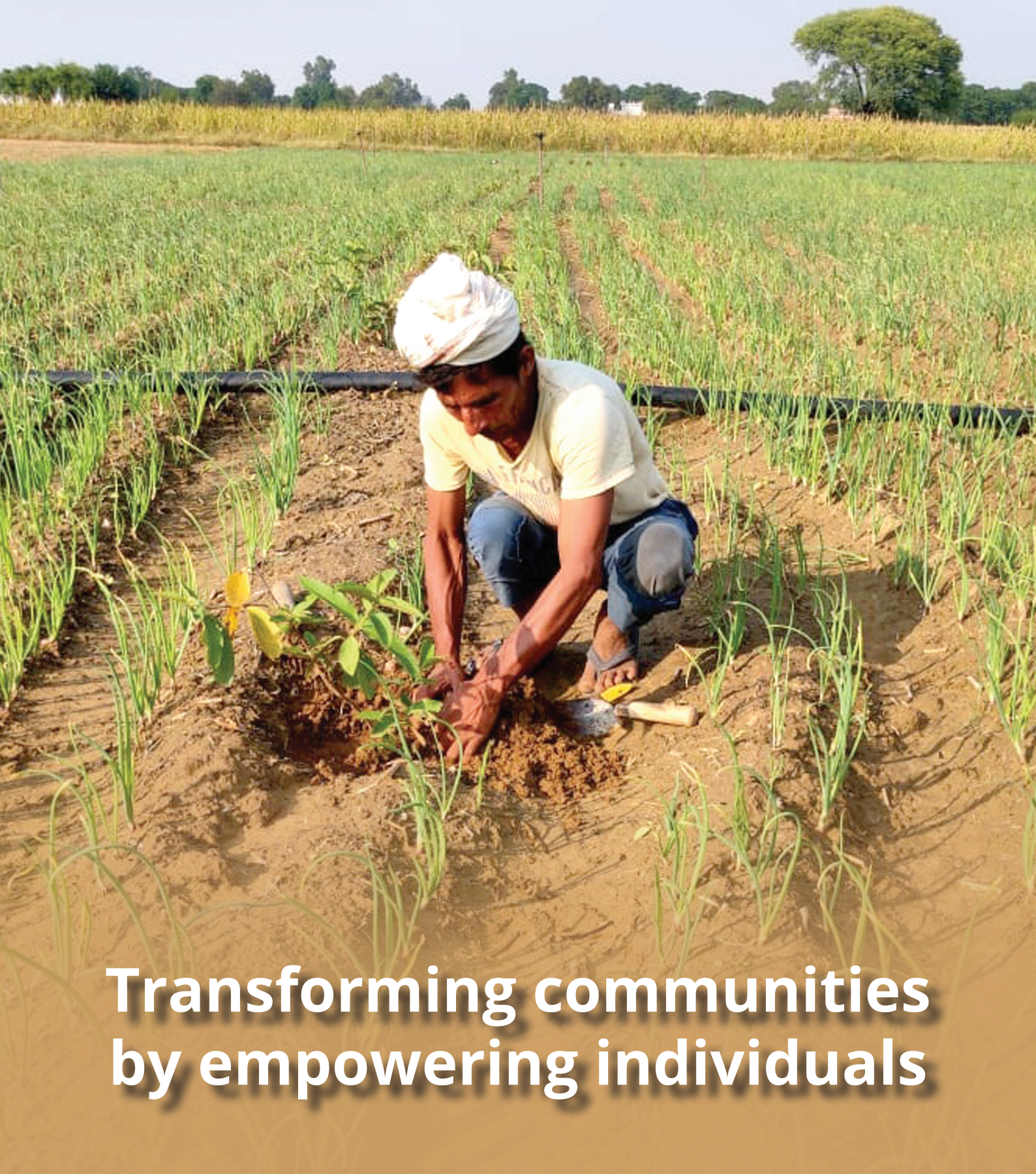




Creating Sustainable Livelihoods

ANNUAL REPORT 2019-20



Transforming communities by empowering individuals

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PRESIDENT'S MESSAGE



The year 2019-20 was special for End Poverty as we clocked ten years of our journey. During this period End Poverty has positively impacted the life of over 28000 people striving for change. We celebrated our journey with community members, partners, donors, and other stakeholders and resolved to continue our journey with more vigour and energy.

On the other hand, we are facing one of the most difficult challenges of our life time, the Covid 19 has impacted our life in so many ways and caused irreparable damage to the livelihood of the rural poor. This challenge will take many years to overcome and we are not sure what will be the new normal and when we will see the light at the end of this tunnel. End Poverty has taken up several initiatives such as mask manufacturing, providing job work to women, helping frontline health workers, supported food distribution to the migrant worker, but our efforts are not enough. Much needs to be done before life stabilises into a new normal.

Slowly our focus is shifting more on helping the farmers as the majority of them are small and marginal farmers and that piece of land they own is not sufficient to meet their family requirement unless they change their ways

The work of civil society organisations has increased manifolds in the recent times and they are always the first to act whenever there is an emergency situation. Civil society organisations are under stress world over, at not being able to access sufficient funds and not be able to sustain their work. In India alone hundreds of thousands of NGO have closed down in the last few years. In these trying time, End Poverty has enhanced its efforts to help people to sustain / develop their livelihood with focus on agriculture and dairy farming.

“Slowly our focus is shifting more on helping the farmers as the majority of them are small and marginal farmers and that piece of land they own is not sufficient to meet their family requirement unless they change their ways”

To achieve higher income for farmers including dairy farmers End Poverty is working on farm productivity enhancement, value chain development and pooling of farmers produce for better price realization. We have already reached over 13000 farmers in Haryana, Rajasthan, MP and UP. End Poverty's youth employment program is providing them a 360° opportunity to prepare them for relevant and sustainable livelihoods. A holistic model that prepares them to use a complete set of solutions available in an urban landscape is being provided to them. The inclusion and use of digital technology across all End Poverty's work has surely been a game changer, however much more ground can be covered with digital literacy training and use of simple, customized tools and apps that capture data in real time, help map it, deliver 'on the go' analytics and provide beneficiaries speedy resolution of problems. At the end, it is a privilege and an absolute honour to serve as the President of End Poverty. I would like to thank all our partners, collaborators, donors and our own team for their valuable support in our mission to contribute towards poverty reduction in India. I must convey my humble gratitude to all of the persons who directly or indirectly made it possible for End Poverty to continue to deliver the small change that we aspire for.

A handwritten signature in black ink, appearing to read 'Vinod Kaushik', with a horizontal line underneath.

Vinod Kaushik
(President)

MESSAGES FROM OUR PARTNERS

Gen Initiative



A lot is done and a lot is yet to be explored!

Teamwork is the best way to work, that honest and thoughtful communication is vital. This is a partnership. Working at the grassroots means that you develop projects which demonstrate that they meet the needs and aspirations of poor people, who cannot afford to take on more risk to their livelihoods.

We started our association with End Poverty more than a decade back i.e. in 2009 as GEN has from the start aimed to partner with an NGO in India which shares our values of grassroots empowerment, arising from the needs and aspirations of poor villagers in Rajasthan. We began working in the Tijara block, Alwar district. End Poverty is essential to us as the implementer of our aims and priorities, for which we fundraise in the UK. However, we do not give instructions, we consult and agree on our shared projects and priorities. Meanwhile, End Poverty also has its own projects and plans alongside its work with us.

The scope of its work today covers more than 100 villages in Tijara alone with a range of impressive projects, covering: girls' education; handicrafts production for income generation; rural development; dairy and agriculture projects. Its success is largely due to the strength and qualities of the End Poverty team! We are particularly pleased about the focus of End Poverty's work on grassroots empowerment which matches GEN's own philosophy of supporting villagers with taking and progressing their own plans to improve life in their communities and families.

Our partnership has come a long way, we celebrated its tenth anniversary last October. We trust that we can continue to work together, to expand and scale up End Poverty's projects, build on new ideas and make a real difference to many villagers' lives where the need is greatest.

BET TICKNER

Chairperson GEN INITIATIVE, UK

The Nudge foundation



Strategic partnerships and collaborations are the levers of multiplying impact!

I've been associated with End Poverty in various capacities since its inception. I believe in their core values that guide the team to create long-lasting impact through

their programs. The positive impact the organization has brought about in the local systems is extremely commendable.

I started The/Nudge Foundation with a vision to enable underprivileged youth to lead flourishing lives through holistic skill development programs. Partnering and collaborating with End Poverty was a natural, first step given that we shared the same vision of enabling youth to pull themselves out of poverty. This unique partnership to address youth unemployability led to the launch of a first of its kind residential skilling program called "Gurukuls" which provides 360-degree support focused on learning, life and livelihood skills along with placement and life-long alumni support.

2020 marks six years of our collaboration and we've together graduated approximately 4,500 youth coming from different parts of the country. I'd like to thank End Poverty for partnering with us in creating and implementing this program. I'm confident that through this continued partnership we will be able to serve millions of youths in the country.

ATUL SATIJA

C.E.O - THE NUDGE FOUNDATION & GIVE INDIA





ABOUT END POVERTY

End Poverty is a civil society organization registered in 2009 with a purpose to contribute towards poverty reduction in India. The idea behind setting up End Poverty was that it will understand the underlying issues of rural poverty and address them collaboratively to maximise the impact at ground level. End Poverty thereby intends to create a pool of opportunities for individuals in rural communities by enabling them to contribute to the local systems with their full potential hence offering better lives for everyone. Since its inception End Poverty has evolved

as an anchor to build change models that achieve inclusive growth and eliminate vulnerabilities.

End poverty is a professionally managed, forward-looking, catalyst organization that designs & delivers customized, innovative and self-sustaining development programs which are replicable and create sustainable social impact. Our constant efforts and learning through the first decade have helped us sustain our courage and zeal to create long-lasting and impactful poverty alleviation for thousands of lives in rural India.

OUR VISION

Economic development of poor and needy people in its operational area through education, training and capacity building.

OUR MISSION

To develop the capacity and skills of members of socially and economically disadvantaged communities in India in such a way that they are better able to identify and help meet their needs and to participate fully in society.

OUR CORE VALUES

- **Service beyond self** - End Poverty is founded to serve others. It will conduct its activities for the sake of others, whether the public at large or a particular segment of the society.
- **Integrity** - End Poverty upholds transparency and truthfulness in its daily dealings as well as dealings with all stakeholders including the government, the public, donors, partners, beneficiaries, and the general public at large. Basic financial information, information disseminated about its work and the origin and use of its resources, governance, listing of officers and partnerships are open to public scrutiny.
- **Accountability** - End Poverty is accountable for its actions and decisions, primarily to the community it serves, and also to its funding agencies, the government, staff and volunteers, members, partner organizations, and the public at large.
- **Creativity** - End Poverty recognizes the diversity in India and works towards fulfilment of a community's entitlements and takes steps to provide them relief from poverty. End Poverty's working model weaves together different elements that are themselves dynamic to bring social and economic change in the poverty pockets of the country.
- **Partnerships** - End Poverty works in partnership with concurring stakeholders to achieve its goal of alleviating poverty and supporting empowerment of disadvantaged communities.

END POVERTY AT A GLANCE

Total outreach of projects



28540

Individuals



240

Villages



4

Thematic areas

Our Collaborations



24

FCRA partners



42

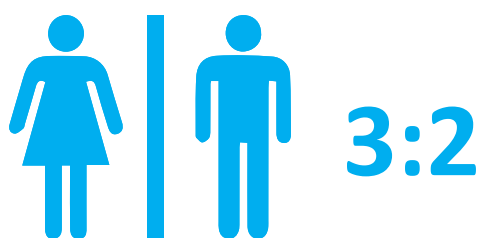
Indian partners



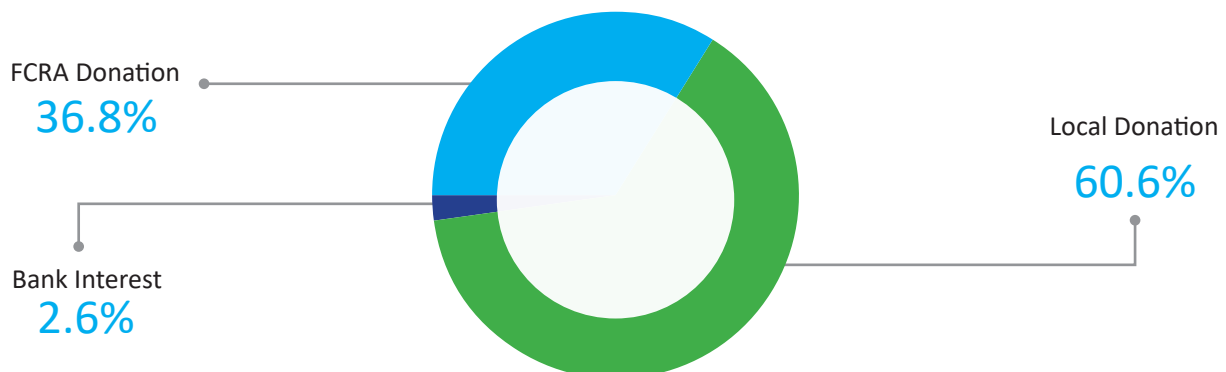
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Retail fundraising platform

Beneficiary gender ratio



Funds generated from different sources

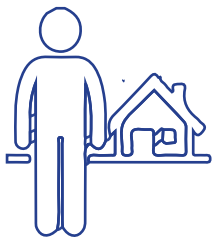


PROGRAMMES

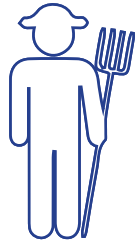
End Poverty's approach is to work with the people by engaging them in dialogue and not imposing solutions on them. End Poverty's approach is not to give handouts or charity, but to enable the community to build their skills socially and economically. The End Poverty team designs programs based on the local situation and aspirations of the people.

End Poverty finds solutions to their problems in a collaborative manner. The sustainability of this model depends upon people's ability to manage their activities and form linkages with mainstream development process from a position of strength and not merely as the beneficiaries of the program.

FOCUSED TARGET GROUPS AUDIENCE



Poor households



Small & marginal farmers



Agricultural labourers



Traditional artisans



Women & unemployed youth



END POVERTY'S STRATEGIC ALIGNMENT

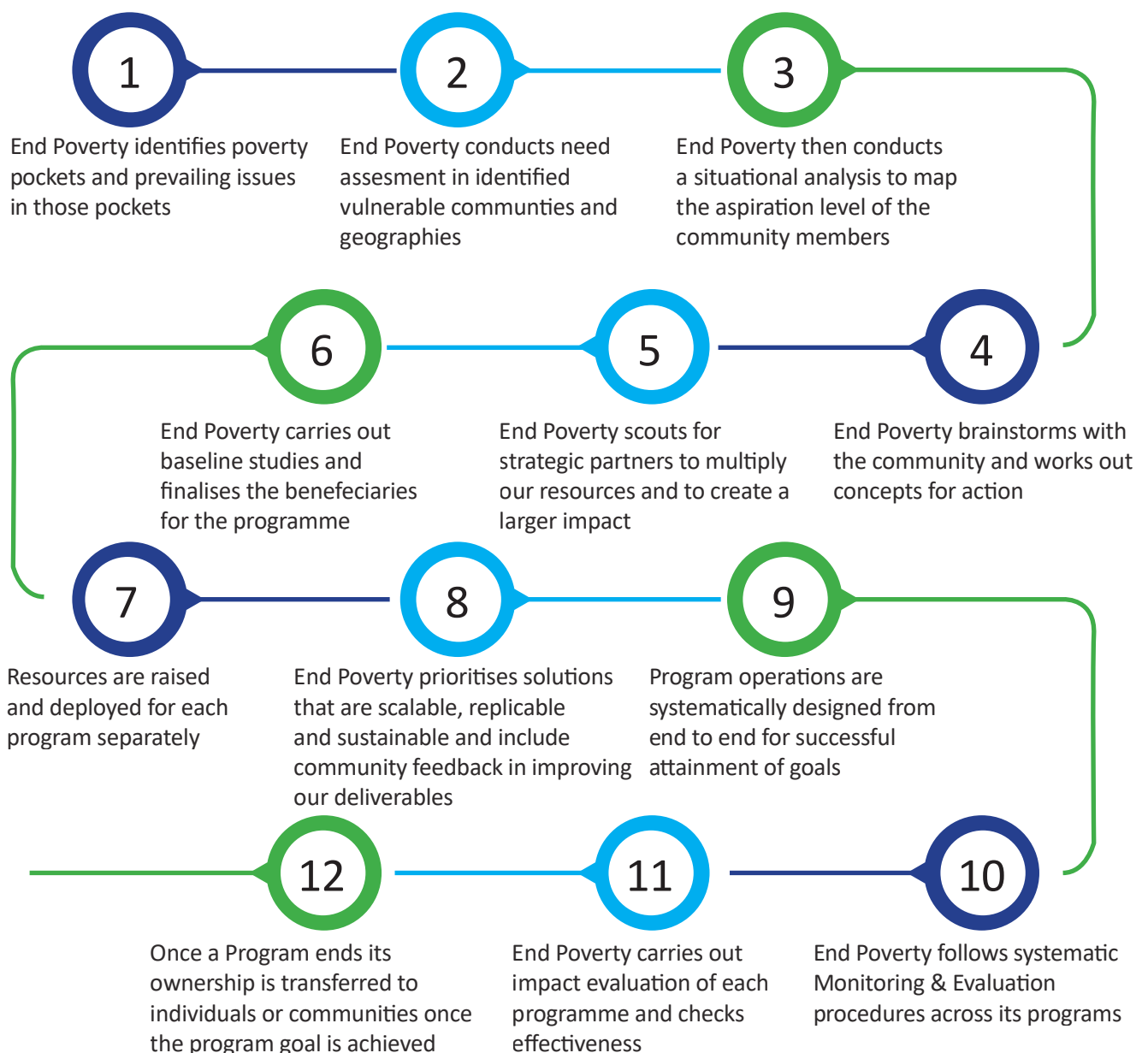
Support Pillars

- Quality training and capacity building
- Value adding through rural productivity enhancement
- Efficient value chain development and setting up sound access benefit sharing mechanism at different levels
- Developing grassroots institutions

Key Success Drivers

- People
- Process
- Infrastructure
- Finance

Strategic outlook of our planning process



THEMATIC AREAS

Mapped against schedule VII, Co. Act 2013/CSR act

- Promotion of education
- Employment enhancing vocational skills
- Promoting gender equality and empowering women
- Eradicating extreme hunger and poverty
- Social business projects



SUSTAINABLE LIVELIHOOD CREATION

Sustainable livelihood creation is one of the four major practices at End Poverty, we are intended to provide equal opportunities for the under privileged section of the society by providing them means to create their own sustainable livelihoods with minimum dependence on external resources. Our interventions majorly focus on small holder farmers, women from weaker sections and unemployed youth.

strengthening the processes at the grass roots. Our Sustainable Farming programme intends to enable farmers to adapt to technological and methodological innovations & enhance their income realisation by setting up a sound access benefit sharing mechanism, thus increasing farm/dairy productivity, facilitating credit linkage and linking them to markets. Our vision is to empower 1 million farmers in the next 10 years.

Sustainable Farming

Programme Overview

Agriculture and allied services sector play a pivotal role in Indian economy as it provides livelihoods to around 52% of the total workforce, the whole sector in turn is a major driver for other associated sectors and sub sectors. Despite having a huge potential and resources in this sector, there remains a lot of slippage due to inefficiencies and unorganized nature of the sector and associated industries. Setting up processes and standardizing them is the key requirement for this sector in India. Farmers who are the backbone of the sector suffer a lot due anomalies like lack of adequate inputs, methods of advanced farming techniques, access to credit and transparency in pricing etc. End Poverty's programmes are tailor-made to cater to specific needs of the local geographies and systems. We, at End Poverty are empowering farmers by



2009 is the year of inception



Rajasthan, Madhya Pradesh, Haryana, Uttar Pradesh



13,266 Farmers covered till date



230 villages covered



Sustainable Agriculture

End Poverty's programme on sustainable agriculture has been growing in scale and scope year on year. Till now, we have registered 3950 farmers in Tijara Block from Alwar district and help them to improve their farm productivity by adopting modern and scientific farming. End Poverty nurtures and motivates farmers to adopt best practices in the following ways:

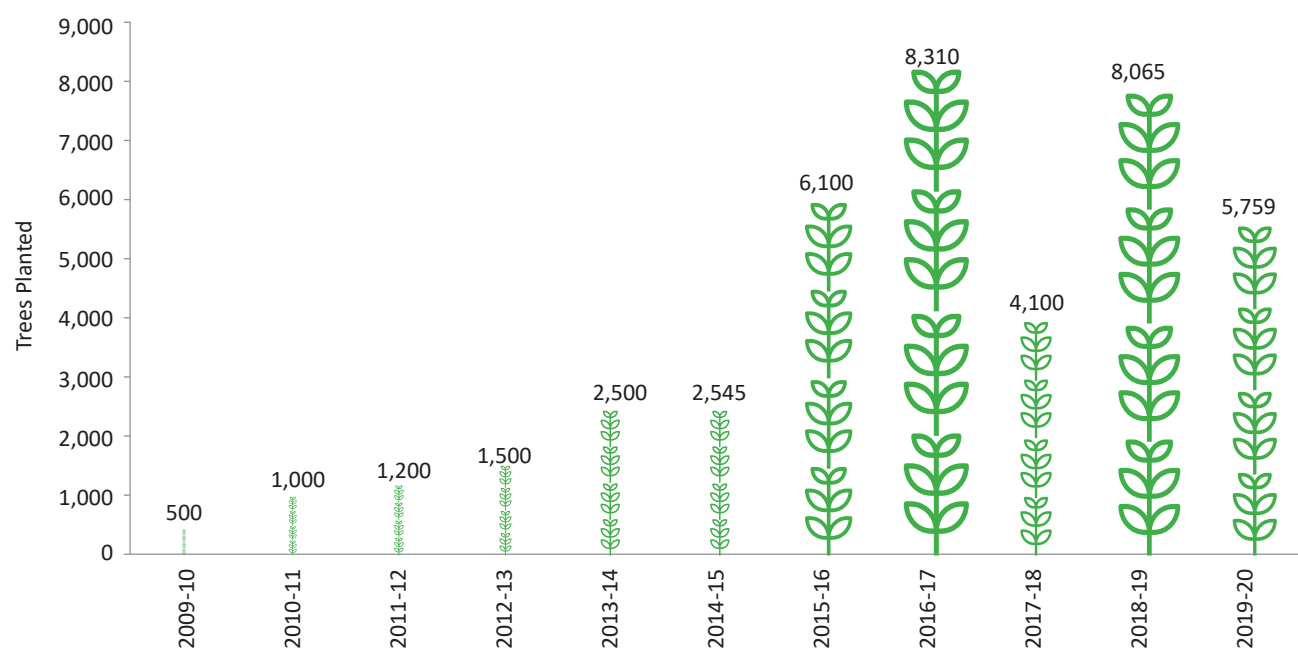
- Promotes adoption of sustainable farming techniques to optimise the resources and in turn conserving basic life support systems with focus on land and water conservation.
- Promotes less water consuming crops like in horticulture.
- Builds capacities of farmers to tackle the adverse effects of climate change by adoption of climate resilient farming techniques.
- Organises exposure visits to agricultural institutes, Kisan Vikas Kendra's, modern farms etc.

Key highlights

- Formed a Farmers' collective named Dinker Agriculture Producer Company Ltd. to support farmers by pooling their produce to sell at competitive price and purchase of quality input. Over 600 farmers covered in this program.



- Supplied high quality seeds of cotton, wheat, okra, green chili, and millet to 375 farmers.
- Soil testing facilitated for 525 farmers.
- 60 new farmers joined the PTFL program in 2019-20 thus taking total numbers to 740
- 5759 saplings planted in the year which takes the total number of saplings planted till date to 41579.
- 20 farmers visited the Krishi Vigyan Mela held at Indian Agricultural Research Institute, Delhi.
- International students from European region visited the End Poverty program in Tijara to learn about End Poverty's sustainable farming program.



Tree planted throughout the year 2019-20 under Plant a tree for life initiative

Major offerings

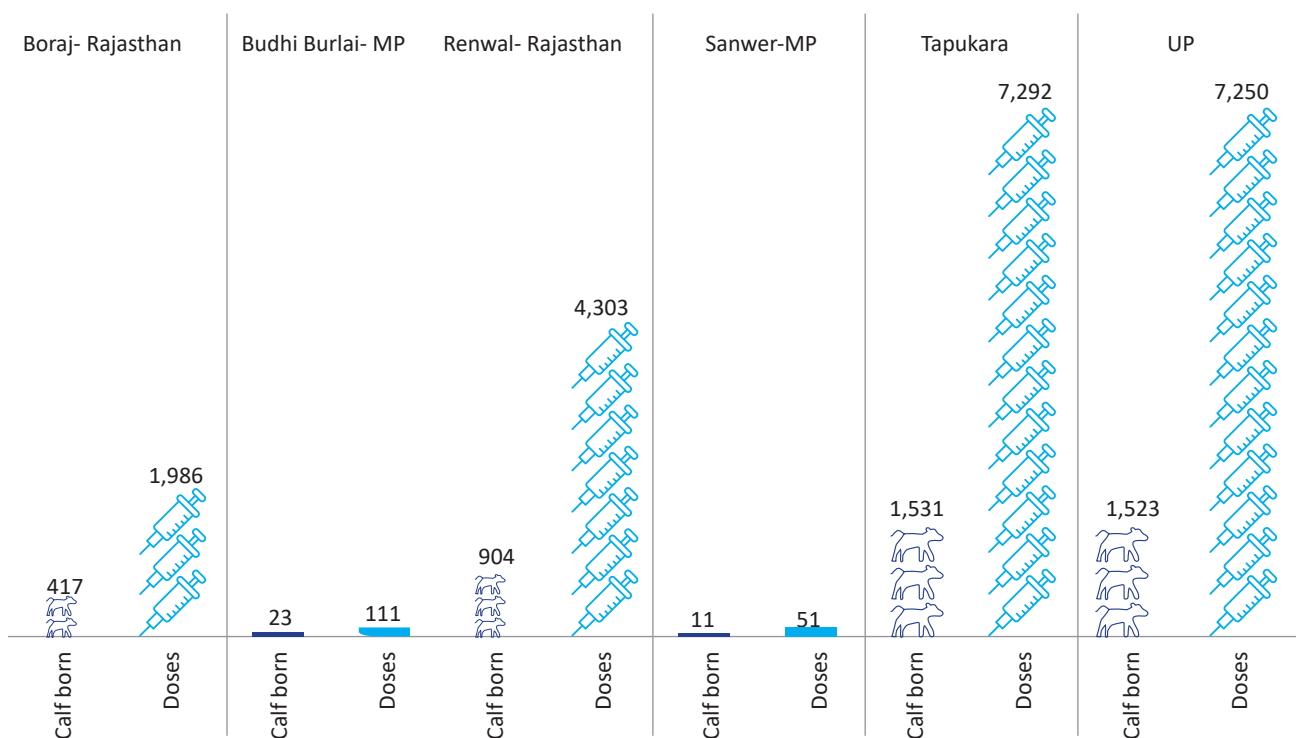
- Soil health management
- Integrated disease and pest management
- Training in scientific farming and exposure visit to best practices
- Supply quality inputs (seeds, manure etc) and finance
- Diversification to horticulture farming
- Promoting farmer producer organisations
- Prepare farmers for climate resilient farming
- Promotion of organic farming
- Water resource management

Dairy Development

Dairy farming is an extremely important economic activity, especially in light of reducing land holding size and overdependence of farming on rainfall for irrigation. Despite many initiatives by various central and state government instruments, the organised dairy sector has been able to procure only up to 30 % of the total milk surplus in the country and the rest is handled by unorganised players. The dairy value chain is infested with petty middlemen in the absence of organized



players to procure the surplus milk, and farmers are exploited at every stage of the dairy value chain. In light of this, End Poverty had launched its Dairy Development Programme in the year 2014 which is slowly but steadily growing in size. The programme aims to increase animal productivity by promoting modern methods of dairy farming and pertinent use of technological advancements. The programme has been supported by various public/private organisations like IDFC FIRST Bank, ABS India, Gopalji Dairy, Sehgal Foundation, Farm VIC etc. Currently Shwethdara is the flag ship programme in dairy which is supported by IDFC FIRST Bank.



Artificial insemination and calf born across different states in 2019-20



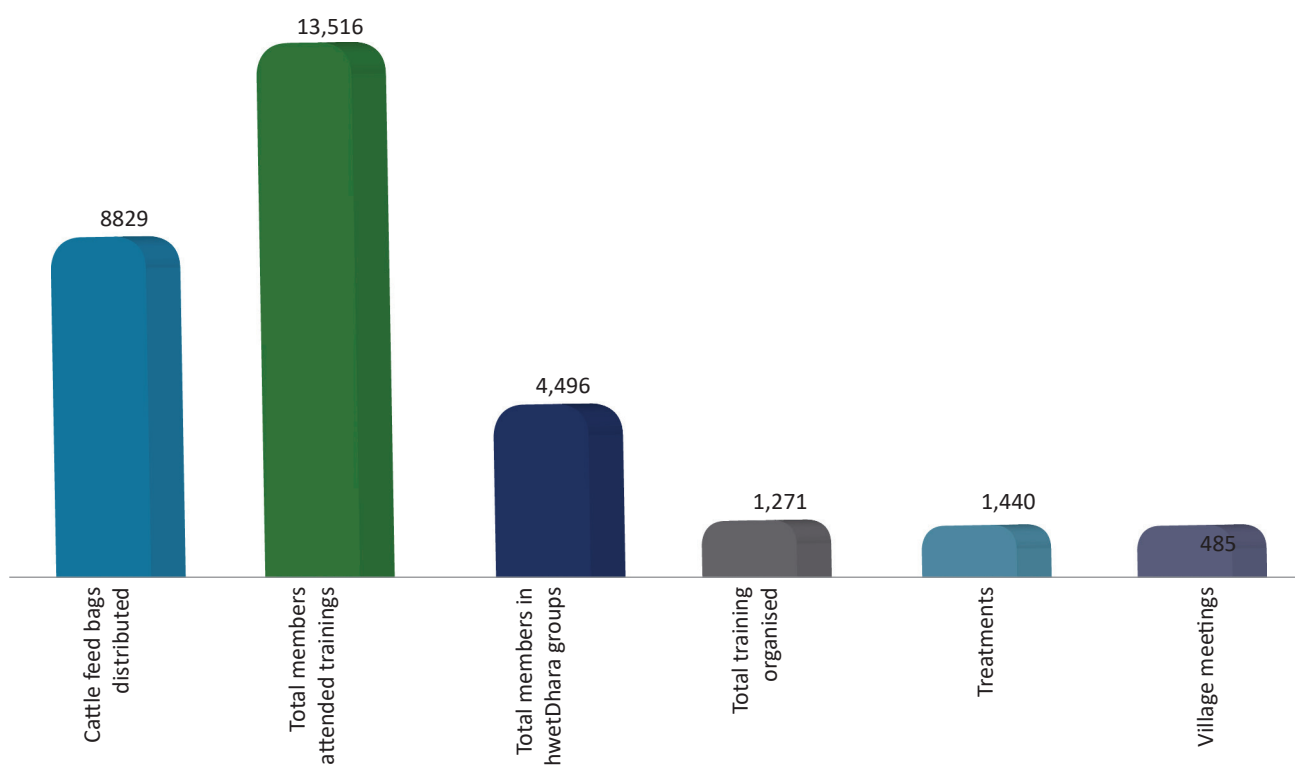
Key highlights

- Dairy Development Programme was expanded to MP and UP states with the support of IDFC FIRST Bank and Gopalji Dairy
- The coverage grew from 6076 farmers in two states to 13266 farmers in 4 states of India
- 20993 doses of Artificial insemination doses were supplied to farmers across the states of Rajasthan, Madhya Pradesh, Haryana and UP.
- 4880 healthy calves were born during the year.

- 13266 dairy farmers were covered for training on dairy farming.

Major offerings

- Dairy breed improvement programme (artificial insemination, health treatment, feed & fodder services, supply of additive supplements)
- Dairy health advisory programme using digital methods of communication
- Dairy improvement trainings



Other milestones during 2019-20

Women's Empowerment

Programme overview

At End Poverty, we prioritise to empower women and help to create more avenues of income for them with a view to increase women's participation in the mainstream economic development process of the nation. End Poverty motivates women to form SHG's so that they can support each other collaboratively by saving money and circulating it wisely. Once women have saved, they are trained to start and run successful village level businesses by providing adequate training and opportunities, often at their doorstep. End Poverty makes continuous efforts to identify new enterprise models by mapping local resources and market demands and mobilising interested and willing candidates to be part of its enterprise program.

End Poverty's work on women's economic empowerment is manifested through its Ajeevika Craft Centre (ACC) Program. The ACC program has evolved over the last decade and is co-designed and adapted by taking frequent feedback from and brainstorming with the participant women, designers, potential markets, institutions in the craft sector, craft sector specialists etc. End Poverty has setup fully equipped craft centres in ten villages where women are trained and given job work to produce marketable products and job-work. The products made by these women are sold under the brand name of Tijara Craft. 'Tijara Craft' has a logo, website, Facebook page and is registered on various online portal like Indiamart, Jabong.com etc. End Poverty uses these platforms for marketing of products made by Tijara women.

Key Highlights

- 80 women who were registered at ACC were given regular job work
- Products made by the women includes carry bags, paper bags, shoulder bags, cushion covers, Rakhis, tableware including placemats, coasters etc.
- ACC members were organised in Self Help Groups and over the years these groups have saved Rs. 1423300. The saving is used to loan members within the group to promote income generation activities as well as for social occasions and emergencies.
- End Poverty continuously put efforts in identifying new enterprise models by mapping local resources and market demands and mobilising interested and willing candidates to be part of the enterprise programme.



2010 is the year of inception



Alwar, Rajasthan



350 women beneficiaries



57 villages covered

Major offerings

- Capacity building & handholding to run a local enterprise.
- Organize Self Help Groups and inculcate saving habit and manage loans and funds
- Setting up ACC centres to promote women entrepreneurship
- Entrepreneurship seminars to grow business
- Research on women empowerment for improving future intervention strategy.



Skill training & vocational education programme

Programme overview

It is estimated that by about 2025 India will have the **25%** of the entire global workforce (**World Competitiveness Yearbook, 2012**) there's a requirement to further develop and empower the human capital to make sure the nation's global competitiveness, as far as the economic progress of our country is concerned India lags behind due to various problems like poverty, unemployment, illiteracy medical infrastructure etc. There remains a gap between the available skill level of the work force and the in-demand skills required for industries which are now advanced and more competitive. End Poverty aims to bridge the gap between the demand and supply and is trying to create a competitive pool of skill ready work force by providing customised modules of training adhering to the latest industry standards, practical workshops and industry visits.

Key Highlights

- 1479 students graduated (788 males, 691 females) and are mobilised from Delhi, Uttar Pradesh, Karnataka & Bihar
- 1169 students recruited in job companies like Axis Securities, HDB Financial Services, Cinepolis,

Chaayos, Chai Point, Future Group, Mahindra Electric, Sobha Group and more with an average salary of Rs. 14,080/- per month.

Key offerings

- 360-degree Skill training, counselling and placement services (Gurukul programme)
- Computer literacy training (Unnati Programme)
- Digital & financial literacy

Other extracurricular activities (counselling sessions, yoga sessions etc)



2015 is the year of inception



Bangalore, Delhi



4495 beneficiaries beneficiaries



4 States impacted

Education

Kishori Shiksha Program

Programme Overview

Right to education is a fundamental right of all citizens under the 86th amendment of the Indian constitution, yet women's literacy in one of our operational area continues to fall far behind males. The most significant difference is in the literacy rates of males and females in the rural areas of Tijara – where 36.13 fewer women are sent to school compared to the men. The gender gap recorded between male and female literacy rate in the Tijara Block is 27.07% where in Tijara, literacy among rural males is 75.01%, while that of rural females is 38.88%. This reflects the way men and women lead their lives. End Poverty addresses this issue with one of its flagship programmes - Kishori Shiksha Programme. End Poverty started the Kishori Shiksha Program with an aim of providing education to adolescent girls. KSP is an intensive 1-year catch up education programme for out-of-school teenage girls to bring them back on track.

End Poverty selects female teachers from the local community and trains them in record keeping and course delivery, teaching methodology etc. Teaching-Learning-Materials are provided to all teachers and students. As other villages are demanding this programme, we know that our model is scalable and replicable for the Meo Muslim community spread across Haryana, Uttar Pradesh and Rajasthan. Several girls who complete the program want to move on to higher education or further training.

Key highlights

- Training of local women as literacy teachers to provide quality learning
- 360-degree training to make the girls literate and be able to calculate thus access information and be expressive and communicative



2009 is the year of inception



TIJARA Alwar district, Rajasthan



2576 girls beneficiaries

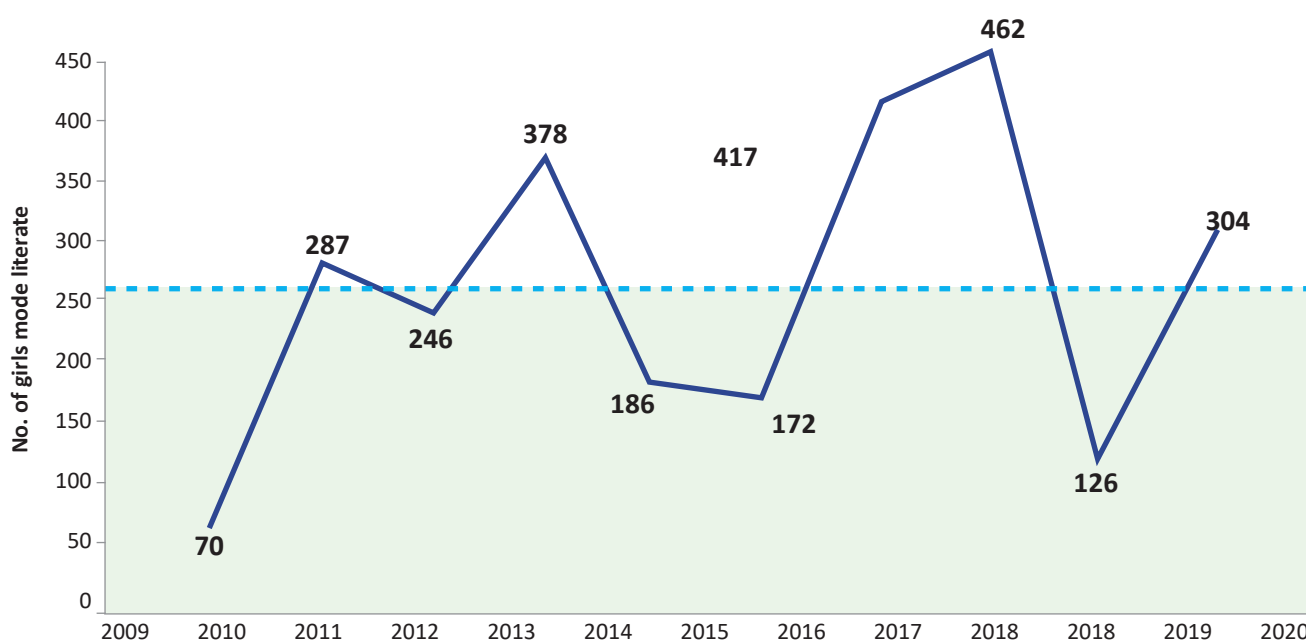


86 villages covered

- 304 new students enrolled in the year
- 126 adolescent girls completed literate classes

Major offerings

- Education catch up programme in which we provide literacy, numeracy, reading, and expressive skills
- Vocational, health, environment and awareness training to girls.



Rural Development

Programme Overview

As per the census 2011, 68.84% of India's population lives in villages. In the past few decades, we have seen that both public and private players are coming forward with robust policies and support infrastructure to alleviate the prevailing issues in the rural communities. End Poverty, too, has undertaken several activities this year to facilitate growth of Tijara, an under-developed pocket of Rajasthan. End Poverty aims to solve day-to-day difficulties faced by the rural communities through End Poverty's program interventions as well as help them reach relevant government officials.

Under this program, End Poverty has formed 'Village Development Group' (VDG) to act as a catalysts and facilitators in supporting rural development, accessing government schemes, making relevant applications based on the needs of their village and following through the different levels of government departments till the request is fulfilled. End Poverty participates in their meetings, provides hand holding to the groups and supports in preparation and processing of documents, decisions and actions.

Going forward End Poverty's strategy is to converge its efforts to create an impact in its areas of operation, and continue to provide benefits and services to the community through various means and support systems. End Poverty's holistic models allow us to add multidimensional approaches to empower the communities through means of providing access to basic amenities, livelihoods, training and other peripheral services

Key highlights

- **277** Jan Aadhar cards registered
 - **147** new bank accounts opened
 - **45** hand pumps installed
 - **160** families in 19 villages provided with Solar LED light panels
 - **42** pension accounts opened for old & widows
 - Provided Ujwala gas scheme to 270 beneficiaries
- This year, we successfully have facilitated the



building of internal roads in the Tijara Block with a total length of 7.8 kms in 10 villages.

Major offerings

- Form a small group of representatives in a village
- Address day-to-day difficulties of the village community
- Support villagers in getting their entitlements
- Resolve problems through End Poverty's program interventions or help them reach out to government officials
- Look out for sponsorships, scholarships and donations for the beneficiaries



2010 is the year of inception



Alwar, Rajasthan



8911 beneficiaries



100 villages covered

Civil Society Development and Nurturing- N/Core Program:

Programme overview

The concept of civil society organisation (CSO) has been deeply embedded in Indian culture for a long time and an important aspect in their rise is the proliferation of voluntary and non-governmental organisations. Our history provides ample evidence of the major role played by CSO's in shaping our society and how they contributed to the wellbeing of all during the hard and unprecedented times. In the recent past the role and the structure of CSOs has evolved but many of them still struggle due to following issues:

- Lack of structured agenda
- Lack of funding support
- Lack of recognition

This is where End Poverty's NCORE program comes in the picture. N/Core is a new initiative by End Poverty which acts as an incubator for early-stage non-profits, working on problems related to poverty. N/Core mentors work closely with entrepreneurs to accelerate their start-up journey and help them to achieve strategic clarity and scalable models for social change.

Key Highlights

- **Graduated N/3 cohort:** Graduated N/3 cohorts in December 2019 and also held Soiree at a new location in Mumbai for the cohort with 50+ relevant attendees.
- Launched Research Innovation Grant

- **Launchpad 2:** The design of support for Launchpad 2.0 was improved for entrepreneurs from Idea stage: a) Inducement challenges - design sprints and hackathons to build pipeline b) Up to 25L continuum of meaningful support to early ideators incubation

Major Offerings

- An incubator, an accelerator and an inducement prize platform.
- Build an ecosystem that supports talents in early stages of social entrepreneurship
- Work closely with entrepreneurs to achieve strategic clarity and scalable models for change.
- Provide access to funding sources and mentorship for non-profit start-ups



2015 is the year of inception



Bangalore



50+ CSO's



NA



STAKEHOLDERS' MEETING & 10 YEAR CELEBRATION



This year, we celebrated the 10th anniversary of End Poverty along with the Annual Stakeholders Meeting in the second week of October 2019. The events were attended by End Poverty Board Members, Board Members of The GEN Initiative, UK, Mrs. Sue Burke, Mr. Andrew Pickens, Ms. Bet Tickner, CEO of the Agriculture Skill Council of India (ASCI), Managing Director, ABS Genus, CEO, Kisan Vikas Milk Producer company, Business Head, DSS, Director, Farm Vic, and the representatives of The Nudge Foundation, Rural Biz India, Mahyco Seeds, Gopalji Dairy Food Pvt. Ltd., local civil society organisations, bankers, Government Officials, Community members, End Poverty Team, Volunteers etc.

The celebratory event was attended by more than 400 guests including beneficiaries, partners, donors, and well-wishers. Many of End Poverty's program participants shared their journey with End Poverty and the audience applauded their experience and participation. Several rural women beneficiaries were commended on their confidence and the ease with which they shared their experiences on stage. Villagers were appreciative of the End Poverty program interventions and gave several useful ideas for future work. The discussions focussed on work done in the past and future directions that End Poverty needs to focus on.



AWARDS & RECOGNITIONS

End Poverty was awarded the MOST SUSTAINABLE NGO OF INDIA in an event “INDIA SUSTAINABILITY LEADERSHIP SUMMIT AWARDS” held on 20th November, 2019 at a function held at Taj Mumbai.



END POVERTY'S AMBASSADOR FOR CHANGE

We are glad to introduce Mrs. Tabassum Ahmed, Haut Monde Mrs India worldwide finalist in 2019 as End Poverty's Ambassador for Change. She is a banker by profession with a leading public sector bank in India and a social worker from heart as she believes in giving back to the society, her vision aligns with that of End Poverty's. During the last 2 years she has been the face of End Poverty at our major events and interacted with our pool of beneficiaries on many different occasions.



DIGITAL FOOTPRINTS

End Poverty constantly thrives and evolves ways to collaborate and to explore synergies to multiply its impact. It regularly participates in events rolled out by various retail fundraising platforms to introduce its impact models to those who want

to contribute. Currently we are present on both national and international platforms to enrich our pool of contributors. We also have Equivalence Determination certificate awarded by NGO source & a tax return key awarded by GuideStar.

Funding platforms



Equivalency determination certification & tax return key



IMPACT STORIES



Dharamchand

Location – LAHROD Village, Kotkasim Block, Alwar **Programme – Plant a tree for life**

I live in Lahrod village of Kotkasim Block, Alwar. I have been associated with End Poverty for the last 3 years. I feel inspired to change my farming pattern because of the learnings that I have got through this association.

I have 3 bighas of land and with the seeds supplied by End Poverty I have planted cotton in 1 bigha which resulted in an increase in 120-150 kg of yield and resulted in extra income of Rs 9000. I have planted brinjal and lady finger in 1 bigha each with help from End Poverty which I never planted before and by selling these vegetables I got Rs 40,000 as an additional income.

I have also planted horticulture saplings in 1 bigha which contains 170 saplings of guava and 10 saplings of Jackfruit and with this I am expecting an even higher income from my land. I feel confident that I can support my family comfortably throughout the year even though my landholding is small.



Muqem

Location – Bhalesar Village, Tijara Block, Alwar **Programme – Dairy development Programme**

I am associated with End Poverty since last 8 months. I have 8 cows and 6 buffalos and for whom I have used Dugdh Dhara cattle feed supplied by End Poverty after which the milk production has increased up to 1.5 litres, all this resulted in an increase of around Rs 500-700 income per day.

I am grateful to End Poverty for making it possible for our community to have access to good quality inputs for our dairy animals.



Zafuuddin

Location – Gwalda Village, Tijara Block, Alwar **Programme – Dairy development Programme**

I have been associated with End Poverty for over 4 years and have participated in many of the trainings and workshops they have conducted over the years. A few months back I opted for the ABS company's insemination of my cow after which she gave birth to a healthy calf. This calf has become a mother and I was surprised to see the increase in milk yield by 4-5 litres per day which means that I am earning an additional income of almost Rs 100-125 per day. This has given me big hopes and I am looking forward to increasing my dairy production even more.



Deshraj

Location – Burheda, Tijara block, Alwar

Programme – Sustainable agriculture

I am a disabled man with a leg impairment and I have been associated with End Poverty for 3 years now. I used to have difficulty in bringing seeds from the market and had to depend on others to take me to the market when they went. I had to ask for help from my neighbours to buy seeds for me and they would often ignore my requests.

Since I have been associated with the End Poverty team my situation has changed. They provide me with information and guidance about the seeds and even deliver the seeds at my door step. So far, I have taken cotton and millet seeds through End Poverty, and the results have been very good.

End Poverty team also helped me by providing me with good quality fodder for my cows which they deliver to my house. I found that the fodder is of very good quality and the milk from my cow has increased by approximately 1 to 1.5 liters per day. This has ended a lot of my troubles and I thank End Poverty heartily.



Shanti Devi

Location – Tapukara Village, Tijara block

Programme – Ajeevika Craft Centre

I am 27 years old and married with two children. I always wanted to support my husband financially but was not able to find ways to do that. I joined the ACC program in 2017 and learnt how to make the different products. I knew how to stitch before, but it took some time to improve my skills and make marketable products.

I was able to earn more and saved money which I gave to my husband to set up his mason business. With the money I earned we could build up our family's business and work with dignity. My husband is very proud of my contribution in setting up his work. He says "my wife's hard work has enabled me to set up my self-owned business that I had dreamed of."



Sohani Devi

Location – Mokhampura Village, Jaipur district

Programme – Dairy development

My family owns 4 bighas of agricultural land but because of lack of irrigation facility, income from agriculture is unreliable. Therefore, dairy farming is our main source of income. We own 3 dairy animals. I became a member of the Shwethdharma program in 2018 and I am very happy to use the Shwethdharma services like artificial insemination, cattle feed and health advisory. By using the Shwethdharma cattle feed, the milk production has increased by 1.5 litres per day per animal, and the milk fat has increased by 1% and SNF has increased by 0.5%. This has led to increase in income by Rs 100 per day per animal. I see that my animals are healthier than before. I am happy to have 2 female calves that were born by using the Shwethdharma AI doses. I am very satisfied to see the growth of my calves and am waiting to see their milk production when they become adults.



Sushmita

Location – Virjapati, Karnataka

Programme – Skill development & Youth employment

I am 20 years old and I lost my mother at a young age. My father was a daily wage laborer and used to do menial jobs in order to support me and my elder brother. I completed my graduation in, B.Com., from a local college with the help of my elder brother. My elder brother had to start working in a local restaurant after my father stopped working due to health issues. I wanted to develop my skills and support my brother in paying medical bills for my father. I got to know about the success stories of Gurukul alumni from my seniors at the college. I then decided to join Gurukul. At the Gurukul, I picked up various skills like making informed life choices, improved communication skills and digital literacy. I feel more confident and aspire to reach a good position and gain respect in the society. Currently, I am employed at HDB Financial Services with a monthly salary of INR 16,000. I am thankful to End Poverty for supporting me and giving me faith that I can achieve anything in life.

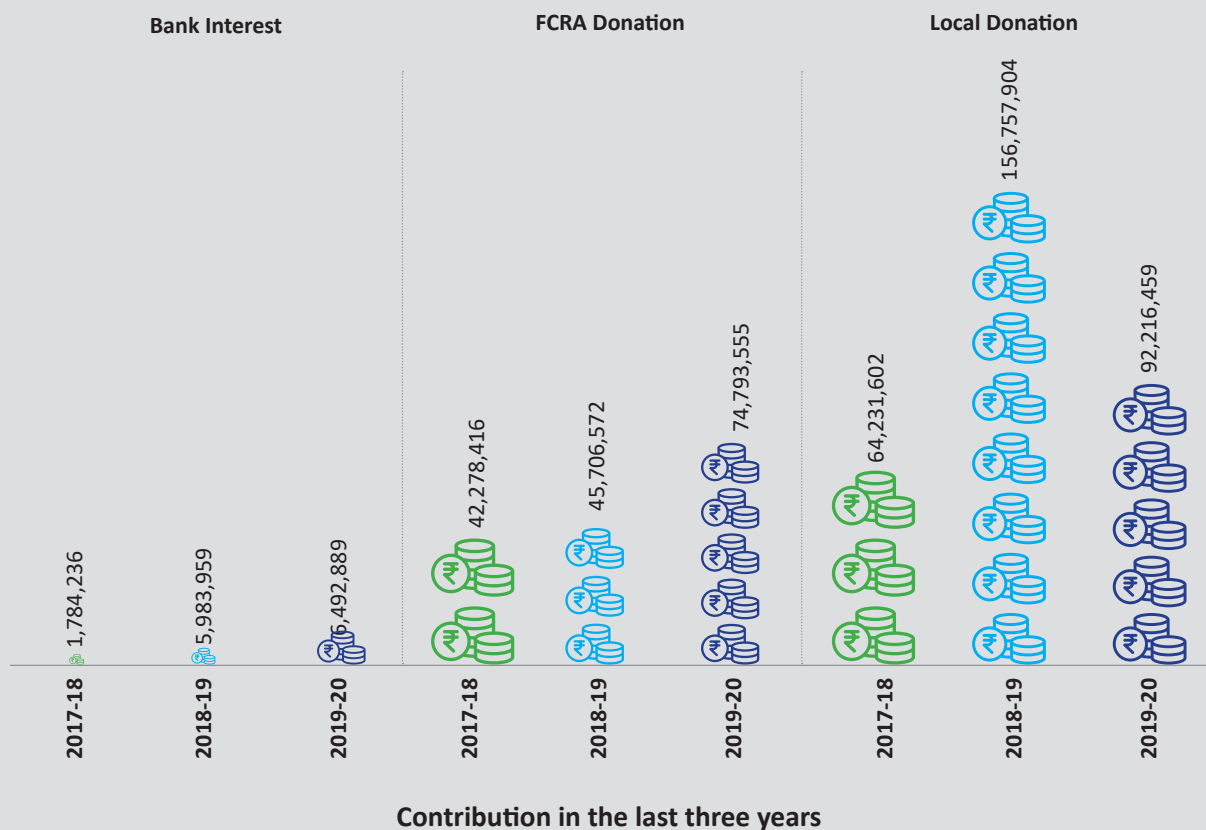


PARTNERS

End poverty is thankful to all those who have shown confidence in our work and contributed to our cause. End Poverty continuously scouts for believers and contributors whom we don't like to quote as funders instead we call them our 'partners'. We believe in building strong, long term partnerships with organisations and likeminded individuals to create a pool of resources intended towards creating long lasting impacts.

We have partners/supporters from India and abroad such as the U.K, Switzerland, Italy, Germany, Austria, Japan, and France. The major contribution by each

source is shared alongside in the chart. The year 2019-20 is also a year of distress for all of us where on one hand we struggled with the economy in last two financial quarters of the year which is further worsened by the pandemic which majorly affected the investment from many organisations working in the same space. We are no exception, and have also seen a decline in the contributions which is a complete outlier as compared to our previous year's statistics. End Poverty managed to stand with their partners in tough times by our innovative interventions and value driven approaches.



Our Partners at A Glance



FINANCIALS

Balance sheet as on 31st March 2020

LIABILITIES	Notes	31-Mar-20	31-Mar-19	ASSETS	Notes	31-Mar-20	31-Mar-19
RESERVE & SURPLUS (For Ongoing Projects)				FIXED ASSETS			
Opening Balance		2,853,094	1,976,504	Opening WDV	4	9,823,054	2,607,416
Add: Surplus During the Year		506,590	876,590	Add: Addition During the Year		358,956	9,689,508
Closing Balance		3,359,684	2,853,094	Less: Depreciation		127,687	2,473,870
				Less: Deletion during the year		-	-
				Closing WDV		10,054,323	9,823,054
Ongoing Project Balances		112,977,107	112,977,806				
		116,336,791	115,830,900	LOANS & ADVANCES			
				Security Deposit	5	2,480,000	2,480,000
				Staff Advances	6	-	50,000
				Other Loans and Advances	7	-	-
				Sustenance Loan		-	-
CURRENT LIABILITIES							
Audit Fees Payable		106,200	106,700				
Sundry Creditors	1	10,800	442	CURRENT ASSETS			
Expenses Payable	2	-	10,190	Cash and Bank Balance	8	937,074	37,410,069
TDS Payable	3	2,500	-	Other Current Assets	9	440,698	27,920
				TDS Receivable		10,218	10,218
Total		116,456,291	15,948,232	Total		13,922,313	49,801,261

Income & Expenditure statement account for FY 2019-20

EXPENDITURE	31-Mar-20	31-Mar-19	INCOME	31-Mar-20	31-Mar-19
To Education Project	1236498	1481654	By Donation Received- FCRA (Note 10)	73883797	45718683
To Woman Livelihood Project	229482	235000	By Donation Received- India (Note 11)	89131576	153719105
To Sustainable Farming	1454205	755048	By Donation in Kind	218530	0
To Dairy Development	10931068	8021910	By Bank Interest	6535535	5983959
Youth Employment	84096386	94008627	By Other Income	2338283	1285200
To Rural Development	505891	717226			
To The Civil Society Development	56620313	68136321			
To Sure Program	0	466081			
To Organization Development	4734677	2800055			
To Excess of Income over Expenditure transferred to Reserve & Surplus	12299201	30085024			
Total	172107721.01	206706946	Total	172107721.01	206706946.25

Receipt & Payment Account for the year for FY 2019-20

Receipts	31-Mar-20	31-Mar-19	Payments	31-Mar-20	30-Mar-19
To Opening Balance					
Cash-In-Hand	209310.24	71729	By Education Project	1236498	1481654
Bank Accounts	107043691.56	82653576	By Woman Livelihood Project	229482	235000
To Donation Received- FCRA	73883797	45718683	By Sustainable Farming	1454205	755048
To Donation Received- India	89131576	153719105	By Dairy Development	10712537.75	8021910
To Bank Interest	6535535	5983959	By Youth Employment	76718674.57	88370207
To Interest on FD (Net of Taxes)	0	0			
To Other Income	2338283	1285200	By Rural Development	505891	717226
To Loan received	82280	0	By The Civil Society Development	56620313	68136321
To Staff Advance	658507		By Sure Program	0	466081
To Security Deposit	300000	114000	By Organization Development	4083288	2875789
			By Fixed Assets	811626	9689508
			By Security Deposit	47000	
			By Staff Advances	412779	203892
			By Loans	123190	1340613
			By Prepaid Expenses	2209168	
			By Closing Balance		
			Cash in Hand	161507	209310
			Bank Accounts	124856820.82	107043692
Total	280182980	289546251	Total	280182980	289546251

GOVERNING BODY

Our governing body comprises of leaders who are change makers and are willing to see an equitable and prosperous society. Members of the body are representatives from the fields of Management, Public service, Engineering & technology, Education and social development with an average experience of around 24 years in their respective sectors. The Governing Board convenes at least four times a year and so far,

48 meetings have been held till March 2020. All our meetings have been minuted and records are diligently maintained. End Poverty holds the AGM regularly and in total 11 AGM's have been held.

The Governing Board has provision of seven Members and we have had a full board and with no vacancies. The current board members of End Poverty are listed below:



Mr. Vinod Kaushik holds Post Graduate Diploma in Rural Management from IRMA. He has over 28 years' experience in conceptualizing, executing and managing agriculture and dairy development projects for poverty reduction in India. He is on the board of Agriculture Sector Skill Council of India and Chairman, CSR Committee of Indo American Chamber of Commerce, (Northern Region). He was given Global Social Benefit Incubation Award in 2010 by Santa Clara University USA and is also selected for prestigious Chevening Gurukul fellowship for leadership & excellence Co 2021. Mr. Kaushik is the President of End Poverty.



Dr. Rachna Singh is a Ph.D. in Rural Women's Education from the Department of Education, and a Graduate from Miranda House, University of Delhi. She has over 26 years of diverse work experience. She began her career in Education by volunteering in a Special Education School in Canada and taught Geography as a TGT at the Mother's International School New Delhi. For 3 years she taught English in Tokyo to Japanese students and from 2002 she worked in business schools like MDI, Gurgaon, being a Faculty & Dean at the IILM Institute for Higher Education Delhi and Gurgaon till 2008. Since 2009 Dr. Singh has been the General Secretary of End Poverty and has set the foundation for several programs of the organisation



Atul Satija is an MBA from ISB, Hyderabad. He has 18 years of experience of start-up businesses, scaling and turning around businesses in some of the largest and most respected organisations globally. Mr. Satija has been the Chief Business Advisor of InMobi and was the Head of Mobile Business for Japan and Asia-Pacific, and Head of Business Development for India at Google. Currently, he is the CEO of Give India



Mr. Sukhbir Sharma is an Engineer from CTI, Gwalior. He has over 41 years of experience during which he has worked with leading organizations like Hotel Meridien, Imperial, Modi Group, DLF, Jindal (JSW). His work at Bellary Karnataka has been awarded as the best township in India and in Asia. He is with TCG REAL ESTATE [The Chatterjee Group of Companies] for Last 21 Years, currently he is in the level of Sr. Vice President [Projects & Co-ordination]. He is also Member of Governing Council of NAREDCO and holding the portfolio of General Secretary.



Mr. Avinash. C. Tyagi is an alumnus of IIT Delhi. He has 44 years of experience dealing with various facets of water resources. He has served as Governor in the Board of Governors (BoG) of World Water Council representing ICID; Governing Board of UNESCO-IHE, Delft; Governing Board of ICHARM; and Chair of International Flood Network IFNet.



Mr. Rajesh Mehta has done PGDBM from Fore School of Management and he has over 20+ years of experience in Industry. He specializes in setting up new companies and organizations, building on core management competence. He is Senior Advisor to Red Fort Strategies, EU Gate India, Infinite Sum Modelling and APCO Worldwide. He has advised CEO's, Governments, Diplomats, Business Associations and Philanthropic Organizations. He has authored number of reports, books, policy papers, compendiums etc.



Mr. Sriram Venkataraman is a graduate from Birla Institute of Technology and Science, Pilani. He has 15 years of experience. Sriram moved to the development sector after 7 years in healthcare consulting with Fortune 500 companies where he built and led the healthcare portfolio across the European and Asia Pacific markets in Frost and Sullivan and Global data. Sriram led the community mobilization and individual fundraising at Amnesty International India for 4 years. Currently he is the Director and Head - Institutional partnerships and engagements at the Nudge Foundation.

COMPLIANCE

Legal Details

Registered under Haryana Society Registration Act 2012: Reg. No. HR/018/2013/00806 as at 9th of July 2013
PAN No: AAATE3346B

Registered under FCRA, Home Ministry, GOI FCRA approval no: 172270077 dated 29th April 2018

Registered under 12 A of Income act, Finance Ministry GOI 12A Approval No: AA/2014-15/107/1 dated 30th May 2014

Registered under 80 G of Income Act, 1961 Approval No: 80G/AAATE3346B/929 dated 25th November 2016

Registered with NGO Darpan with ID HR/2017/0160026

Registered with Niti Ayog with ID HR/2016/0095551

Statutory Auditor

Jain Sunny and Associates, FRN: 030604N

Sunny Jain (Proprietor) Membership No. 541841

Address: 400/12, New Railway Road, Near Dr. Verma Clinic, Jacobpura, Gurgaon, Haryana-122001 Contact: +91-8802982233

Bank Accounts

FCRA ACCOUNT: YES BANK Account No.: 051493900000412 IFSC Code: YESB0000514

KOTAK BANK.: 8513820573 IFSC Code: KKBK0000298

Domestic Accounts

KOTAK BANK Account No: 8513820603 IFSC Code – KKBK0000298

YES BANK Account No: 010494600001496 IFSC Code - YESB0000514

IDFC BANK Account No: 10022420017 IFSC Code - IDFB0020151

HDFC BANK Account No: 50100073376162 IFSC Code - HDFC0000622

Axis Bank Account No: 914010030380584 IFSC Code - UTIB0001

END POVERTY

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