya Birla CSR Centre for Excellence. Currently serving as the Professor and Chairperson of the Centre for Sustainability and CSR at Birla Institute of Management Technology (BIMTECH), his extensive experience includes notable roles in social enterprises for the government of India, KfW German Development Bank, the Government of Denmark, and USAID.



Fit. Lt. (Dr.) Renu Lamba: She is a veteran of the pioneering batches of the Indian Air Force, where she managed the communication network for ground defence. Armed with over 26 years of invaluable experience, her expertise extends seamlessly into the realm of sustainability, positioning her as a formidable force in our collective pursuit of a noble mission.

Ms. Pratibha Dusaj: With over two decades of experience as a vocational education expert and skilling consultant, she has a deep understanding of workforce development and talent enhancement. Currently serving as a Skilling & CSR Consultant, she actively contributes to planning CSR projects for various training organizations. Ms. Dusaj's expertise aligns seamlessly with our mission, making her a valuable asset to our board enhancing our ability to drive positive change in the community.



Mr. Sudhir Sharma: With an extensive background in the realm of education and governance, his expertise extends to providing strategic advice on data-driven governance, citizen services delivery, and comprehensive training for administrative officers. He stands as a pivotal figure, shaping the strategic direction of our organization with his profound insights and visionary leadership.

FINANCIALS

BALANCE SHEET

LIABILITIES	Sch.No	31-Mar-23	31-Mar-23
RESERVE & SURPLUS			
Opening Balance	1	3359684	3359684
Add: Surplus During the Year		1589695	0
Closing Balance		4949379	3359684
Deferred Grant - Fixed Assets	2	21459535	0
Ongoing Project Balances	2	15610424	39828872
Total		42019338	43188556
CURRENT LIABILITIES			
Sundry Creditors	3	12647739	1210175
Expenses Payable	4	3976989	3537682
Other Misc. Liabilities	4A	3050949	0
Total		61695015	47936413

ASSETS	Sch.No	31-Mar-23	31-Mar-22
FIXED ASSETS	5		
Acquired out of Grant		21459536	7301713
Acquired out of Own Funds		2119563	0
Total		23579099	7301713
OTHER NON CURRENT ASSETS			
Security Deposit	6	327500	327500
CURRENT ASSETS			
Fixed Deposits		0	16618026
Loan & Advances	7	2348496	84017
Cash and Bank Balance	8	32358167	20670447
Other Current Assets	9	3081753	2934710
Total		61695015	47936413

STATEMENT OF RECEIPTS AND PAYMENTS

RECEIPTS	31-Mar-23	31-Mar-22
To Opening Balance		
Cash-In-Hand	151328	159220
Bank Accounts	20519729	49913144
To Donation Received- FCRA	17389341	1405684
To Donation Received- India	124484667	102840866
To Bank Interest	1471278	27587967
To Other Income	1697490	1270229
To Sale proceeds of fixed assets	20000	0
To Scrap sales	81601	0
To Receipt from debtor	84017	0
To Kotak Bank charges card balance return	29000	0
To Fixed Deposit	15000000	30000000
To TDS Refund	0	60
To Advance to Corp Card 7730	0	1573200
To Creditors Refunded	0	2681546
To Professional Fee Refund	0	118331
To Receipt From Nudge Lifeskills Foundation	235000	3519
To Welfare Fund	59600	0
Total	181223051	192724595

Payments	31-Mar-23	31-Mar-22
By Education Projects	7878836	9093793
By Woman Empowerment	0	742813
By Youth Employment	10541631	49135159
By Sustainable Farming	2007848	16329380
By The Civil Society Development	0	544194
By Climate Change	11688874	10574400
By Rural Development	60959495	25220213
By Dairy Development	21947022	21983468
By Fixed Deposits	0	15000000
By Fixed Assets	0	203110
By Consultancy Charges - CSI Project	1661364	0
By Advances	169041	0
By Loans	0	4278738
By Event Expenses - CSI Project	894578	0
By Health Care (Prevention Covid-19)	0	3345308
By Miscellaneous expenses	3505788	1775359
By Organization Development	27419486	11721423
By Women and Child Nutrition	0	2106790
By Donation Received- India	240920	0
Cash in Hand	51449	151328
Bank Accounts	32256719	20519119
Total	181223051	192724595

INCOME & EXPENDITURE STATEMENTS

EXPENDITURE	31-Mar-23	31-Mar-22
Expenditure Towards Objects		
To Education Project	7054218	9093793
To Woman Empowerment	0	742813
To Sustainable Farming	1976504	16329380
To Climate Change	20166718	10574400
To Civil Society Development	15345828	544194
To Youth Employment	948031	49135159
To Women and Child Nutrition	0	2106790
To Rural Development	49584487	24784543
To Dairy Development	25142550	21983468
To Health Care (Prevention Covid-19)	0	3345308
To Organization Development	17313175	11723865
To Depreciation of Own Fund	181315	0
Other Expenses	5220829	0
Balance being Surplus /Deficit transferred to Reserve & Surplus	1589695	0
Total	144523350	150363713

INCOME	31-03-2023	31-03-2022
By Donation		
Donation Received Gurugram	141747272	104296267
Donation Received Bangalore	0	0
By Other Income	0	0
Gurugram	2753575	2796754
Bangalore	22502	2381621
Balance being Surplus /Deficit transferred to Reserve & Surplus	0	40889071
Total	144523350	150363713

COMPLIANCE AND LEGAL DETAILS

Registered under Haryana Society Registration Act 2012

- Registration Number Reg No HR/018/2013/00806
- Date of Registration 9th July 2013
- PAN Number AAATE3346B

Legal Details

GSA & Associates
Sunil Aggarwal
FRN: 000257N/N500339
Membership Number: 083899

Registered under FCRA, Home Ministry, GOI

- FCRA Approval Number 172270077
- Date of FCRA Approval 29th April 2018
- 12A Registration Number AAATE3346BE20214
- 80G Registration Number AAATE3346BF20214
- Registered with NGO Darpan ID HR/2017/0160026
- Registered with Niti Ayog ID HR/2016/0095551

BANK ACCOUNTS FCRA ACCOUNT

Bank Name	Account Number	IFSC Code
Kotak Mahindra Bank	8513820566	KKBK0000298
State Bank of India	40088067748	SBIN0000691
Yes Bank	51493900000412	YESB0000514
Yes Bank	51493900000213	YESB0000514

DOMESTIC ACCOUNT

Bank Name	Account Number	IFSC Code
Axis Bank	914010030380584	UTIB0001359
Bank Of Baroda	1070100017002	BARBOGURGAO
HDFC Bank	50100073376162	HDFC0000622
HDFC Bank	50100416056760	HDFC0000622
HDFC Bank	50100410899342	HDFC0000622
ICICI Bank	184301000791	ICIC0001843
IDFC Bank	10022420017	IDFB0020151
IDFC Bank	10039317001	IDFB0020124
Kotak Mahindra Bank	8513820603	KKBK0000298
Kotak Mahindra Bank	8513820597	KKBK0000298
Kotak Mahindra Bank	8513820573	KKBK0000298
Kotak Mahindra Bank	1611692158	KKBK0004258
Standard Chartered Bank	53111142452	SCBL0036025
Yes Bank	51494600000217	YESB0000514
Yes Bank	51494600000229	YESB0000514
Yes Bank	51494600000231	YESB0000514
Yes Bank	51494600000243	YESB0000514
Yes Bank	10494600001496	YESB0000514

PARTNERS PORTFOLIO



ANNUAL REPORT 2022-23

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