



END POVERTY GAZETTE

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INDIA

Tackling Poverty Training Individuals Transforming Communities

June 2026

TOP HIGHLIGHTS

- End Poverty's Strategic Time-Out Meet: Reflecting on Our Journey, Reimagining Our Future
- World Environment Day: Team End Poverty's Plastic-Free Sector 18 Drive
- Reviving Community Ponds: for Water Security and Climate Resilience in Guna, MP
- Expanding our Footprints, Deepening Our Impact across Punjab & Madhya Pradesh

FROM CEO'S DESK

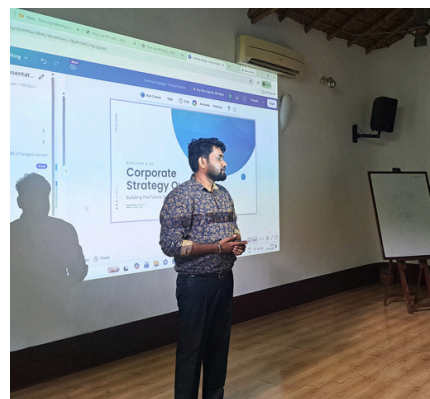


The past few months have been a period of reflection, progress, and renewed purpose for us. Our Leadership Time-Out Meet provided an opportunity to reflect on our journey and strengthen our shared vision, while World Environment Day reaffirmed our collective responsibility towards the planet. The growing momentum of our work and expansion into new geographies reflects our commitment to reaching more communities and creating deeper impact. At the same time, inspiring stories of transformation from the communities we serve continue to remind us of the true purpose behind our efforts. As we move forward, let us carry this momentum with renewed energy and determination, continue to challenge ourselves, embrace new possibilities, and work together with purpose and passion to create lasting change and build a more resilient, equitable, and sustainable future.

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



End Poverty's Strategic Time-Out Meet: Reflecting on Our Journey, Reimagining Our Future



End Poverty recently organised a Strategic Time-Out Meet at Zorba The Buddha, Delhi, bringing together the senior leadership team and Board Members for a day of reflection, learning, and meaningful conversations. The sessions on Strategy, Monitoring & Evaluation, and Communication encouraged open dialogue, active participation, and the exchange of diverse perspectives and experiences. The meeting served as an important opportunity to reflect on the organisation's progress, identify challenges and gaps, and explore new ideas for growth and greater impact. CEO Mr. Vinod Kaushik reflected on End Poverty's growth journey, highlighting how far the organisation has come and outlining the road ahead. He also motivated the team to think strategically, embrace new opportunities, and work collectively towards achieving long-term sustainability and impact.

Board Members actively participated in the discussions and shared their valuable insights. Dr. Vikas Goswami emphasised the importance of keeping people at the centre of programmes and decision-making processes, while Mr. Jainarayan underscored the growing need for data integration, automation, and AI adoption to enhance organisational effectiveness and innovation. The discussions reaffirmed the team's commitment to strengthening internal capacities and continuously evolving to create meaningful and sustainable change.



World Environment Day:

Team End Poverty's Plastic-Free Sector 18 Drive



On world Environment Day Team End Poverty took a pledge to make Sector 18, Gurgaon cleaner and free from single-use plastic. Our team stepped onto the streets, hand-picking plastic waste and collected it in garbage bags with a shared commitment to environmental responsibility. Through our collective efforts, we successfully collected and removed over 100 kg of plastic waste from the area. This is more than just a one-day activity, it is the beginning of a sustained movement towards a cleaner, greener, and plastic-free Sector 18. A big thank you to every volunteer and supporter who joined hands for this cause. Together, we can create lasting change for our communities and our planet.

BOA CRM Project gaining momentum:

Accelerating Climate-Resilient Agriculture in Haryana



Following the successful renewal of the BOA CRM Project – Mitigating Climate Change through Crop Residue Management in Karnal and Kurukshetra Districts, Haryana for FY 2026–27, implementation activities gained momentum during June. 80 farmers were selected for the adoption of Direct Seeded Rice (DSR) technology and farmers were provided with Agri-Input Kits containing essential crop inputs. To accelerate outreach and community participation, 30 volunteers were deployed for grassroots mobilisation, while village-level awareness campaigns, farmer meetings, door-to-door visits, and consultations with Panchayat representatives were conducted to encourage the adoption of DSR, sustainable crop residue management, and regenerative agriculture practices.



Cattle Health Camp at Rewari

Driving Better Animal Health and Milk Productivity

Cattle Camps were organized across six villages Jharoda, Bisoha, Gujjarwas, Lookhi, Gadhi, and Nehru garh in Rewari, Haryana, as part of the LIC HFL's HRIDAY Program, implemented by End Poverty. The initiative aimed to promote animal health and strengthen rural livelihoods. Led by a team of veterinary doctors, the program reached over 600 households, providing treatment and support to 1,400+ cattle, alongside the distribution of mineral mixtures and other health supplements. These camps enhanced access to veterinary services and encouraged preventive livestock management practices, resulting in improved cattle productivity and increased milk production. The cumulative impact of these camps has led to significant advancements in animal health and nutrition as well as milk yield across the region.



Reviving Community Ponds: for Water Security and Climate Resilience in Guna, MP

Under the Gram Uday Project, supported by GIC Re and implemented by End Poverty, pond deepening works were undertaken across 16 villages in Guna, Madhya Pradesh, to restore community water bodies that had lost their storage capacity due to years of silt accumulation. The intervention has created water storage capacity of 381,976.5 cubic metres, significantly enhancing water availability and groundwater recharge in the project villages. Benefiting communities across all 16 villages, the rejuvenated ponds will improve water availability for domestic purposes, support underground water recharge, and ensure better access to water during dry seasons. The intervention will also contribute to the restoration of local flora and fauna, strengthen the villages' natural resource base, and promote long-term water security and resilience against water scarcity.



Shwetdhara Farmer Capacity Building Programme Strengthens Community-Led Dairy Extension Services



Under End Poverty's flagship programme, Shwetdhara, supported by IDFC FIRST Bank, a Farmer Capacity Building Programme was organised for Gram Sakhis and dairy farmers of Varini Milk Producer Company Limited. The programme brought together over 130 Gram Sakhis and 40 dairy farmers to strengthen village-level dairy extension services and promote scientific livestock management practices. The sessions focused on balanced nutrition, disease prevention, timely vaccination, clean drinking water, and heat stress management. The initiative also reinforced the role of Gram Sakhis as frontline community resource persons, enabling them to provide timely advisory support and connect farmers with veterinary services, ultimately contributing to healthier livestock and improved dairy productivity.

Promoting Soil Health Through Vermicompost and Sustainable Farming Practices in Rajasthan



Under the Gram Swavalamban Project Phase-2 at Chopanki, Khairthal-Tijara district, Rajasthan, supported by United Breweries Limited and implemented by End Poverty, a total of 1,505 kg of vermicompost was harvested from Phase 1 vermicompost units established by eight beneficiary farmers. The use of vermicompost is expected to improve soil fertility, enhance soil organic carbon, promote beneficial microbial activity, and reduce dependence on chemical fertilizers. Additionally, three village-level farmer training programmes were organised on sustainable and climate-resilient agriculture practices, covering soil health management, organic inputs, and integrated pest management, thereby strengthening farmers' capacities for sustainable agricultural production and long-term resilience.



Expanding our Footprints, Deepening Our Impact across Punjab & Madhya Pradesh

End Poverty is pleased to announce the launch of a new climate action initiative with support from **Highway Roop Precision Technology** Limited across 20–23 villages in Ludhiana, Punjab. Covering 5,000 acres, the project will promote Climate Resilient Management (CRM) and regenerative agriculture practices to build climate resilience and sustainable farming systems.



End Poverty is pleased to announce the launch of an Integrated Dairy Development Programme in Guna, Madhya Pradesh, with support from the **Azim Premji Foundation**. The initiative aims to enhance the incomes of 1,000 small and marginal dairy farmers across 15 villages in Raghogarh block by improving breed quality, animal health, balanced nutrition practices, and strengthening market linkages for sustainable dairy-based livelihoods.

Farm Audits Paving the Way for Sustainable Dairy Practices in Rajasthan & Maharashtra

Anthesis, a UK-based sustainability consulting firm, engaged End Poverty to implement the Farm Baseline Audit Project aimed at establishing baseline data on dairy practices, crop production, livestock feeding, farm management, and regenerative agriculture to identify emission hotspots and guide sustainable farming interventions. Across two phases, comprehensive audits were conducted across 42 dairy farms in Rajasthan and 108 farms in Maharashtra, generating validated baseline data and insights into existing farming practices. The project also included stakeholder engagement and exposure visits with leading dairy organizations, including Dynamix, Parag, Paras, and Modi Groups, to promote knowledge exchange and inform future sustainability and emission-reduction strategies in the dairy sector.



The Journey of Sunita Bai:

From Local Milk Sales to a Sustainable Dairy Enterprise

Sunita Bai from Mahor village of Guna once struggled to earn a reliable income from dairy farming. With three cattle producing only 3–6 litres of milk per day in total, she depended on local traders who offered inconsistent prices, limiting her monthly income to around ₹4,000–₹5,000.

Through the HDFC Parivartan-supported Focused Development Programme (FDP), implemented by End Poverty, Sunita Bai received an Azolla bed, Napier grass, Artificial Insemination (AI) of her cattle, financial assistance of ₹20,000 to purchase cattle induction kit and a dairy animal, along with training on scientific livestock management. The interventions significantly improved livestock productivity and dairy management practices. Today, her cattle produce 9–12 litres of milk per day, and her monthly income has increased to nearly ₹10,000. By supplying milk to the Guna FPC, she now benefits from transparent, quality-based pricing and assured payments.

Sunita Bai's journey demonstrates how integrated support combining improved inputs, capacity building, and market linkages can transform smallholder dairy farming into a more productive, profitable, and sustainable livelihood.

"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



END POVERTY
creating sustainable livelihoods

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Editor: Sojol Chakrobarty, Dept. of Communication

Registered Office: Plot No. 64, Institutional Area,
Sector - 18, Sarhol, Haryana 122015

☎ 0124-4101239 | ✉ contact@endpovertyindia.org

🌐 www.endpoverty.org.in

