



Creating Sustainable Livelihoods



# ANNUAL REPORT 2018-19



**10 extraordinary years of  
changing lives**

# Contents

President's Message	1
Message Sue Burke, GEN Initiative	2
Introduction	3
EP's Vision, Mission and Core Values	4
Program Interventions	5
Sustainable Development Goals	6
EP's Strategy	6
Sustainable Livelihood Creation	7
Ajivika Crafts Centre	7
Sustainable Farming	8
Dairy Development	9
Youth Employment	10
Girls Education - Kishori Shiksha Program	11
Women's Leadership in Education Program	12
Rural Development Program	13
10 Years of Creating Sustainable Livelihoods	14-15
Civil Society Development Program	16
Stakeholders Engagement	17
Partners	18
Testimonials	19-20
Financials	21-22
Governing Board	23
Compliance	24





## President's Message

It gives me immense pride and joy to share the completion of 10 inspiring years of creating sustainable livelihoods for the poor and needy people of India. EP was started in 2009 with a purpose to contribute towards poverty reduction in India. At the onset, we knew it is an immense responsibility and not an easy task. EP team visited needy communities and met people who aspired for help and listened to them, understood their problems and researched and devised programs and solutions that were organic, scientific, strategic and sustainable. Early years were a huge learning and unlearning experience for EP team. During the ten years EP faced many problems and challenges, but the team remained undeterred, resolved challenges and converted the opportunities with the proactive support of our partners.

**EP team visited needy communities and met people who aspired for help and listened to them, understood their problems and researched and devised programs and solutions that were organic, scientific, strategic and sustainable.**

Today, in 2019, ten years later, we look back with a mix of pride and humility that EP has been able to change and impact many lives, but realise that much more needs to be done. The journey has been truly humbling, overwhelming and a life changing experience for all of us at EP. We are truly delighted to share these stories of change with you at [www.endpoverty.org.in](http://www.endpoverty.org.in)

In these ten years the success and growth of our main programs have been beyond our own projection and expectations. In addition to Rural Development, Girls Education, Plant a Tree for Life, Dairy Farming, Women Empowerment and Civil Society Development we have started new programs such as Gurukul, Unnati in recent years to address the needs and aspirations of the urban youth. These programs have helped needy young students to get excellent employment opportunities and placements.

EP's programs are completely focused on meeting targeted deliverable and results. EP regularly brainstorms, evaluates, re-evaluates and innovates to optimize the results. End Poverty works in the most credible, ethical, integral, accountable and transparent manner and shares every minute detail with its partners and stakeholders.

EP's programs and goals are aligned to UN Sustainable Development Goals and has international alliances and collaborations. The future looks bright and promising as we replicate our initial successes in more and more areas. We currently have a presence in Rajasthan, Haryana, Delhi and Karnataka and hope to expand our area of operations and reach out to more beneficiaries.

Finally, I am proud of our team and all our partners. I thank all our partners and collaborators: individual, institutions, corporate, government for their valuable support at all times. The vision of a poverty free India is a shared one, and while EP has come a long way in 10 years, there is much to be done.

(President)



## Message

**T**he GEN Initiative (GEN) is delighted that End Poverty (EP), working in the Tijara Block in the Alwar District of Rajasthan, has grown and developed successfully since it was started in cooperation with GEN in 2009 when it was working with only 5 villages. The scope of its work today covers more than 70 villages in Tijara alone with a range of impressive projects, covering: girls' education; handicrafts production for income generation; rural development; and agriculture projects. Its success is largely due to the strength and qualities of the EP team! We are particularly pleased about the focus of EP's work on grassroots empowerment which matches GENs own philosophy of supporting villagers with taking and progressing their own plans to improve life in their communities and families. In GEN's view, this is the right way forward because it ensures the needs of communities are well met and long term sustainability is achieved. We look forward to many more years of working successfully in partnership with the EP team.

**We are particularly pleased about the focus of EPs work on grassroots empowerment which matches GENs own philosophy of supporting villagers with taking and progressing their own plans to improve life in their communities and families.**

**Sue Burke**

Chairperson, The GEN Initiatives, UK based Charity

### About GEN

GEN, the Grassroots Empowerment Network, works with local NGOs and disadvantaged villagers to contribute to the elimination of poverty in the Alwar District of Rajasthan State, India. To know more about GEN, please visit <http://www.gen-initiative.org/>



## Introduction

EP does not support or believe in providing cash handouts. EP's approach is to enable and empower people for change and support them with identifying solutions and making informed choices.

End Poverty (EP) is a civil society organization based in India that designs and delivers innovative solutions for the poor of India in partnership with national and international organizations.

EP does not support or believe in providing cash handouts. EP's approach is to enable and empower people for change and support them with identifying solutions and making informed choices. The programs are designed after meeting the targeted beneficiary groups, understanding their needs and aspirations, in-depth research, with scientific and strategic inputs from the EP team of experts and professionals. EP's main target segments are poor landless agricultural farmers, small and marginal farmers, traditional artisans, poor and needy women, uneducated girl child, unemployed youth

etc. Capacity building, skilling and training are the most important elements among others to support the diverse groups striving for change and a better life.

EP's goals are aligned with International UN Sustainable Development Goals and proactively work to converge Government schemes such as Jan Dhan Yojna, Bhamra Shah Card, UID scheme, old age pension, Ujjawala Gas Yojana among others, so that more and more needy people may benefit from these government schemes.

With a mandate to work across the country, at present, EP has been working primarily in the States of Rajasthan, Haryana, Karnataka and Delhi. EP's programs have so far benefited 23,657 people.

# Vision, Mission and Core Values



## VISION

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



## 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.



## CORE VALUES

- **Service beyond self:** EP 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:** EP consistently adheres to honesty and accuracy in its actions with all stakeholders and the general public at large. Basic financial 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:** EP is accountable and answerable for its actions and decisions, primarily to make things better, to pursue excellence for the community it serves, to its funding agencies, the government, staff, volunteers, members, partner organizations, and the public at large.
- **Creativity:** EP is committed and willing to create valuable, and useful new services, ideas, or processes for the diverse audiences it works with in a complex social system. EP works by weaving together different dynamic social and economic elements to help the rural communities striving for change.
- **Partnerships:** EP values dialogue and understands that people are at the center of everything. Trust building is valued and manifest in strong partnerships with concurring stakeholders to achieve its goal of alleviating poverty and supporting empowerment of disadvantaged communities.

# Program Interventions

EP's strategy is not to give handouts or charity, but enable the community to build their skills socially and economically. The EP team designs programs based on the local situation and aspirations of the people. EP finds solutions of their problems in a collaborative manner.

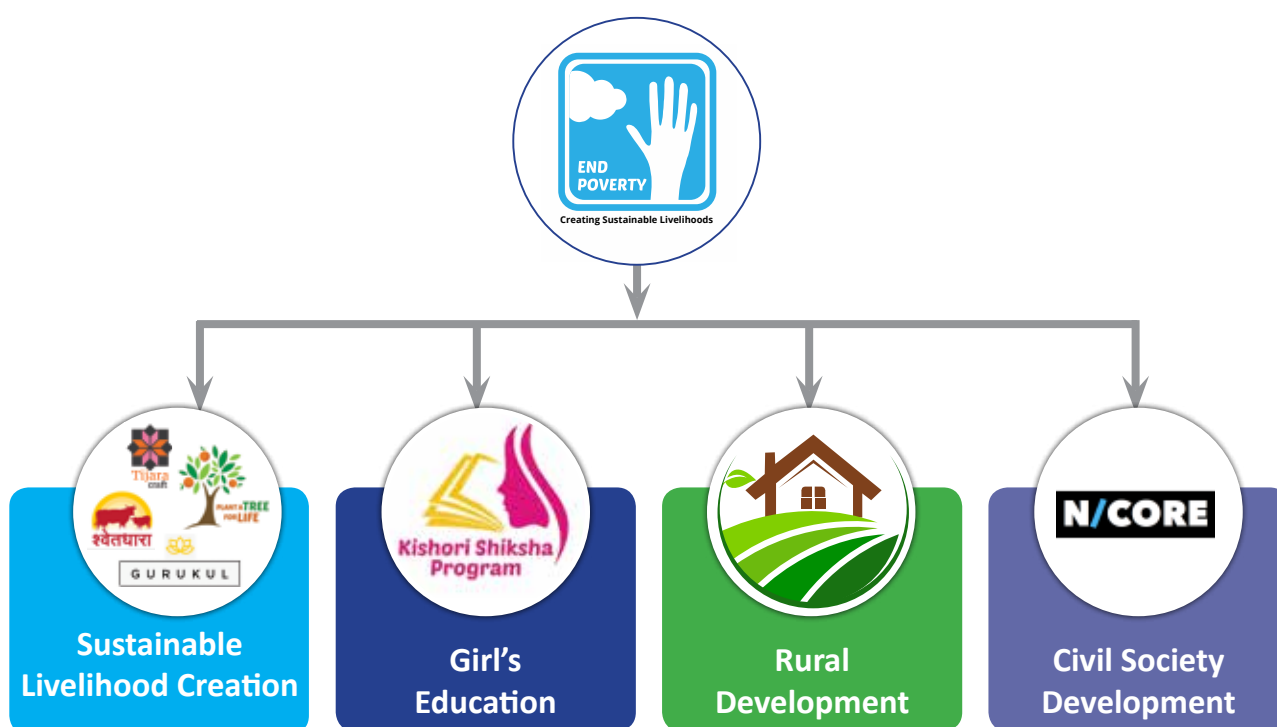
End Poverty's strategy to achieve its goal is to work with the people by engaging in dialogue and not imposing solutions on them. EP's strategy is not to give handouts or charity, but to enable the community to build their skills socially and economically. The EP team designs programs based on the local situation and aspirations of the people. EP finds solutions of 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. EP works with rural communities to build up their capacity through regular training and exposure visits for self-action and hand holding to make slow and steady progress and climb the ladder step by step. EP builds individual & community capacity as follows:

- By addressing pockets of low levels of adolescent girl's literacy since they are the most vulnerable and demographically have a key role to play in the process of change;
- To inform and train small and marginal farmers to use modern & scientific methods of farming as Indian

economy has a significantly large number of small farmers;

- To understand ways to improve farmers economic condition and enhance their risk taking ability and enable them to invest in enhancing their livelihood opportunities;
- By exploring and converting possible income earning opportunities for rural women and youth in the farm & non-farm sector across the country;
- By providing life changing 360 degree training opportunities to rural unemployed youth and enable them to obtain advantage of employment opportunities in neighboring industry;
- By inspiring CSR to fund and support strategic interventions in model villages, by improving basic amenities like school, health facilities, sustainable agricultural practices, improved dairy practices.

Over the ten years, EP has identified four main areas of program interventions: Sustainable Livelihood Creation, Girls Education, Rural Development and Civil Society Development.



# End Poverty's goals are aligned to Sustainable Development Goals



**Poverty:** - End Poverty works for sustainable livelihood creation for poverty reduction in India and has covered 11,500 beneficiaries.



**Quality Education:** -EP has made 2272 rural adolescents out of school girls literate since they are not only the most vulnerable demographic group, but also have the potential to bring change.

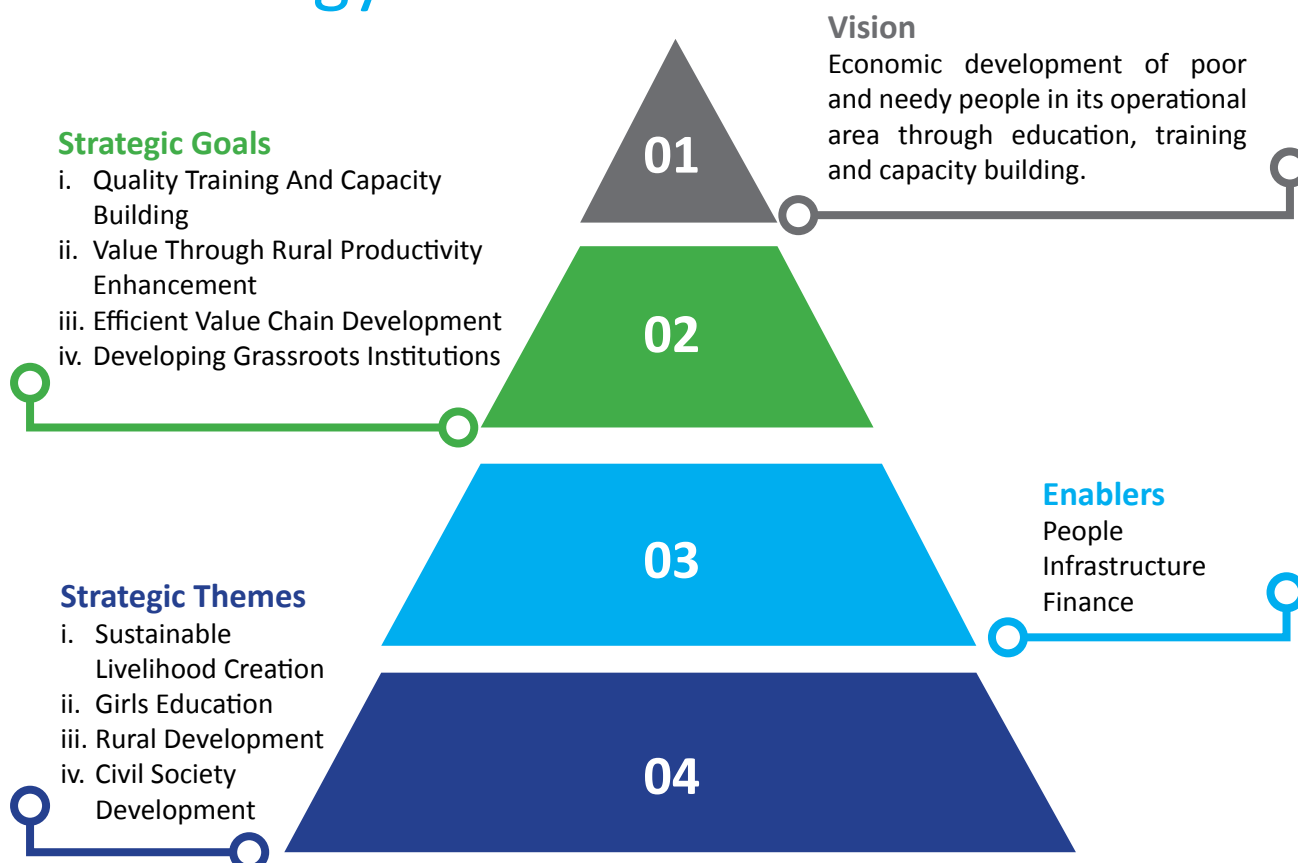


**Gender Equality:** - 48% of all EP's beneficiaries are women who are supported for upskilling, economic empowerment, enhancing their self concepts and enabling them to become active changemakers in their communities.



**Partnerships for the Goals:** - End Poverty believes in building long term partnership with government departments, CSR partners, other organizations. EP has healthy, ongoing partnership with six different organisations and , 40 current donors.

## EP Strategy





## Sustainable Livelihood Creation

End Poverty setup fully equipped craft centres in ten villages where women are trained and given job work to produce marketable products.

### 1. Ajeevika Craft Center (ACC)

End Poverty's work on women's economic empowerment is manifested through its Ajeevika Craft Centre Program running since 2010 in Tijara villages. The program has been co-designed and modified over the period with frequent feedback and engagements with the participant women, potential markets, design institutions and other institutions in the craft sector. Perspectives changed during our journey with the trials, testing and learnings and today steady work orders stream is available to the ACC women whereby these women work and earn regularly through this program.

End Poverty setup fully equipped craft centres in ten villages where women are trained and given job work to produce marketable products. Women were fortified to use their quilt making skills using geometric patterns initially. The brand for marketing products made by these women has been named 'Tijara Craft' and has a logo and a website, a facebook page and regular marketing activities.

In FY 2018-19, the focus of ACC activities included production of eco-friendly cloth grocery bags in the program to not only provide a means of livelihood but also to protect the environment by



replacing one-time-use plastic bags with reusable biodegradable cloth bags. Saving and caring for the environment has always been EP's priority. By the end of this year, 70 women were engaged in making grocery bags, 50 women are engaged in pouches, rakhis and flowers, place-mats sets making and another 20 women are engaged in making paper products. Most of the women are also engaged in stitching clothes for fellow villagers. Since the program commenced, more than 340 women were trained under the ACC in different craft activities.

These women have also been mobilized in SHG to encourage the habit of regular savings and pool in these savings for inter-lending during the

time of need or urgency. These Groups meet in a disciplined manner to collect their savings and allocate it effectively to the neediest. EP helps them in opening group bank accounts so as to keep their savings and leverage it further to avail credit for starting various income generation activities.

In FY 2018-19, EP nurtured 23 Self Help Groups (SHGs) with a membership of 239 women that are running successfully. The cumulative saving of the groups is Rs. 10.65 lakh. SHG members have availed loan from the groups and started economic activities such as setting up a cosmetics shop, buy a buffalo, buy an auto rickshaw for their family members i.e. husband or son. The women are slowly becoming self-reliant and confident.

## 2. Sustainable Farming

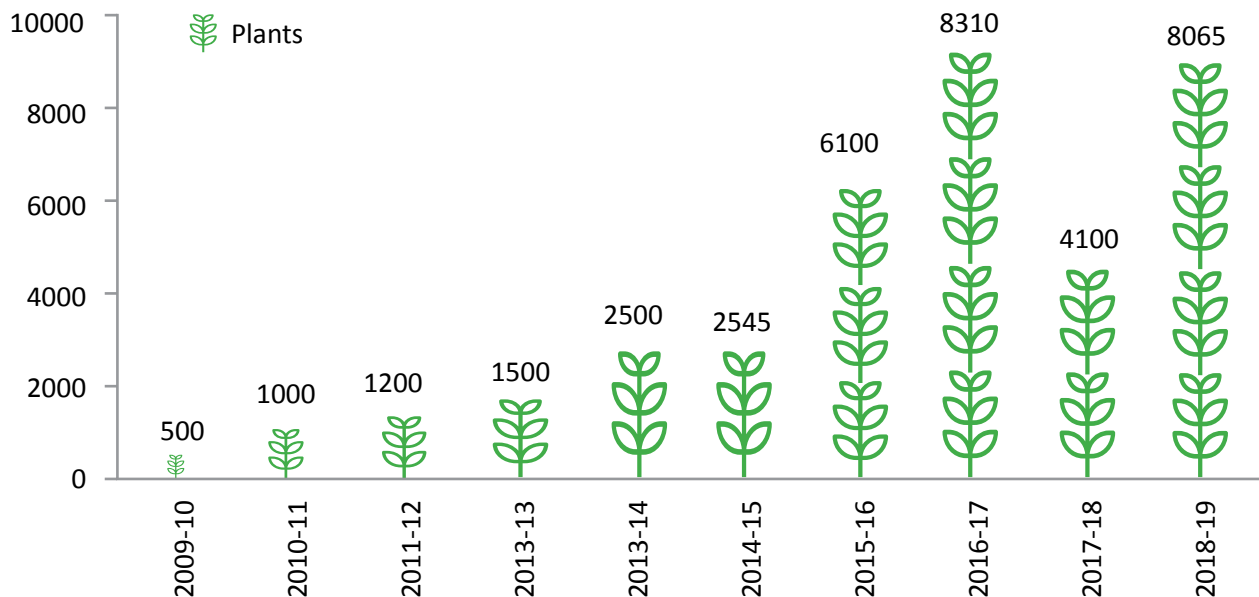
EP's program on sustainable farming has been growing in scale and scope year-on-year. Till now, we have registered 2750 farmers in Tijara Block from Alwar district and help them to improve their farm productivity by adopting modern and scientific farming. EP nurtures and motivates farmers to adopt best practices through exposure visits to agriculture institutes, Kishan Vikas Kendras (KVKs) modern farms etc. Farmers have been regularly taken to exposure visits to places like IARI Pusa- Delhi, Agritech Fair - Gurgaon, local KVKs, Grewal farms etc. EP facilitates frequent interaction with sustainable farming experts to handhold, guide and address farmers problems

and queries. EP helped over 1550 farmers to make soil health cards, and 1030 farmers have been trained in soil health management, use of right seeds, pest management, risk mitigation, storage of produce, and organic farming and horticulture farming etc. 640 farmers have been covered under usage of seed project.

### Plant a Tree for Life

To promote sustainability and reduce water consumption in farming, EP is helping farmers to diversify from field crops to horticulture crops. Towards this end, EP's 'Plant a Tree for Life' (PTFL) project is a strategic intervention as horticulture farming gives higher returns, need less water & labour and improves environment & nutrition in family. In year 2018-19, EP distributed a total of 8065 plants to over 143 farmers in 35 villages. The saplings distributed include Guava – 3778, Lemon – 1745, Sweet lime- 921, Pomegranate – 736, Black Berry (Jamun) - 305, JackFruit- 192, Ziziphus (Ber) - 188. In the decade, EP has distributed 35,820 saplings to 680 farmers of which some of them have already reached fruiting stage and farmers have already started selling and realizing better returns from horticulture farming. To further support Tijara farmers that grow fruit and vegetables in sales and marketing of their produce at competitive prices, steps have been taken to register a producer company based on the suggestions from the farmers.





### 3. Dairy Development

EP's dairy development program started in 2014 when 180 women dairy farmers from Tijara were trained under STAR SCHEME of the Government of India. EP subsequently launched the Animal Breed Improvement Program (ABIP) in Alwar district in 2016 with the support of Genus ABS India. To further drive the breed improvement program, EP trained a batch of 25 Artificial Insemination Technicians (AITs) from Alwar and Mewat districts in 2017-18. The training was certified and accredited by the Agricultural Skill Council of India. These recently trained AITs are now engaged with EP's ABIP and are using high quality genetic material to dairy farmers in Tijara and surrounding areas including the Mewat District of Haryana state. Regular training programs for dairy farmers and Gram Sakhis exposure visits to farms practicing scientific farming techniques, KVK and Kisan Melas of farmers from Tijara are organized to help farmers learn and adopt scientific dairy farming.

In year 2018-19, EP provided the genetic material to over 2370 farmers in Tijara and surrounding areas. An additional 500 farmers have been covered in the ABIP from Mewat district in Haryana in collaboration with Sehgal Foundation, Gurgaon.

In May 2018, EP launched the Shwethdara project in the Jaipur district with support from

IDFC Foundation. The main objective of the project is to improve the breed in the proposed area and the activities carried out to achieve the project objectives includes artificial insemination, treatment, feed and fodder services, and supply of feed additive and supplements. During FY 2018-19, EP succeeded in registering 3206 farmers from 64 villages of Kishangarh Renwal block and Pashu Vikas Kendra, Boraj of Mauzmadabad tehsil of Jaipur district. 2 Pashu Vikas Kendras have been established, each of which is covering 32 villages. 64 women have been trained as Gram Sakhis to act as link between farmer and EP's team of experts including Veterinary Doctors, Agriculturists, Livestock Assistants.

In all, 6076 farmers have registered for the ABIP program from Alwar & Jaipur district in Rajasthan and Mewat district in Haryana. Out of which 4783 animals were covered under ABIP and 3500 farmers were covered for animal health advisory services.





## 4. Youth Employment

### i. Gurukul

Gurukul is a 100-day fully-residential training program designed to enable youth to develop their sustainable livelihood. The Gurukul is a 360 degree approach aimed at job and life readiness for the under-privileged youth by focusing on 3 core skills i.e. Mindset and Behaviour, Technical and Job Skills and Employability. The model has been designed and developed by our knowledge partner, Nudge Life Skills Foundation (NLF) and EP is the implementing partner taking care of end-to-end implementation of the program, including content development, customization, training delivery, employment and fundraising.

During the year through the Gurukul program, EP graduated 1784 students, with a 45:55 ratio of women to men. The students were trained across livelihoods such as beauty, retail, BPO, electrical and plumbing skills. The students were mobilized from different States such as Karnataka, Andhra Pradesh, Bihar,

Madhya Pradesh, Chattisgarh and Manipur. 100% placements were achieved among the students who opted in, with employers such as Starbucks, Sobha, HGS, PVR and others. The Gurukul in Delhi was launched during the year. By the end of this year, 3670 students graduated with 98% placement rate with an average salary of Rs 12,800 per month.

### ii Unnati Computer Centre

EP designed and launched a new skilling program Unnati primarily for girls who have passed class 10 and are in need of jobs. The project was launched in February 2017 with the support of Xceedance Co. To accomplish the project objectives, EP tied-up with the NIIT Foundation to train the students in a structured syllabus and have accredited certification. Youths from many villages such as Bhondsi, Tikri, Teekli, Badshahpur, Maruti Kunj, Aklimpur etc. from Gurgaon district were mobilized for the Basic Computer Course.

English language was being taught to the students of Unnati by a qualified ESL instructor using Cambridge books to teach vocabulary and grammar that they can use in everyday life. Youth were supported in organising and participating in several events to enable their learning and personality development. During the year 55 students completed the course successfully and all students who needed placement got placed with a good salary package through the Unnati Computer Centre.





## Girls Education

Teachers are trained to use scientifically designed creative teaching methods that make learning fun. An essential component is the mobile library that provides girls with access to supplementary reading material geared to their needs and interests.

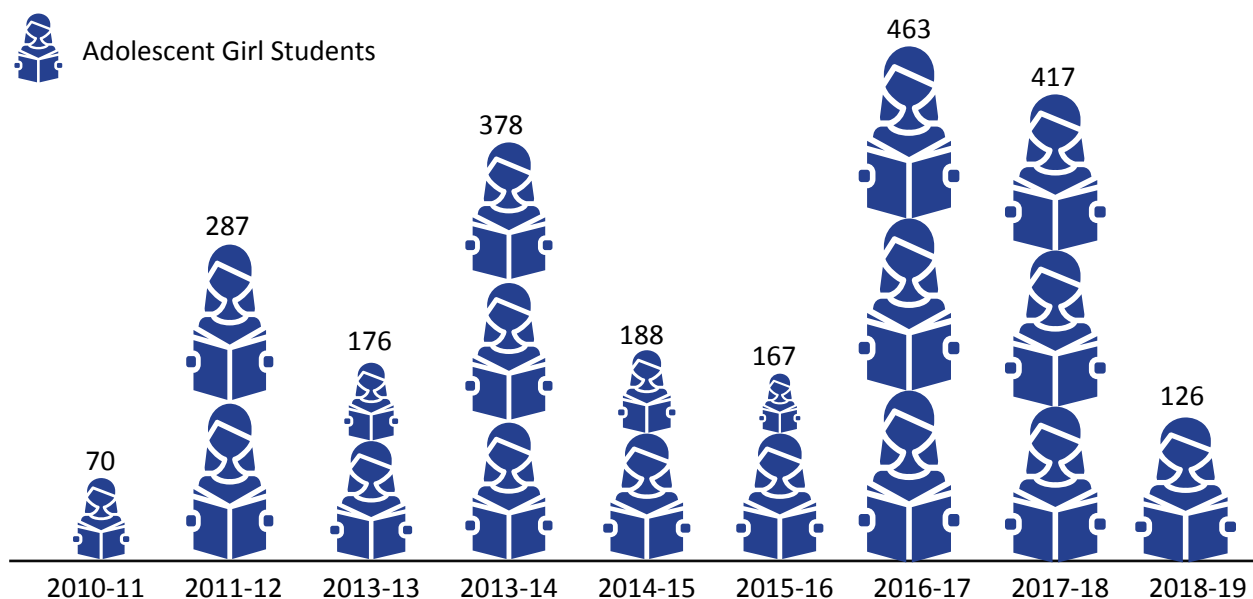
### 1. Kishori Shikha Program (KSP)

EP provides out of school teenage girls aged 10-18 in Tijara Block with an intensive 1 year catch up education programme which they attend for 3 hours a day, 6 days a week taking account of festivals and harvesting requirements. While the format of the program has been developed and refined regularly on the basis of feedback and lessons learnt, today the KSP covers 52 weeks of literacy, numeracy, and extra curricular formats on health and nutrition, environmental studies, art, sports and other basics of education including vocational skills in sewing and horticulture.

A class of 25-30 girls each is taught by locally recruited women with a minimum of Grade 10 education as teachers. Training and support are provided to the teachers including induction training, teaching skills, adolescent psychology, teaching methods, evaluating students etc. Teachers are trained to use scientifically designed creative teaching methods that make learning fun. An essential component is the mobile library that provides girls with access to supplementary reading material geared to their needs and interests.



Adolescent Girl Students



5 centres were running during the year and 126 girls completed the course. A total of 2272 girls have been made literate by KSP literacy program.

## 2. Women Leadership in Education Program (WLEP)

End Poverty has successfully conducted a pilot project 'Women's Leadership in Education Program' (WLEP) in Tijara, Alwar. Teachers guided in-school girls completing their homework,

preparing for the test, improving their grades, planning lessons specific to the needs of the children, maintaining a keen interest in learning and progressing to the next class. 5 WLEP centers were run to provide teaching and support to the in-school girls in the area. 43 students were in the regular classes and provided with study material, class timing, and class management advice. All the students who attended the WLEP classes showed improved performance at school.





## Rural Development Program

EP has formed 'Village Development Group' (VDG) to act as a catalyst and facilitator 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.

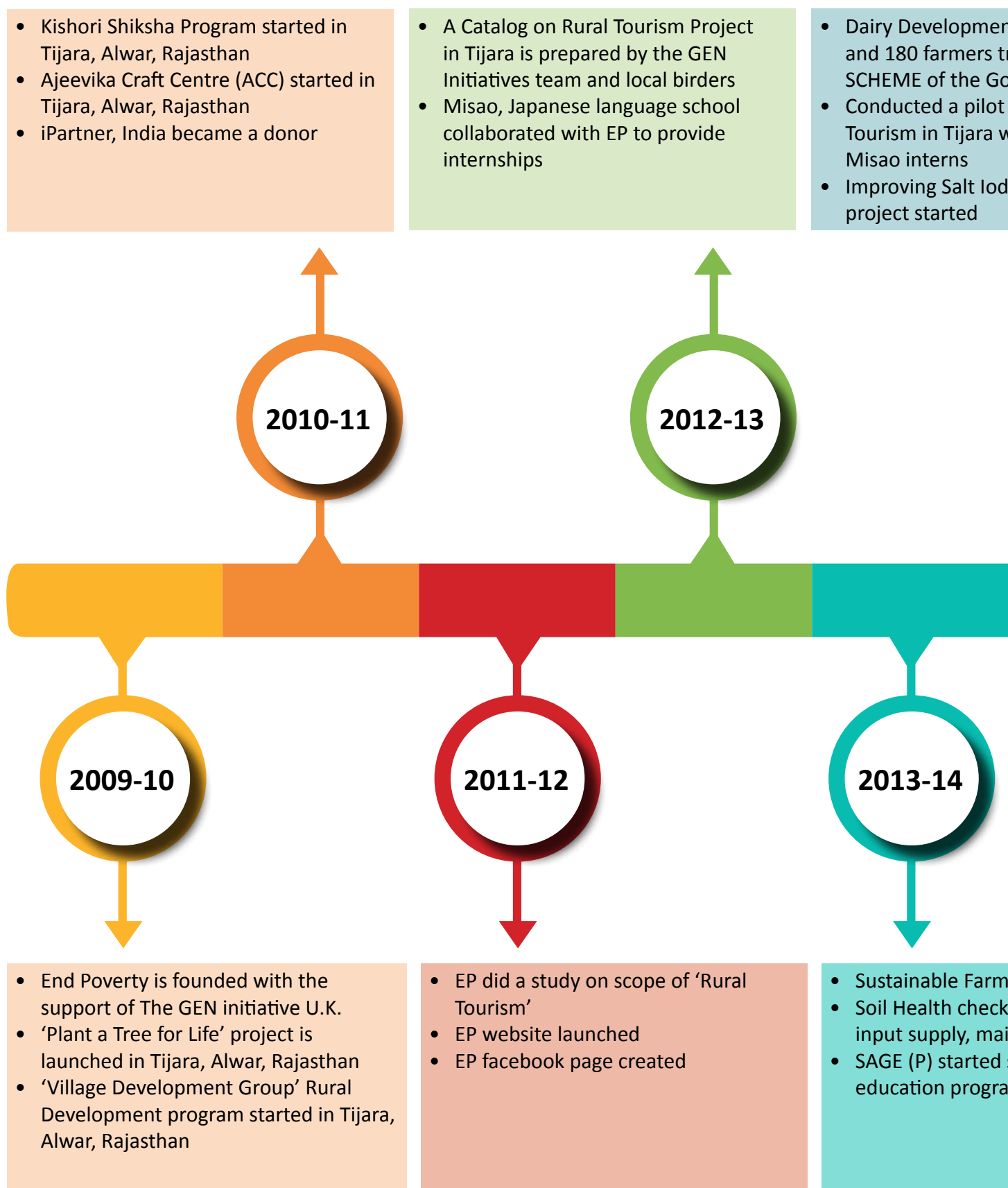
EP has formed 'Village Development Group' (VDG) to act as a catalyst and facilitator in supporting rural development, accessing government schemes, making relevant applications based on the needs of their village and following through the different levels of government departments till the request is fulfilled. EP participates in their meetings, provides hand holding to the groups and supports in preparation and processing of documents, decisions and actions. The EP team also helps in preparing minutes of the meetings and resolutions for onward submission to the concerned departments. The program has directly benefited more than 7321 beneficiaries till date.

In 2018-19, EP has supported 2655 individual beneficiaries in Tijara block in various ways, such

as provide solar lights to 432 families, Ujwala Gas Connections to 1214 women, toilets constructed for 47 families, Aadhaar Cards made for 310, Bhamashah Card made for 265 and Bank Account opened for 355 beneficiaries.

EP facilitated installation of 62 hand pumps in Tijara Block for drinking water purpose which will benefit at least 600 people. EP has also done a pilot project at Manesar, Gurgaon in collaboration with Waterlife India Pvt. Ltd. and supported by Maruti Suzuki under its CSR program. The project's objective was to create awareness regarding 'Safe Drinking Water' in rural communities and connect with the villagers to water ATMs set up by waterlife in 11 villages. EP mobilized and connected 3500 beneficiaries who started consuming safe drinking water from an ATM.

# 10 Years of Creating S



# Sustainable Livelihoods

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ization in India

- End Poverty becomes a training partner with Agriculture Skill Council of India (ASCI)
- Animal Breed Improvement Program launched in partnership with Genus ABS India

- Shwethdara project launched in Jaipur District supported by IDFC First bank
- Gurukul, Youth Employment program expanded to Delhi
- Partnered with Waterlife Pvt. Ltd. for 'Safe Drinking Water' project in Manesar, Gurgaon

2014-15

2016-17

2018-19

2015-16

2017-18

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supporting EP's girls  
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- Gurukul Youth Employment program commenced from Bangalore
- Ajeevika Craft Centre setup its own brand name 'Tijara Craft' and went virtual on Jabong.com

- N/Core project commenced under Civil Society Development program
- Animal Breeding Improvement Program extended to Mewat, Haryana
- Unnati Computer Centre commenced in Gurgaon



## Civil Society Development Program

N/Core, a new initiative by End Poverty, is an incubator for early stage non-profits, working on problems related to poverty.

N/Core, a new initiative by End Poverty, is an incubator for early stage non-profits, working on problems related to poverty. N/Core mentors work closely with entrepreneurs to accelerate their startup journey and help them to achieve strategic clarity and scalable models for change. During this year, 27 non-profits graduated from this project across technical and non-technical sectors. Taking the number of partners in the program from 4 to 7, who will help achieve strategic insights for the incubatee. The program also announced land and housing incubation to support top talent working on entrepreneurial solutions specific to land and property rights.





## Stakeholder Engagement

Project area is visited by interested stakeholders to understand and observe the progress and interact with beneficiaries. 10 Annual Stakeholder Meetings have been held at Tapukara between 2009 to 2019.

End Poverty engages with all its stakeholders through Annual Stakeholder meeting every year. All EPs partners, donors, volunteers and Board Members come together and share the year's progress. Inputs from invitee stakeholders help us to plan for the coming years. EP project area is visited by interested stakeholders to understand and observe the progress

and interact with beneficiaries. 10 Annual Stakeholder Meetings have been held at Tapukara between 2009 to 2019. EP disseminates its Annual Report & Annual Accounts to its stakeholders and publishes the same on its website. Regular progress is reported to all, especially donors as per agreed timelines and formats, with photographs and videos.



## Partners

EP upholds the partnerships formed during its 10 years of work and believes in building strong, long term partnerships with donor organizations and like-minded individuals. EP thanks its donors and partners wholeheartedly for their invaluable contribution. It was impossible to achieve what we have done without their support. We hope that our partners will continue to walk with us in our journey and many more will join us in the future.



## Past Partners



# Testimonials



**Sahida, KSP Student, Vikram Ki Dhani**

"I come from a humble background and ours is a large family with 5 brothers and 5 sisters. None of us knew how to read and write and we never felt the need as ours is a farming family. I happened to enroll in the KSP and learnt basic literacy skills. I can read and write now and help my father to keep the record of house expenses. My father saw the changes that literacy brought me, and decided to send my siblings to school too. This was a moment of pride for me."



**Najrana, KSP Teacher, Jhiwana**

"My dream was to become a teacher. End Poverty gave me this opportunity, and it was a God sent opportunity for me. I have been able to make 25 girls in my neighborhood literate and change how parents think about us girls. All my students are using their literacy skills and I feel great pride and happiness to see them read and write and use their literacy. I used the income earned from End Poverty to further improve my skills and education and I am now a teacher in a private school."



**Sahroona, ACC Member, Nakhnol**

"I got training in stitching and tailoring and after my assessment, I was inducted in ACC. Now I am able to use my free time and skills which lead to income for my family and myself. I am thankful to End Poverty for giving me this opportunity. I feel very happy when I see my family acknowledge my contribution".



**Saroj, ACC Sahayika, Shekhpur**

"We are a farmer family and hardly get adequate income from farming. Always looking for alternate sources of income but never came across any such activities. I was lucky to be selected as Sahayika for Shekhpur village. I decided to make good use of this opportunity and now we have a very active ACC with 10 women members. We feel very happy when we work together, it is a great feeling that not only because I earn extra for myself but I supervise and support livelihood of 10 other women who are benefitted from ACC in our village. EP build my capacity through training and interaction and now I move freely, collect raw material, job work and delivered finished products to EP in their office. I feel confident and take pride in being EP's ACC Sahayika".



**Haroon, Farmer, Patan Khurd**

"I am a farmer and own 5 bigha of land. I used to grow coarse cereal in my fields till I came in contact with End Poverty. At the time my average income was Rs 25,000 per bigha per annum. EP introduced me to horticulture farming. Now I grow fruits in one Bigha and earn almost double the normal crop. I also used cotton seeds provided by EP, which has increased my income by Rs 15,000 per bigha. I am convinced that on the same land I can now earn more."



**Tej Singh, Farmer, Nangal Saliya**

"I am a youth from Nangal Saliya village. I was in double mind whether to look for paid job or engage in farming as income from farming is low and it is not very inspiring. Then I met EP's team who encouraged and motivated me to do scientific farming. EP gave me training in mushroom cultivation and I started growing mushroom along with farming. I also used Cotton & Bajra seeds provided by EP. This increased my income by Rs 26,000. This has given me hope and I plan to continue farming in my village and not migrate to Jaipur".



**Sokeen, AI Technician, Kishangarh**

"After graduating from school I engaged in farming for more than 5 years but always struggled to meet my expenses. In 2016 attended the AIT training organised by EP. At the end of training we were assessed by Agriculture Skill Council of India (ASCI) and I received a PMKVY skill certificate for AIT. I started providing my services to local dairy farmers and used

only Genus ABS semen. I now earn Rs 25,000 per month and continue farming on my land. Now I am able to meet my family expenses comfortably. EP provided me hope to continue to raise my livelihood without moving to the city.”



**Puran Singh, VDG Member, Nimbahedi**

“The VDG in my hamlet Ramlal ki Dhani, in village Nimbahedi, was formed in 2010. We have successfully managed to overcome many of our village problems through our VDG since then. We had very few sources for drinking water in 2009 and EP team advised and helped us to prepare an application and submit it to the local MLA. Our application was accepted and very soon 3 hand pumps were installed in our hamlet. In 2011 our VDG members visited the Barefoot College Tilonia, Many of my villagers were illiterate and felt inspired by Night School concept of Barefoot College. EP supported us in setting up a Night School I taught 25 adults and made them literate. Our link road measuring 800 meter was kachha and undulated. Our VDG met the MLA and requested for help and again we were successful. VDG also mobilized around 40 farmers and planted 800 fruit trees and facilitated distribution of seeds to farmers. Ours is one of the oldest VDG and we have implemented most of the program introduced by EP. Not only do our VDG members trust EP, but the whole village trusts EP!”



**Choti Devi, Dairy Farmer, Village Sandarsar, Renwal**

“I am a dairy farmer, and own 3 milch animals. I have been trained by EP’s Shwetdhara team on dairy farming and also how to use cattle feed provided by EP which helped me to reduce the cost of feed by Rs. 30 per animal per day. I have experienced that milk production for my cow increased by 2.5 litres and even fat content increased by 1 point. First, I could not believe this and it completely changed the way we have been rearing animals for ages. I have also used ABS semen given by End Poverty and I was quite surprised to see the new calf which weighs 30 Kg. I have never had such a healthy calf in past. I am truly amazed at the difference that EP’s Shwetdhara is making towards my earnings in dairy”.



**Rameshwar Lal, Dairy Farmer, Nandri Village, Renwal**

“I am a dairy farmer from Renwal village, Jaipur. Earlier, I used cattle feed of different brands mixed with Daliya, Chokar, Oil Cakes etc, and now I use Shwetdhara cattle feed. The change in my dairy farming practice has reduced my input cost and made a huge difference to my income since this has reduced the cost of feeding by Rs 50 per animal per day. The health of all my animals has improved and milk and fat has increased. Because of Shwetdhara program my income has increased by Rs.10,500 per month”.



**Rukmini, Gurukul Alumna, Markhal**

“I am an alumna of Gurukul, hail from Markhal village near Bidar, Karnataka. I completed my B.A. degree and started working at Jai Mataji Institute as a receptionist with the salary of Rs 6000 per month to support my parents who are both farmers. I was not satisfied with the work I was doing. Then one of my friends referred me to join Gurukul. I learned a lot of new concepts including numeracy to financial literacy. I got placed in HMS Host in Bangalore with Rs 11,200 per month. Recently I received a recognition certificate for my dedication towards work and performing to the best of my capabilities. I am very grateful to the trainers and the team at Gurukul for making me believe to never settle down unless you achieve what you wanted to.”



**Samina Bano, Founder & CEO, Rightwalk Fouldation, Incubatee, N/Core Program**

“N/Core has helped us streamline and be much more effective in our fundraising efforts, which has enabled us to raise our first funding from companies through CSR. N/Core Partners have pushed our thinking on our expansion strategy and also connected us to potential donors and partners.”

# Financials

EP has carried out development work worth Rs 30 Crores in last five years alone and has a plan to spend another Rs. 100 crores in the next five years thus expanding and covering more area and more beneficiaries. The details of EP audited account for the financial year 2018-19 are given below:

## Balance Sheet

Particulars	31.3.2019(In INR)	31.3.2018(In INR)
<b>Assets</b>		
<b>FIXED ASSETS</b>		
Opening WDV	2607416	2679021
Add: Addition During the Year	9689508	852957
Less: Depreciation	2473870	553562
Less: Deletion during the year	0	371000
Closing WDV	9823054	2607416
<b>LOANS &amp; ADVANCES</b>		
Security Deposit	2898000	3018000
Staff Advances	515559	297667
Rent Advances	0	26000
Other Loans and Advances	1123751	84262
<b>CURRENT ASSETS</b>		
Cash and Bank Balance	107253003	82725305
Other Current Assets	241390	0
TDS Receivable	10218	8586
<b>Total</b>	<b>121864975</b>	<b>88767236</b>
<b>LIABILITIES</b>		
<b>RESERVE &amp; SURPLUS (For Ongoing Projects)</b>		
Opening Balance	1976504	1631504
Add: Surplus During the Year	876590	345000
Closing Balance	2853094	1976504
Ongoing Project Balances	112877806	83769372
	<b>115730900</b>	<b>85745876</b>
<b>CURRENT LIABILITIES</b>		
Audit Fees Payable	106700	81300
Sundry Creditors	4653149	1956263
Expenses Payable	393255	549492
TDS Payable	980971	434306
<b>Total</b>	<b>121864975</b>	<b>88767236</b>

## Income & Expenditure

Particulars	31.3.2019(INR)	31.3.2018(In INR)
<b>Income</b>		
By Donation Received- FCRA	45718683	42278416
By Donation Received- India	153719105	64231602
By Donation in Kind		232014
By Bank Interest	5983959	1784236
By Other Income	1285200	769404
<b>Total</b>	<b>206706946</b>	<b>109295672</b>
<b>Expenditure</b>		
To Education Project	1481654	969102
To Woman Livelihood Project	235000	242003
To Sustainable Farming	755048	314074
To Dairy Development	8021910	1008533
To The Youth Employment	94521608	40522357
To Rural Development	717226	69017
To Civil Society Development	68136321	2057234
To Organization Development	2853155	2523127
To Excess of Income over Expenditure transferred to reserve & Surplus	29985024	61590225
<b>Total</b>	<b>206706946</b>	<b>109295672</b>

## Receipts & Payments

Particulars	31.3.2019(INR)	31.3.2018(In INR)
<b>Payment</b>		
By Education Project	1481654	969102
By Woman Livelihood Project	235000	242003
By Horticulture Project	755048	314074
By Dairy Development	8021910	1008533
By Youth Employment	88783188	41211294
By Rural Development	717226	69017
By Fixed Assets	9689508	481957
By Civil Society Development	68136321	2057234
By Organization Development-Gen	2928889	2100146
By Security Deposit		1490000
By Staff Advances	203892	322000
By Loans	1340613	726334
By Closing Balance		
Cash in Hand	209310	71729
Bank Accounts	107043692	82653576
<b>Total</b>	<b>289546251</b>	<b>133716999</b>
<b>Receipts</b>		
To Opening Balance		
Cash-In-Hand	71729	60617
Bank Accounts	82653576	24030163
To Donation Received- FCRA	45718683	42278416
To Donation Received- India	153719105	64231602
To Bank Interest	5983959	1784236
To Other Income	1285200	1000132
To Staff Advance	0	331833
To Security Deposit	114000	0
<b>Total</b>	<b>289546251</b>	<b>133716999</b>

# Governing Board

The Governing Board convenes at least four times a year and so far 44 meetings have been held during the decade. All our meetings have been minuted and records are diligently maintained. EP holds the AGM regularly and in total 10 AGMs have been held every in September.

EP Board reviews and approves the annual budget and the financial progress on a quarterly basis. The Quarterly financial report includes the budget v/s actual analysis and fund realization report. The EP Board also approves the Annual Action Plan (AAP) in the beginning of each year and review the progress on a quarterly basis. The Governing Body is presented with transcripts of the audit reports and the Annual Report duly every year.

The Governing Board appoints the CEO and supervises the functioning of the CEO and the organization. Apart from this supervisory task, the board also serves as a sounding board and advisor on strategic topics. The Governing Board has provision of seven Members and we have had a full board and with no vacancies. The current board members of EP are listed below:



**Mr. Vinod Kaushik** holds Post Graduate Diploma in Rural Management from IRMA. He has over 27 years experience in conceptualizing, executing and managing agriculture and dairy development projects for poverty reduction in India. He is on 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. Mr. Kaushik is the President of End Poverty.



**Dr. Rachna Singh** holds a Ph.D. in Rural Women's Education from the University of Delhi. She has over 25 years of diverse work experience including research, TGT at the Mother's International School, Coordinator of the Indian European Studies Center, MDI, Faculty & Dean in IILM, Gurgaon, Silver Birch Special School in Canada, English teacher in Tokyo, Japan. Dr. Singh is the General Secretary of End Poverty.



**Mr. 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.



**Air Vice Marshal (Retd.) Radhey Mohan Tiwari** is a decorated ex-serviceman with an engineering degree from the prestigious BITS Pilani. He served with the Indian Air Force for over 35 years in many locations across India. Retired at the prestigious position of Air Vice Marshal in 2016.



**Sukhbir Sharma:** Mr. Sukhbir Sharma is an Engineer from CTI, Gwalior. He has over 36 years 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 currently the Sr. Vice President with TCG Real Estate.



**Mr. Avinash C. Tyagi:** Mr. Avinash. C. Tyagi, is an alumni 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:** 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.

# Compliance

## Legal Details

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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

## Statutory Auditor

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Jain Sunny and Associates, FRN: 030604N

Sunny Jain (Proprietor) Membership No. 541841

Address: 400/12, New Railway Road, Near Dr. Verma Clinic, Jacubpura, Gurgaon, Haryana-122001

Contact: +91-8802982233

## Bank Accounts

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FCRA ACCOUNT: YES BANK Account No.: 051493900000213  
YES BANK Account No.: 051493900000412  
YES BANK Account No.: 051493900000014  
IFSC Code: - YESB0000514

## Domestic Accounts

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### 1. YES BANK

Account No.: 051494600000243

Account No.: 051494600000217

Account No.: 010494600001496

Account No.: 051493900000412

Account No.: 051493900000231

Account No.: 051493900000229

Account No.: 051493900000014

IFSC Code: YESB0000514

### 2. HDFC Bank

Account No.: 50100073376162

IFSC Code: HDFC0000622

### 3. ICICI Bank

Account No.: 184301000791

IFSC Code: ICIC0001843

### 4. Axis Bank

Account No.: 914010030380584

IFSC Code: UTIB0001

### 5. Kotak Bank

Account No.: 1611692158

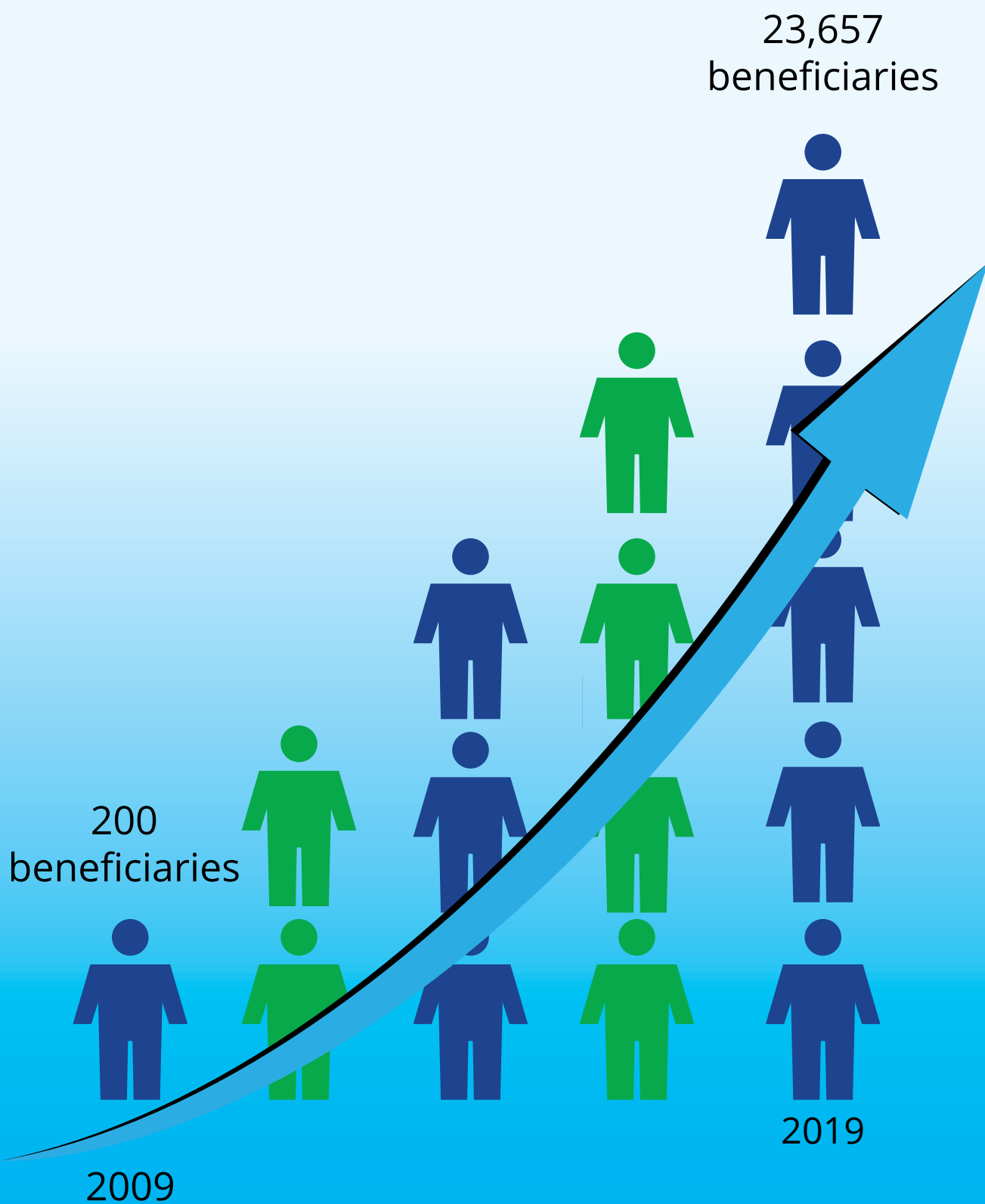
IFSC Code:- KKBK0004253

### 6. Bank of Baroda

Account No.: 0107010001582

IFSC Code:- Barb0gurgao

# People impacted over the years



## **END POVERTY**

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