

ANNUAL REPORT

2020-2021

*Empowering communities
enriching lives*

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

☎ 0124-4101239, 0124-4101200

✉ info@endpovertyindia.org

🌐 www.endpoverty.org.in

📷 @endpoverty.org.in | 📺 @end-poverty | 📺 @End-Poverty-101369165670769 | 🐦 @ENDPOVERTY16

CONTENTS

President Message	1
Messages From Our Partners	2
About End Poverty	3
Milestones	4
Mission, Vision, And Core Values	5
End Poverty's Thematic Areas	6
Rural Development	7
Sustainable Livelihood Creation	8
Education	9
Civil Society Development	10
Holistic Rural Development Programme (HRDP)	11
Dairy Farmers' Training Programme	12
Mission Shwetdhara	13
Rural Development Project At Tijara (Alwar, Rajasthan)	14
Sustainable Agriculture Project	15
Women Empowerment – Ajeevika Craft Centre (ACC)	16
Kishori Shiksha Programme	17
Gurukul Programme	18
N-Core/Centre Of Social Innovation (CSI)	19
EP's Covid-19 Response	20
Impact Stories	22
Our Believers	23
Financials	24
Governing Body	27
Compliance	28

FROM THE PRESIDENT'S DESK



Vinod Kaushik
President, End Poverty



We have now reached more than 32,000 beneficiaries and have had a positive impact on their lives. We have strengthened our existing programs in the areas of livelihood generation, and have focused on putting enormous effort in improving the life of the farmers in the country.

The year 2020-21 brought a new set of challenges for the non-profits around the world. COVID-19 pandemic and the resulting chaos has meant that the non-profits have had to adapt to the ever-changing dynamics of the world. Increased emphasis on reaching the last mile, while being in the middle of a worldwide lockdown has necessitated increased use of technology and innovation in tandem with the traditional development models.

End Poverty (EP) has, in continuation with our effort for the past 12 years, been committed to reaching out to the poorest sections of the society even during one of the worst phases of mankind. We have now reached more than 32,000 beneficiaries and have had a positive impact on their lives. We have strengthened our existing programs in the areas of livelihood generation, and have focused on putting enormous effort in improving the life of the farmers in the country. Farmer development programs have been extended to new geographies this year, with a Dairy Management Project commencing in Uttar Pradesh, a Holistic Rural Development Project in the states of Madhya Pradesh and Haryana that aims to develop village clusters in these states.

EP has modified its focus to further upskill our personnel on the ground and adapt to a technology friendly world. We have initiated several training modules to keep our change makers and beneficiaries up to date with the latest developments in the field of technology. We have updated our MIS, to ensure a fair and transparent monitoring of our projects. This will, in turn, help us design more effective programs in the near future, along with measuring accurate impact of the various ongoing interventions.

We have also added valuable team members to walk with us on this journey and take our goals forward in the coming decade. These new members bring in fresh ideas to take EP forward on our chosen path.

This year has seen our old partners renew their faith and trust in our mission. Their unwavering support has served us as a stimulant which has kept us motivated to excel above and beyond our expectations. In the end, I would like to thank everyone associated with EP, for their support, faith, and belief in what EP stands for. Wishing everyone good health and well-being.

MESSAGE FROM OUR PARTNERS



Bet Tickner
Chairperson, GEN Initiative

"The GEN Initiative's relationship with End Poverty (EP) goes back to its inception, that is twelve years and more. During the period GEN has seen EP grow faster, and more importantly stronger, than expectations.

In these difficult times, when many NGOs across the world are compelled to close down, EP stands firmly rooted in its principles of working at the grassroots level and of steadily building up impact. It is its firm intent to take on the challenges that have dragged the world back by several decades in terms of poverty alleviation.

In that context I on behalf of GEN Initiative congratulate EP on what it has achieved over the last year in continuing to run its programmes in rural development, women's empowerment, opportunities for young people and more, while at the same time stepping in to help poor and rural communities deal with the continuing threat of Coronavirus.

EP has also worked hard throughout this period to continue and step up its fundraising, building relationships with CSR donors in India as well as strengthening its presence on all social media platforms.

I am very grateful to all the donors who GEN has garnered support from over the years including the Waterloo Foundation, the Saga Charitable Trust, Open Gate, PHAST, Southall Trust, the Pakhar Singh Foundation through iPartner India, Leeds Metropolitan University, and individual donors.

Meanwhile here in UK, GEN has also worked to raise funds through crowdfunding and we are delighted that our efforts mean we can maintain support for the women's empowerment programme, which is now our main focus.

We are confident EP will continue to work hard through the coming year with its core mission in mind as ever."



ABOUT END POVERTY

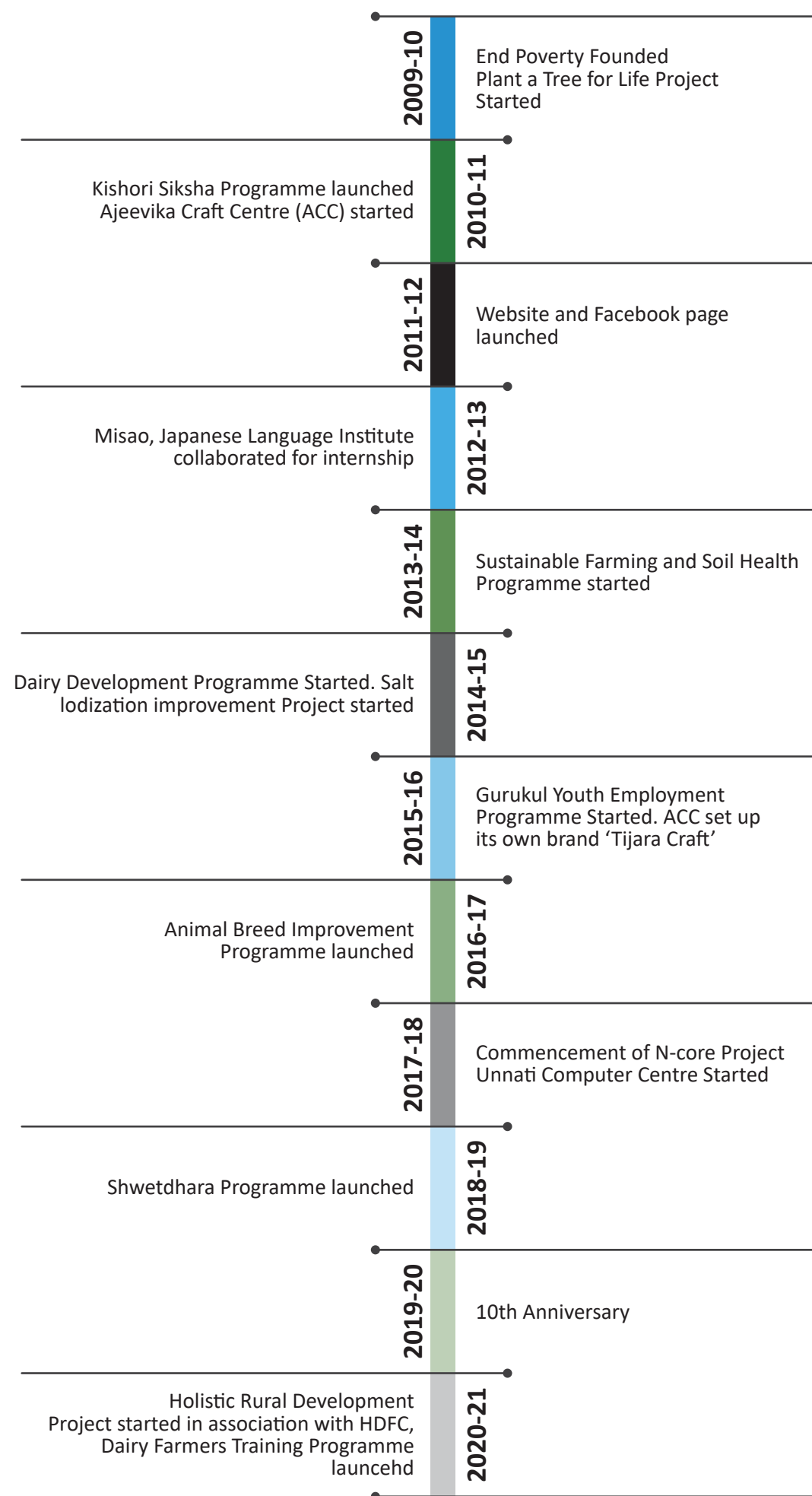
End Poverty is a Civil Society Organization formed in the year 2009, with a purpose to contribute towards the poverty reduction in India. The idea behind setting up End Poverty was that it will understand the underlying issues of rural poverty and address them collaboratively to maximize the impact at 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.

EP is a professionally managed, forward looking, catalyst organization that designs & delivers customized, innovative and self-sustaining development programs which are replicable and create sustainable socio-economic 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.

"The idea behind setting up End Poverty was that it will understand the underlying issues of rural poverty and address them collaboratively to maximize the impact at ground level."





VISION

End Poverty's vision is the economic development of the poor and needy people in its operational areas through education, training and capacity building.

MISSION

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

CORE VALUES

- Service Beyond Self:** End Poverty is founded to serve others. It will conduct its activities for the sake of others, whether public at large or a particular segment of society.
- Integrity:** We consistently adhere to honesty and accuracy in our actions with all stakeholders and the general public at large. Basic financial information, information disseminated about its work and the origin and use of its resources, governance, the listing of officers and partnerships are open to public scrutiny.
- Accountability:** We are accountable and answerable for our actions and decisions, primarily to make things better, to pursue excellence for the community we serve, to our funding agencies, the government, staff and volunteers, members, partner organizations, and the public at large.
- Creativity:** We are committed and willing to create valuable, useful new services, ideas, or processes for the diverse audiences it works within a complex social system. We work by weaving together different dynamic social and economic elements to help the rural communities striving for change.
- Partnerships:** We value dialogue and understand that people are at the centre of everything. Trust building is valued and manifests in strong partnerships with concurring stakeholders to achieve its goal of alleviating poverty and supporting the empowerment of disadvantaged communities.

END POVERTY'S THEMATIC AREAS (SCHEDULE VII, COMPANIES ACT/ SDG ALIGNMENT)

Through its programs, End Poverty caters to the following thematic areas as mapped against the Schedule VII, Companies 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
- Rural Development Projects

Our projects and interventions also contribute to the fulfilment of the following SDG's directly:



RURAL DEVELOPMENT

As per the 2011 Census Data, rural population in India comprises about 68.84% of the overall population in the country. It is, therefore imperative that any development programme undertaken in the country must involve the vast rural populace to maximize the impact.

End Poverty realises this fact and has been striving hard to drive change at the grassroots in our operational areas. The idea has been to build the capacities of rural communities and identify agents of change from those communities itself.

Apart from this approach, we have now started implementing with an integrated rural development approach, wherein we intend to

work upon the overall infrastructural development of the village along with empowering the beneficiaries to increase their income.

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 or entitlements, which in turn intertwines with our other focus areas with Rural Development.



“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.”



EDUCATION

In India, access to quality education has been a major bottleneck for the weaker communities, especially in the rural setup, in their quest to economic growth. It is evident that education has a major role to play in any nation-building exercise and any roadblock to its access is likely to have grave repercussions for the society.

End Poverty recognises these issues and has been working on ground to make quality education accessible to students across our operational areas in the rural setup. The interventions range from providing support to out of school children to overhauling the infrastructure associated with rural education in the country.

Economic disparity and the ingrained patriarchal mindset in our society has aggrieved the situation to a degree where as many as 30% girl students drop out of the school by the time, they get to class 9th. The numbers get worse and as many as 57% girl students drop out by the time, they get to class 11th. This denial to education deprives a major section of the population an opportunity to contribute to the economic and social welfare of the society.

Our programmes pertaining to this particular focus area have been running continuously since our inception. We have recently integrated innovative learning methods to our interventions and hope that we continue to the same in order to reach out to as many beneficiaries as we possibly can.



“End Poverty recognises these issues and has been working on ground to make quality education accessible to students across our operational areas in the rural setup.”

SUSTAINABLE LIVELIHOOD CREATION

Creating Sustainable Livelihoods and providing alternate livelihood sources for the beneficiaries has been one of the major focus areas of End Poverty since its inception. We intend to provide equal opportunities for the underprivileged 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 smallholder farmers, women from weaker sections and unemployed youth.

EP's interventions around this focus areas are mainly centred around the following few themes:

- Sustainable Agriculture Development
- Sustainable Dairy Development
- Youth Employment
- Women Empowerment

Our belief is to strengthen the existing livelihood options around these themes for the smallholder farmers, women from weaker sections and unemployed youth. Apart from this, we also try and provide for alternate livelihood sources to the weaker sections in an attempt to diversify their income sources and provide them with a safety net against economic shocks and setbacks.

CIVIL SOCIETY DEVELOPMENT

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

We at EP understand this pressing need to hand-hold and support the CSOs to empower them and provide support on strategic management and access to funding sources. This would ensure a meaningful contribution from these organizations towards the nation-building exercise.



NEW PARTNERSHIPS

HOLISTIC RURAL DEVELOPMENT PROGRAMME (HRDP)

Holistic Rural Development Programme or the HRDP is an initiative under the HDFC Bank's CSR programme, Parivartan.

End Poverty is proud to have been institutionalized as one of the partner organizations by the HDFC Bank this year, to implement HRDP in a district each in Haryana and Madhya Pradesh. Rewari (Khol Block) in Haryana and Guna (Guna Block) in Madhya Pradesh have been earmarked for the intervention.

After an exhaustive Rapid Rural Appraisal (RRA) exercise carried out in both the locations, a cluster

of 15 villages each has been selected on both the locations for the intervention.

The Programme has 7 major goals, viz. increase in income, establish community institutions at village level, improved quality of education at schools, anganwadis with improved infrastructure, land levelling with improved surface irrigation along with rejuvenation of community ponds, Reduction in carbon footprints, and improved healthcare and drinking water facilities along with awareness generation.

PROJECT HIGHLIGHTS



Location
Guna in MP and
Rewari in Haryana



Focus Areas
Sustainable Livelihood Creation,
Rural Development, Education



Number of Beneficiaries
30 villages (15 in each
location) to be covered



SDG Alignment of the Project
SDG 1, 3, 4, 6, 7, 8, 10, 13, 15,
16, and 17



DAIRY FARMERS' TRAINING PROGRAMME

The year 2020-21 also saw End Poverty starting a partnership with the HCL Foundation for the implementation of a Dairy Farmers' Training Programme in Hardoi (Behender Block), Uttar Pradesh.

EP has been implementing Dairy Development Programmes elsewhere in the country for seven years now and has developed expertise in delivering impactful training on modern dairy farming techniques to the primary producers.

This particular project intends to train 3000 dairy farmers on the dairy best practices. Initial training of the Village Volunteers identified has been completed, and the volunteers are now ready to impart the knowledge to the farmers on ground. A baseline study too has been conducted to gauge the current level of aspirations and would be helpful in measuring the impact of the interventions at a later stage.

PROJECT HIGHLIGHTS



Location
Hardoi in UP



Focus Areas
Sustainable Livelihood Creation



Number of Beneficiaries
3000 across 32 villages



SDG Alignment of the Project
SDG 1 and 8



MISSION SHWETDHARA

End Poverty is one of the implementing partners of IDFC First Bank's Mission Shwetdhara. EP has been overseeing the progress of the project in 4 Pashu Vikas Kendras (PVKs) – 2 each in Rajasthan and Madhya Pradesh. The major offerings of the project have been:

- Dairy breed improvement programme (Artificial Insemination)
- Dairy Health Management (Animal treatment and health advisory programme using digital methods of communication)
- Nutrition Management (Feed & fodder services, supply of additive supplements)
- Dairy Farmers' Capacity Building (Trainings and Exposure Visits)

EP aims to provide high quality services under the programme and help to maximize the impact and realize the programme's mission.

PROJECT HIGHLIGHTS



Location
Jaipur in Rajasthan and Indore in Madhya Pradesh



Focus Areas
Sustainable Livelihood Creation



Number of Beneficiaries
Aims to cover 11000+ dairy farmers across 128 villages



SDG Alignment of the Project
SDG 1, 8 and 17

Progress this year - 9000 AI doses administered, 4500 Animal Treatments through AV calls, 4000 healthy calves born



RURAL DEVELOPMENT PROJECT AT TIJARA (ALWAR, RAJASTHAN)

The Rural Development Programme implemented in Tijara Block of Alwar District (Rajasthan) is one of the earliest, continuously running programme of End Poverty. Under this programme, End Poverty 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. End Poverty participates in their meetings, provides hand holding to the groups and supports in preparation and processing of documents, decisions and actions.

The programme was started back in the year 2010 and has been instrumental in bringing about a change in the lives of more than 10,000 beneficiaries till date.

The major offerings of the programme are as follows:

- Formation of a group of Village Representatives
- Address day-to-day difficulties of the community
- Provide support to the villagers in accessing their entitlements and amenities
- Provide support and link the villagers to the correct Government Line Departments for their basic entitlements
- Provide for Infrastructural Support in the villages which could then lead to the overall transformation of the community

PROJECT HIGHLIGHTS



Location
Alwar in Rajasthan



Focus Areas
Rural Development



SDG Alignment of the Project
SDG 1, 4, 6, 8 and 17

Progress this year - Jan Aadhar Cards, Kisan Credit Cards, Aadhar Cards, Job Cards, etc. facilitated for more than 2500 beneficiaries from close to 20 villages, Clean Water units installed benefitting close to 1000 households, Solar Home Lights distributed in villages, Sukanya Account facilitation provided for girls from 3 villages in the region

SUSTAINABLE AGRICULTURE PROJECT

End Poverty's programme on sustainable agriculture has been growing in scale and scope year on year. 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 development of value chains across agricultural commodities with an aim to enhance farmers' income
- Promotes less water consuming crops to remove the stress on the already limited water ground water resources
- Builds capacities of farmers to tackle the adverse effects of climate change by adoption of climate resilient farming techniques through series of trainings
- Provides for good quality inputs such as seeds and manure to increase productivity and hence the income of the farmers
- Provides soil health management services and facilitate soil health cards for the farmers
- Organises exposure visits to agricultural universities, Kisan Melas, ICAR's Krishi Vigyan Kendra, etc. to build the farmers' capacities on modern agricultural techniques

PROJECT HIGHLIGHTS



Location
Alwar in Rajasthan



Focus Areas
Alwar in Rajasthan



SDG Alignment of the Project
SDG 1, 4, 6, 8 and 17



Progress this year - Close to 500 farmers provided with good quality seeds of Bajra, Cotton, Vegetables, etc. with an aim to increase productivity; Close to 3500 plants distributed as part of Plant a Tree for Life initiative; Dinker Agriculture Producer Company Limited, an FPO promoted by EP started vegetable collection from the farmers which was later supplied to retailing companies based in Gurgaon; Tijara Fruits and Vegetables Cluster project has been approved by the Ministry of MSME, GOI under the SFURTI Scheme and will commence in the year 2021-22.

The Tijara Fruits and Vegetables Cluster Project, under the SFURTI Scheme, will see hand-holding support for the primary producers, along with establishment of Warehouse and Market Linkage through the formation of an FPC. This will ensure a sustainable and enhanced income for these small-holder farmers.

WOMEN EMPOWERMENT – AJEEVIKA CRAFT CENTRE (ACC)

One of the ways in which the Sustainable Livelihood Creation as a focus area manifests itself in EP's interventions is through the women empowerment and Ajeevika Craft Centre (ACC) project.

Recognising the importance of SHGs as a major tool to the goal of economic empowerment of women, EP motivates women to form groups and trains them on good financial management practices.

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 set up fully equipped craft centres in ten villages where women are trained and given job work to produce marketable products and job-work.



PROJECT HIGHLIGHTS



Focus Areas
Sustainable Livelihood Creation



SDG Alignment of the Project
SDG 1, 5, 8 and 17

Progress this year - Close to 150 women from 25 villages in Tijara, Alwar and Jaipur in Rajasthan trained on mask making, these women later made more than 1 lakh reusable and washable masks distributed locally; Close to 300 women members have been organized in groups and have been supported with credit linkages; Close to ₹50,000 have raised by selling the products made by the ACC women workers

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.

The major offerings of the programme are as follows:

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

The year 2020-21 was a lesson for all of us as far as the innovations in classroom education is concerned. We are hopeful of taking this in our stride and bring in innovation and increased use of technology to reach our intended beneficiaries in the years to come.

PROJECT HIGHLIGHTS



Focus Areas
Education



SDG Alignment of the Project
SDG 4 and 5

Progress this year - 6 new KSP Centres opened with 169 enrolments; More than 400 text books distributed to the students; Awareness on COVID-19 was conducted at all the centres which included topics like the importance of wearing masks when going out; correct hand wash techniques; and social distancing. Masks were distributed at all the 6 centers to students, parents and teachers; Physical classes were impacted due to the COVID-19 pandemic and the subsequent lockdowns.



GURUKUL PROGRAMME

As per the latest trends, 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 workforce by providing customised modules of training adhering to the latest industry standards, practical workshops and industry visits. We provide 360-degree skill training, counselling and placement support through our Gurukul and Future

Perfect Programmes. Future Perfect is a completely online skilling program designed to solve for the employability of underserved youth studying in government and low-income private colleges in Tier-2 and Tier-3 cities through English communication and 21st-century skills. The programme was scaled up from a pilot keeping in view the COVID restrictions on large social gatherings.

PROJECT HIGHLIGHTS



Location
Delhi and
Bangalore Urban,
Karnataka



Focus Areas
Education, Sustainable
Livelihood Creation



SDG Alignment of the Project
SDG 4 and 8

Progress this year - Following Government directive in March 2020, the Gurukuls were evacuated across Delhi and Bangalore. E-Gurukul was facilitated for the months of Apr'20 to Jun'20, following which the non-residential programme Future Perfect was scaled up. More than 1300 youth have successfully graduated with End Poverty.



N-CORE/CENTRE OF SOCIAL INNOVATION (CSI)

This is where End Poverty's Centre for Social Innovation (CSI) program comes into 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. CSI mentors work closely with entrepreneurs to accelerate their start-up journey and help them to achieve strategic clarity and scalable models for social change. CSI offers:

- 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



PROJECT HIGHLIGHTS



Location
Pan-India



SDG Alignment of the Project
SDG 16 and 17

Progress this year - First Cohort of Equal Cities Campaign graduated successfully in February 2021 towards developing and strengthening interventions that make cities inclusive and sustainable. CSI announced a grant focused on inviting research proposals that shed light on the innovation for the issue of land and property rights. Sustainable Cities Fund: Launched a retail fundraising campaign focused on building sustainable, resilient, and safe cities with five organizations working for the urban housing solutions and collectively raised 8.97 lacs to date. Incubation of Cohort 7: Cohort 7 was incubated in November 2020 and since then multiple learning sessions across fundraising, legal, finance and scaling impact have been conducted for the incubated orgs Farmer For Forests and Ground Data

COVID-19 RESPONSE

COVID-19 pandemic has wreaked havoc across the world. It is extremely important to be vigilant and to protect the most vulnerable in these times. Identifying the urgent need of the masks, sanitizers, and the need to generate awareness amongst the people regarding COVID-19, End Poverty has been involved in COVID-response activities in its operational areas, through our on-ground staff and volunteers. Some of the ways in which EP did its bit are:

- Collaborated with the IDFC First Bank and mobilized around 110 "Raksha Sakhis" in our operational areas in Rajasthan, to manufacture and distribute close to 1 lakh reusable, double static, single layer masks under the "GAON GAON Mask" Program. All these masks were distributed in the nearby villages, to the local police, healthcare workers, and bank staff

- Meals and dry ration distribution to about 5000 migrant laborers in the Badshahpur Village Community Center, in association with the Municipal Corporation of Gurugram
- Stepped in to cater to the immediate need of 2000 face masks for Health Workers of the Integrated Disease Surveillance Programme (IDSP) in Gurugram
- Partnered with IIT-Delhi to make and distribute face shields to frontline workers in Gurugram
- Engaged the Ajeevika Craft Center (ACC) - a women empowerment and livelihood initiative in Tijara region to further the fight against COVID-19. Women working at the ACC were trained to prepare good quality masks which were then distributed to the frontline workers in the vicinity of the area.



“Stepped in to cater to the immediate need of 2000 face masks for Health Workers of the Integrated Disease Surveillance Programme (IDSP) in Gurugram”

IMPACT STORIES



"My name is Sarbati and I am from Jojaka village in Alwar, Rajasthan. I am a member of the Laxmi Self Help Group (SHG), which has been nurtured by the End Poverty Organization through regular training and guidance on money management and lending practices.

This SHG has 8 members and has a monthly savings of ₹ 100. Last year, I took a loan of ₹ 5,000 from the SHG and planted onions on half a bigha of land. The produce was later sold for ₹ 48,000. After deducting all the expenses, it yielded me a profit of close to ₹ 41,000. I have now repaid the loan to the SHG, through monthly installments. This timely loan which I could avail through the SHG proved vital for my income as I could generate almost 6 times the profit over my investments."

Sarbati - SHG Member, Jojaka (Rajasthan)



"My name is Roshan Lal Bairwa and I am from Chandrabhanpura village in Boraj, Jaipur. I am a dairy farmer and have been associated with the Shwetdhara Programme since the year 2018.

Before joining the Shwetdhara Programme, I had milch animals with very low yields. After receiving trainings on various modules by the End Poverty Team under this programme, I started adopting better dairy farming techniques. I started giving the animal feed provided under the programme to my animals and as a result, around half a litre to 1 litre increase has been witnessed in the yield per day per animal.

Now, I own 12 milch animals, all of whom are fed on the animal feeds provide under the programme. This has also resulted in a considerable increase in my income."

Roshan Lal Bairwa – Shwetdhara Member, Chandrabhanpura (Jaipur, Rajasthan)



"My name is Ramchandra and I am from Modhopur Village in Tijara (Alwar), Rajasthan. Under End Poverty's Sustainable Farming Programme, I planted Lady Finger, Apple Gourd (Tinda), Bottle Gourd, Radish, Beetroot, Spinach, and Fenugreek. Apart from this, I also planted Wheat provided by End Poverty in the 1.25 bigha land. I have been able to sell my produce at excellent prices, and thereby making a net profit of Rs. 43,000 on the sale of vegetables. Wheat cultivation, too, has yielded great produce of close to 25 quintals.

The decision to plant these crops has been immensely beneficial for me. I thank End Poverty for their support and guidance"

Ramchandra - Sustainable Farming Programme, Modhopur (Rajasthan)



"My name is Sanjay Kumar and I am from Sawalkheda Village, Hardoi, Uttar Pradesh. I have been a part of the Dairy Training Programme conducted by End Poverty in association with the HCL Foundation. During the course of training, we have been taught various modern dairy farming concepts. Earlier, we did not know which semen straw to use for AI but after the training, now I can easily identify when the cow is in heat and I have asked the paravet to give the sorted semen. I also observed the processes followed by him as taught during the training programme.

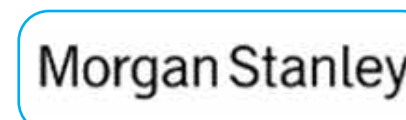
Recently, one of our cows had some problem in her leg. The first aid treatment provided by the village level volunteer of End Poverty was quite useful and the cow is fine now."

Sanjay Kumar - Dairy Farmers' Training Programme, Sawalkheda (Hardoi, Uttar Pradesh)

OUR BELIEVERS

End Poverty is thankful to all those who have shown confidence in our work and contributed to our cause. End Poverty continuously scouts for partners and contributors whom we don't like to quote as funders instead we call them "our believers". We believe in building strong, long-term partnerships with organizations and like-minded individuals to create a pool of resources intended towards creating long lasting impacts. We have our believers from India and abroad such as the U.K., Switzerland, Italy, Germany, Austria, Japan and France.

The year 2020-21 saw a reaffirmed faith of our believers in End Poverty's mission and vision, along with a few new partnerships that we intend to carry forward for years to come.



FINANCIALS

Balance Sheet

LIABILITIES	Notes	31 March 2021	31 March 2020
RESERVE & SURPLUS (For Ongoing Projects)			
Opening Balance		3,359,684	2,853,094
Add: Surplus During the Year		-	506,590
Closing Balance		3,359,684	3,359,684
Ongoing Project Balances		80,717,943	124,770,417
	1	84,077,627	128,130,101
CURRENT LIABILITIES			
Audit Fees Payable	2	100,000	106,200
Sundry Creditors	3	3,527,170	10,296,080
Expenses Payable	4	3,087,120	204,569
TDS Payable	5	557,946	370,069
Total		91,349,863	139,107,019

ASSETS	Notes	31 March 2021	31 March 2020
FIXED ASSETS			
Opening WDV		8,223,451	9,823,054
Add: Addition During the Year		1,390,791	811,626
Less: Depreciation		1,638,860	2,411,229
Less: Deletion during the year		1,931,326	-
Closing WDV	6	6,044,056	8,223,451
CURRENT ASSETS			
Fixed deposit	7	30,000,000	-
Sundry Debtors	8	170,613	440,698
Cash and Bank Balance	9	50,072,364	125,018,328
Other Current Assets	10	5,062,830	5,424,543
TDS Receivable		-	-
Total		91,349,863	139,107,019

Statement of Receipts and Payments

Receipts	31 March 2021	31 March 2020
To Opening Balance		
Cash-In-Hand	161,507	209,310
Bank Accounts	124,856,821	107,043,692
To Donation Received- FCRA	9,953,309	73,883,797
To Donation Received- India	75,426,527	89,131,576
To Bank Interest	4,832,657	6,535,535
To Interest on FD (Net of Taxes)		
To Other Income	-	2,338,283
To Loan received	552,958	82,280
To Staff Advance received	318,263	658,507
To Security Deposit received	-	300,000
To Rent Deposit Refunded	245,000	
To Student Admission Fees Received	5,884	
TO Fixed Deposit	25,000,000	
To TDS Refund	1,330	
Total	241,354,256	280,182,980

Payments	31 March 2021	31 March 2020
By Education Projects	272,364	1,236,498
By Woman Empowerment	841,775	229,482
By Youth Employment	79,630,485	76,718,675
By Sustainable Farming	1,303,643	1,454,205
By The Civil Society Development	16,017,723	56,620,313
By Rural Development	7,782,370	505,891
By Dairy Development	17,646,283	10,712,538
By Fixed Deposits	55,000,000	-
By Fixed Assets	1,324,100	811,626
By Security Deposit	-	47,000
By Advances	430,000	412,779
By Loans	-	123,190
By Prepaid Expenses	-	2,209,168
BY Health care (Prevention Covid-19)	3,403,492	
By Miscellaneous expenses	144,308	
By Organization Development	7,485,349	4,083,288
Cash in Hand	159,220	161,506
Bank Accounts	49,913,144	124,856,821
Total	241,354,256	280,182,980

Income and Expenditure Statements

EXPENDITURE	31 March 2021	31 March 2020
To Education Projects	272,364	1,236,498
To Woman empowerments	841,775	229,482
To Sustainable Farming	1,303,643	1,454,205
To Health care (Prevention Covid-19)	1,211,435	-
To Youth Employment	81,960,675	84,096,386
To Civil Society Development	16,017,723	56,620,313
To Rural Development	7,782,370	505,891
To Dairy Development	17,646,283	10,931,068
To Organization Development	7,485,349	4,734,677
Balance being Surplus/ (Deficit) transfered to Reserves & Surplus	-	12,299,201
Total	134,521,617	172,107,721

INCOME	31 March 2021	31 March 2020
By Donation Received- FCRA	9,953,309	73,883,797
By Donation Received- India	75,426,527	89,131,576
By Donation in Kind	-	218,530
By Bank Interest	4,838,436	6,535,535
By Other Income	250,871	2,338,283
Balance being Surplus/ Deficit transfered to Reserves & Surplus	44,052,474	-
Total	134,521,617	172,107,721

GOVERNING BODY

Our governing body comprises leaders who are change makers and are advocates of 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, 52 meetings have been held till March 2021. All our meetings have been minuted and records are diligently maintained. EP holds the AGM regularly.

The current Board Members of EP are as listed below



Mr. Vinod Kaushik holds a Post Graduate Diploma in Rural Management from IRMA. He has over 29 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 the prestigious Chevening Gurukul fellowship for leadership & excellence (Class of 2020). Mr. Kaushik is the President of End Poverty.



Mr. Sukhbir Sharma is an Engineer from CTI, Gwalior. He has over 42 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 the Governing Council of NAREDCO and holds the portfolio of General Secretary.



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 a number of reports, books, policy papers, compendiums etc.



Mr. Sriram Venkataraman is a graduate from Birla Institute of Technology and Science, Pilani. He has 16 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.



Mr. Damodar Sharma is an alumnus of BITS Ranchi and has been serving the Haryana government for over 34 years since 1974. He retired as a Chief Engineer from the state's Irrigation Department in 2008 and has been an active Philanthropist for almost two decades since then. He has been the Secretary Haryana Science Forum and has published the Haryana Science Bulletin.

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
- 12A Registration Number – AAATE3346BE20214
- 80G Registration Number - AAATE3346BF20214
- Registered with NGO Darpan with ID HR/2017/0160026
- Registered with NitiAyog with ID HR/2016/0095551

Statutory Auditor

K Raghu & Co. – FRN 0186065

K Raghu (Partner) – Membership Number 200145

Bank Accounts

FCRA ACCOUNT

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

DOMESTIC ACCOUNT

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

