



# ANNUAL REPORT 2021-22

CREATING SUSTAINABLE LIVELIHOODS





# PRESIDENT'S MESSAGE

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End Poverty (EP) continues to reach out to the poor and vulnerable sections of the society in line with our efforts over the past 13 years. While strengthening the existing livelihood creation programs through sustainable farming and dairy development, EP is making tireless efforts to adopt innovative interventions and expanding to new areas to achieve development goals of the organisation. Through the years, EP has targeted poverty pockets in the states of Rajasthan, Haryana, Karnataka, Madhya Pradesh, Uttar Pradesh, and Uttarakhand through tailor-made interventions with the active participation of community-based institutions and village development groups. Not only are these solutions sustainable, but they empower the communities in resolving

the challenges they face on a daily basis and give them a sense of ownership.

**EP'S LONG-TERM GOAL IS TO REACH ONE MILLION BENEFICIARIES BY 2030 THAT ARE SPECIALLY DESIGNED TO AGGREGATE FARMERS TO ENHANCE THEIR EARNING POTENTIAL.**

In addition to supporting sustainable livelihood creation model, the organization aspires to develop viable producer institutions, boost farm and animal productivity, develop round the year access to market, and improve price realization for the primary producers. These interventions are designed to eliminate middlemen who exploit farmers, bring them in line with global standards and develop farmers' resilience to climate change.

We have a team of qualified professionals who work selflessly and dedicatedly to take EP forward on our chosen path. Additionally, we have formed new partnerships this year and our existing partners have renewed their support and faith in our mission. We have benefited from their unwavering support, which has kept us motivated to excel more than our expectations. As a final note, I would like to thank everyone associated with EP for their support, faith, and belief in our vision. Wishing everyone health and happiness.

**Vinod Kaushik**  
President

# THANK YOU NOTE TO GEN INITIATIVE

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The GEN Initiative is a UK-based charity that worked in India to alleviate poverty until 2022. Since its inception in 2009, End Poverty has worked in close partnership with the GEN Initiative towards poverty reduction in India. Over the past 13 years, GEN Initiative has helped in developing an impactful program at the grassroots. Our focus was on a group of villages in the Tijara Block of Alwar District, Rajasthan state. The community is mainly engaged in agriculture and dairy with 40% people living below the poverty line and needing basic literacy, education, skills and income generation.

During this period, together we have developed literacy programmes, income-generating activities for women, and agricultural and horticultural improvements for farmers, dairy development as well as a wide range of village development activities. All initiatives were implemented with the assistance of village development groups and active community participation.

GEN's outstanding commitment to our cause has helped us to reach a point where we have been established far beyond our expectations. In the past few years, EP has worked hard 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.

Thank you, Team the GEN Initiative, for your abundant support from the early days of setting up EP to date when EP has established and expanded its work. Our thanks also go to those donors who have been supporting EP's work through the GEN Initiative over the years. And finally, we are confident that through the coming years EP will continue to work hard with its core mission in mind as always.

**End Poverty has worked in close partnership with the GEN Initiative towards poverty reduction in India. Over the past 13 years, GEN Initiative has helped in developing an impactful program at the grassroots.**



# ABOUT END POVERTY

End Poverty, a civil society organization, was founded in 2009 with the purpose to contribute towards poverty reduction in India. Together with its partners and community members, it strives to bring a change by focusing on creating sustainable livelihoods, building capacity of people, empowering women and creating opportunities for the youths.

End Poverty believes in creating opportunities and strengthening individuals and communities, rather than giving handouts. As part of its vision of creating a long-lasting impact, the organization works with the landless, small and marginal farmers, uneducated young girls and boys, and other marginalized sections of rural areas to identify their problem and empower them to find a solution. The Sustainable Development Goals (SDGs), established in 2015 to achieve a sustainable future for all, serve as the organization's guiding light. Therefore, EP is

working together with government and other like-minded organizations to achieve these goals in the given time frame and in a manner that is most appropriate for our country.

**End Poverty is a forward-looking, professionally managed, catalyst organization that designs and delivers site-specific, innovative and self-sustaining development programs that are replicable and have a sustainable social impact.**

The constant efforts and learning it has made over the first decade have helped the organization sustain its courage and zeal to alleviate poverty in rural India for thousands of people. At present, End Poverty is active in Haryana, Uttar Pradesh, Madhya Pradesh, Karnataka, Uttarakhand, and Rajasthan, and is working diligently to expand its work across the country.

## END POVERTY'S THEMATIC AREAS

End Poverty caters to the following thematic areas having a wider vision of achieving Sustainable Development Goals that were adopted by the United Nations as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. The thematic areas focussed in 2021 are:



**RURAL  
DEVELOPMENT**



**SUSTAINABLE  
LIVELIHOOD  
CREATION**



**INTEGRATED  
WOMEN  
AND CHILD  
DEVELOPMENT**

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





# SECTION 1

## RURAL DEVELOPMENT

End Poverty has been actively engaged in building the capacities of rural communities and identifying agents of change within those communities to spur change at the grassroots level. There is also a need for a holistic development of rural areas so as to enable the local community to move forward with dignity. It is for this reason, End Poverty adopt an integrated rural development

**This can be achieved by creating sustainable livelihoods, improve village infrastructure, ensuring the education of children, empowering women and providing access to health care.**



approach, which not only works to develop rural infrastructure according to the needs of the villages, but also helps empower individual by making available the skills and resources they need to become more financially independent. Within the thematic area of rural development, End Poverty has carried out interventions through various projects which are:



### Holistic Rural Development Programme (HRDP)

The Holistic Rural Development Project (HRDP) is funded by the HDFC Bank, under their Parivartan Project, aims to holistically develop and revamp the lives of the rural population in a cluster of villages in Guna district in Madhya Pradesh, Rewari district in Haryana and Bulandshahr district in Uttar Pradesh. A total of 45 villages have been covered

by the project in the year 2021-22, since it was launched in 2020. As part of the project, a number of activities are being implemented. The brief description of various activities implemented by End Poverty under the programme are provided in the table on the next page.




## PROGRAMME HIGHLIGHTS

| Focus areas   | Programme Highlights   | Activities taken up in the year 2021-22  |
|---|--|--|
|  <p><b>SUSTAINABLE AGRICULTURE</b></p> | <b>Land levelling done as part of soil and water conservation activity</b> | 187 acres of land across 15 villages in Guna district and 89 acres of land across 15 villages in Rewari district levelled  |
|   | <b>Training and capacity building on vermicomposting techniques</b>        | 105 vermicomposting pits of 64 sq. feet each were built in 15 villages in Guna district  |
|   | <b>Mobilisation towards crop diversification for sustainable farming</b>   | 120 small farmers have been mobilised to: <ul style="list-style-type: none"> <li>Plant 50 fruit trees each in their fields</li> <li>Planted 'Napier grass' to provide round the year access to green fodder</li> <li>Formation and development of farmers' groups</li> <li>Infrastructural development of schools</li> </ul>   |
|  <p><b>EDUCATION</b></p>             | <b>Infrastructural development of schools</b>                              | <ul style="list-style-type: none"> <li>Provided 165 and 60 three-seater benches in Guna and Rewari districts, respectively</li> <li>Renovated 13 toilets in Guna and Bulandshahr districts</li> <li>29 RO water purifiers installed in schools in Rewari, Guna and Bulandshahr</li> <li>5 Libraries set up in schools of Bulandshahr district</li> <li>5 laboratories equipped in schools of Bulandshahr district</li> <li>5 school buildings renovated in Bulandshahr district</li> </ul> |
|   | <b>Enhancing sports activities in schools</b>                              | <ul style="list-style-type: none"> <li>Sports kits have been provided to schools across 15 villages in Guna district and 5 villages in Rewari district</li> </ul>  |
|   | <b>Renovation of Anganwadis</b>  | <ul style="list-style-type: none"> <li>15 Anganwadis in Guna district renovated with 'Bala Paintings' and floor seating provided for approximately 103 children/school</li> </ul>  |
|   | <b>Facilitation of digital mode of education</b>                           | <ul style="list-style-type: none"> <li>Smart class equipment were provided in total 21 schools in the three districts</li> <li>Teachers were trained to use these resources</li> <li>Text books were also provided in an electronic format</li> </ul>  |

| Focus areas   | Programme Highlights  | Activities taken up in the year 2021-22   |
|---|---|---|
|  <p><b>WOMEN EMPOWERMENT</b></p> | <b>Identification of 'Gram Sakhi' for conducting village survey</b> | One Gram Sakhi per village identified in 15 villages of Bulandsahar district  |
|   | <b>Mobilising women towards entrepreneurial opportunities</b>       | Entrepreneurial opportunities discussed with 10 women/village in 7 villages in Guna. The training will commence in the coming years   |
|   | <b>Training and capacity building</b>                               | <ul style="list-style-type: none"> <li>Carried out training in digital and financial literacy of 70 women in Guna district helping women run their own enterprises</li> <li>Capacity building of 14 SHGs has been taken up in Rewari district</li> </ul>  |
|  <p><b>HEALTH</b></p>           | <b>Awareness campaigns on better health</b>                         | <ul style="list-style-type: none"> <li>Trainings on menstruation awareness, child and mother care, family nutrition has been undertaken with the farmer group members in all the 15 villages with a total participation of 483 villagers</li> <li>Wall paintings, posters booklets etc. were used as IEC materials</li> </ul> |
|   | <b>Providing healthcare support</b>                                 | Camps were organised in all the 15 villages in Rewari district, which provided healthcare support to an average of 120 villagers in each camp   |
|   | <b>Interventions towards Covid-19</b>                               | Distributed ration kits and masks to 1624 households in Rewari  |





| Focus areas   | Programme Highlights  | Activities taken up in the year 2021-22   |
|---|---|---|
|  <p><b>INFRASTRUCTURE</b></p>                | <p><b>Promoting the use of solar energy</b></p> <p><b>Providing access to clean drinking water</b></p>  | <p>Installed 950 solar lights for streets and 450 solar lights for households</p> <p>Installed two fully automated water ATMs in Rewari which provide high quality mineral water in two villages</p>  |
|  <p><b>DAIRY DEVELOPMENT</b></p>             | <p><b>Conducted farmers' training and capacity building</b></p> <p><b>Promotion of green fodder</b></p> <p><b>Ensuring better health of livestock</b></p> <p><b>Developing dairy infrastructure</b></p> | <ul style="list-style-type: none"> <li>• 622 farmers trained in modern dairy practices in Guna</li> <li>• An exposure visit to Haryana Agriculture University for Rewari farmers was organized to introduce them to integrated farming system</li> <li>• 150 farmers in Guna carried out Napier grass plantation for cattle nutrition management</li> <li>• Under the Green Fodder development, Azolla pit had been set up in 120 farmers' fields in Rewari</li> <li>• 900 animals in Guna were provided with treatment for deworming and other ailments</li> <li>• Organised animal camps for conducting animal diagnostics and livestock health management in Rewari</li> <li>• 200 farmers in Rewari were provided with cattle feed</li> </ul> <p>2 BMCs of 2000 L capacity each were installed in Guna district to initiate milk procurement and enable the farmers to sell their produce at a higher price</p> |
|  <p><b>NATURAL RESOURCE MANAGEMENT</b></p> | <p><b>Taken up water augmentation activities</b></p>  | <p>3 ponds rejuvenated in Rewari district</p>   |



## Focussed Rural Development Programme (FRDP)

The HDFC Bank is also supporting the Focused Rural Development Programme (FRDP) through its Parivartan Initiative. The programme promotes small-scale enterprises of primary producers in a cluster of 50 villages in Champawat district of Uttarakhand state. The aim of the program is to generate additional income and alternative livelihood sources for the villagers.






### PROGRAMME HIGHLIGHTS

|  |   |  |  |
|--|---|--|--|
|  | <p>Need assessment survey was carried out to understand the different cultural groups within the community and identifying the best approaches to implement the planned targets</p> |  | <p>25 low-cost rainwater harvesting tanks with a storage capacity of 5,000 to 8,000 litres have been installed to improve irrigation in the area</p> |
|  | <p>Across the district, 13 village animators were selected to serve as the first point of contact and coordinate programme activities</p>   |  | <p>350 solar street lights have been installed in 35 villages in the district to promote the use of renewable energy</p>                             |
|  | <p>50 Farmers' Interest Groups were formed and nurtured in 50 villages to adopt best practices and prepare and process documents, decisions, and actions</p>                        |  |  |

# Village Development Programme, Rajasthan

The Village Development Programme is one of End Poverty's earliest programs. Since its inception in 2009, this program has come a long way in bringing about a change in the lives of over 12,000 beneficiaries cumulatively in the Tijara block of Alwar district, Rajasthan. With an aim of solving the challenges rural communities face with accessing government schemes on a daily basis, End Poverty acted as a catalyst in 2021 and enabled villagers to access government schemes, prepared relevant applications based on their needs, and followed up with government departments until their requests were fulfilled.

## PROGRAMME HIGHLIGHTS

|   |   |   |  |
|---|---|---|--|
|  | <p>Facilitated registration of Jan Aadhar cards for 922 &amp; Ayushman cards for 263 people</p> |  | <p>Helped 230 school children open bank accounts</p>   |
|  | <p>Applications for pension schemes were submitted for 117 villagers</p>                        |  | <p>Conducted awareness campaigns regarding Corona vaccination in 12 villages and informed them about the benefits of getting vaccinated against Covid-19</p> |
|  | <p>Assisted 334 beneficiaries in connecting to Ujjawala Gas</p>                                 |   |  |

End Poverty acted as a catalyst in 2021 and enabled villagers to access government schemes.





## SECTION 2

# SUSTAINABLE LIVELIHOOD CREATION

The impacts of climate change and unpredictable weather has put agriculture at risk, making local communities who are dependent on agriculture for their livelihood, vulnerable. This calls for a need to build resilience of the vulnerable communities through creation of sustainable livelihood. Through its various programmes, End

**Through its various programmes, End Poverty aims to provide equal opportunity for underprivileged sections without relying heavily on external resources.**

Poverty aims to provide equal opportunity for underprivileged sections without relying heavily on external resources. Most of the interventions are directed at smallholder farmers, women from weaker sections, and unemployed youth. EP's interventions are mainly focused around the following themes:

## Dairy Development






With land holding sizes decreasing and making it unviable for family to sustain on income from agriculture, dairy farming is gaining significance. But like agriculture, our majority of dairy farmers are small and marginal with average animal holding of 1-2 per farmers. These farmers suffer due to low animal productivity, rising feed cost and low-price realisation. Approximately, 70 % of the surplus milk is still managed by

milk vendor who often exploit farmers. As a response to the challenges facing the dairy sector, End Poverty has taken up Sustainable Dairy development program with a purpose to improve animal productivity, create efficient value chain and provide round the year access to organised market with an overall goal to make dairy business profitable.

## Shwethdharma Programme

The Shwethdharma Programme is supported by IDFC First Bank. By promoting modern dairy farming methods and utilizing technological advancements, the program focus on animal productivity enhancement. The program was implemented in Jaipur district of Rajasthan state with 5000 farmers. The key activities under the program is animal breed improvement through artificial insemination, dairy health management through livestock treatment and conducting health advisory camps, livestock nutrition management by supplying of additive supplements and finally, building capacities of dairy farmers through trainings and exposure visits.

### PROGRAMME HIGHLIGHTS

|   |   |   |   |
|---|---|---|---|
|  | Completed artificial insemination of 7373 animals                           |  | Conducted deworming and de-ticking of 1856 cattle   |
|  | Provided a total of 9562 direct Audio Visual consultations on cattle health |  | Gram Sakhis visited 48,884 Households and trainers visited 10952 households to support dairy farmers benefitting 3225 farmers |
|  | Facilitated a total of 7173 cattle birth                                    |   |   |





## Dairy Farmers' Training Programme, Hardoi district

End Poverty is the implementing partner of the Dairy Farmers' Training Programme which is carried out under the Samuday Initiative of the HCL Foundation. The programme is being implemented in 32 villages in the Bahendar Block of Hardoi District in Uttar Pradesh. The programme intends to train 3000 dairy farmers in dairy best practices through the identified Village Volunteers.






### PROGRAMME HIGHLIGHTS

|   |   |   |  |
|---|---|---|--|
|  | <p>15 Village Volunteers were selected for community mobilization and training. Several virtual training sessions were held to train them on using digital data collection tools and adopting cost-efficient ways to prevent cattle disease and infection</p>   |  | <p>An exposure visit was conducted to Valencia Dairy Farm, a reputed modern dairy farm in the area, to train Village Volunteers, about the importance of clean milk and how quality milk is advantageous in getting a good price; how milk is processed and how silage helps to increase milk production</p> |
|  | <p>The Village Volunteers trained 3157 farmers in maintaining good cattle health and hygiene through balanced diets, first-aid treatments, and cleanliness. Towards the end of the year, the Village Volunteers assessed the impacts of the training they provided to farmers by visiting 6765 households</p> |  | <p>In support of the training, wall paintings were made across the villages of Behendar Block to help farmers learn about, retain and adopt the trainings about dairy best practices</p>   |

## Dairy Development Program, Alwar District

The dairy development program in Tijara tehsil of Alwar district is ongoing program with focus on animal productivity enhancement. EP has trained over 20 Artificial Inseminators who provided doorstep delivery covering over 2000 dairy farmers from the area.

### PROGRAMME HIGHLIGHTS

|   |   |   |  |
|---|---|---|--|
|  | Conducted deworming and de-ticking of 556 cattle            |  | Carried out over 3000 AI   |
|  | Provided high quality cattle feed to over 500 dairy farmers |  | Trained over 500 dairy farmers in modern dairy farming practices |
|  | Facilitated pooling of milk from 1000 dairy farmers         |   |  |





## Sustainable Agriculture Development

The agriculture sector is considered the backbone of the Indian economy, as 42% of the workforce relies on it for livelihood. But this sector faces severe challenges. Besides climate change, other factors have also contributed to the sector's challenges, including its unorganised nature and small land holding, lack of infrastructure development, access to credit, lack of quality input supply, lack of modern and scientific knowledge etc. As part of its efforts to address

these issues, End Poverty works at the grassroots to empower farmers, help them in adopting best practices, and build resilience to meet the challenges they face. Along with this, EP has also taken up measures to conserve and rejuvenate water sources, provide good quality seed, train farmers in climate-resilient farming techniques, and use bio-fertilizers to improve soil fertility.



## Tijara, Alwar district

End Poverty has facilitated the formation of Dinker Agriculture Producer Co. Ltd. (DAPCL) in Tijara, Alwar, under the SFURTI scheme of the Ministry of MSME with the purpose to enhance their farm productivity and develop fruit and vegetable value chain.

### PROGRAMME HIGHLIGHTS



The Working Committee for the project was established, which started working and met twice. The committee has representative from the ICICI bank, District Industries Center (DIC) of the Implementing Agency (IA) - End Poverty, the Special Purpose Vehicle (SPV) - DAPCL, and the Nodal Agency (NA) - IMEDF



The DAPCL office was set-up in Tapukara and the foundation of the Common Facility Centre was laid



A number of interventions have been initiated by the DAPCL including orientation and awareness programs about the available government schemes for FPCs; exposure visits and; the commencement of a membership drive to encourage farmers to become members of the producer company. 350 farmers applied for membership during the year



Till date, 90% of the construction work for the Warehouse and Cold Storage Facility has been completed, and work is underway on developing the DAPCL website and marketing application and ERP system








## Mustard Value Chain Development Programme

In partnership with COFCO International, End Poverty launched a Mustard Value Chain Development Programme in 20 villages of Chomu Block of Jaipur district in Rajasthan state to support mustard growing farmers. A key objective of the program is to augment income of mustard growing farmers by aggregating farmers in farmers' collective. To ensure the sustainability of the project, End poverty plans to establish Farmer Producer Organization (FPO), provide technical support to enhance farm productivity and establish a efficient value chain.

### PROGRAMME HIGHLIGHTS

|   |  |
|---|--|
|  | <p>A baseline survey was completed to understand mustard cultivation practices and the challenges faced by farmers.</p>    |
|  | <p>Value chain analysis stakeholders survey was conducted</p>  |
|  | <p>200 farmers have been trained in mustard cultivation and best practices for pre-harvest and post-harvest management</p> |

## Climate Resilient Farming









The concept of climate-resilient farm practices involves adaptable farming methods that can cope with extreme weather events and climate change shocks. In addition to preparing and dealing with long-term climate change, these practices need to be flexible enough to handle short-term shocks like storms, hail, and droughts. Adverse weather events are often caused by climate change, and working

around them is necessary to achieve a sustainable outcome for farmers. Climate-resilient agriculture focuses on managing the components of agriculture that are interconnected and directly impacted by climate change.

Following the footsteps to build climate resilience of farmers, End Poverty has adopted an integrated approach that aims to raise awareness of farmers to

tackle the vagaries of climate change and other unexpected events. The interventions under different existing programmes are focused currently in the geographical areas consisting of the villages in Rewari, Guna, Bulandshahr and Champawat Districts.

### PROGRAMME HIGHLIGHTS

|   |   |   |  |
|---|---|---|--|
|   | 900 Farmers were trained in natural farming   |   | 50 farmers were trained in making and use of bio-pesticides and bio-fertilizers.   |
|  | 107 acres of land levelled with a purpose to improve water use efficiency                                       |  | Planted over 20,000 horticulture saplings covering over 200 acres of land.   |
|  | Set up 45 agriculture tool banks in Rewari, Guna and Bulandshahr Districts to improve the farmers productivity. |  | EP organised exposure visit of 90 farmers to ICAR, Bhopal to learn about best practices in agriculture/dairy/horticulture. A farmer's exposure visit was conducted to help farmers to adopt GAP and new technology for the modern farming. Another group of farmers was taken to Ghaziabad Krishi Vigyan Kendra and IARI, PUSA Delhi |
|  | Supported 300 farmers in adoption of kitchen gardening  |   |  |
|  | 525 women farmers in Bulandshahr were trained on scientific farming.  |   |  |





## SECTION 3

# WOMEN AND CHILD DEVELOPMENT

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Women play a pivotal role in the rural economy as farmers, wage earners and entrepreneurs, as well as being responsible for their families' well-being. Often, women from indigenous and grassroots communities are also custodians of traditional knowledge, which is crucial for their communities' livelihoods, resilience, and culture. Yet, they face constraints in engaging in economic activities because of gender-based discrimination and social norms, and unequal access to education, healthcare, property, and financial and other services. Alongside empowerment of women, it is equally important to ensure the development of children in order to achieve sustainable development of a community. Providing access to quality

**Alongside empowerment of women, it is equally important to ensure the development of children in order to achieve sustainable development of a community.**

**Providing access to quality education and health services to children can eliminate poverty and illiteracy in rural areas**

education and health services to children can eliminate poverty and illiteracy in rural areas. Towards the thematic area of women and child development, the major thrust of End Poverty programmes is to ensure integrated development of children and empowerment of women.

The Women Empowerment focuses on creating self-help groups, building financial literacy of women, nurturing women entrepreneurs and encouraging women participation in the local economies while the Nand Ghar Operation and Maintenance initiative aims at equipping the anganwadi's with better facilities and environment for learning.

## Women Empowerment

As part of the Women Empowerment Programme of End Poverty, nearly 30 self-help groups with 313 members are operating in Tijara Block in Alwar district in Haryana State. These SHGs have been able to save a total of 14.16 lacs and mobilised over Rs. 15 lacs from the banks which they are using as inter loaning for setting up various income generation activities such as cosmetic shops, grocery stores,

door-to-door cosmetic vendors, a photocopy shop, a women's clothing shop, sewing school etc.

30 Women Self Help Groups formed by the State Rural Livelihood Mission of Haryana were revived in Rewari district and empowered by providing digital and financial literacy.















# Nand Ghar Operation and Maintenance

As the implementing partner for the Vedanta Foundation's, the Nand Ghar Operations and Maintenance Project, End Poverty assessed and intervened in 385 Nand Ghars in Kota and Jaipur districts from Rajasthan State and Varanasi district

from Uttar Pradesh. Through the initiative, existing Anganwadi centers are adopted and supported with modern technology, improved education, sanitation and hygiene support, as well as food security and nutrition resources.

## PROGRAMME HIGHLIGHTS

|   |  |   |  |
|---|--|---|--|
|    | Regular monitoring of 35 Nand Ghars in Rajasthan for assets, beneficiaries and operations and mobilised 455 new enrolments                               |    | Facilitated participation of parents and teachers in 'School Management Committee meetings leading to 641 parents actively participating in the meetings   |
|    | Enabled linkages to government schemes for 152 community members in Rajasthan  |   | Demonstrated good hygiene practices to 709 children, women and other stakeholders in Rajasthan   |
|   | Actively engaged with 888 community members, mainly women and children, in Rajasthan and 74 in Varanasi to promote awareness on health and social issues |  | Regularly organised health awareness and vaccination camps at Nand Ghars   |
|  | Benefited 108 community members by connecting them to government departments and CSRs  |  | Meeting of Animal Welfare Committee in which 237 women beneficiaries participated at the 35 NGs in Rajasthan   |
|  | Benefited 123 pregnant women and lactating mothers through providing supplementary nutrition, immunisation and regular health check-ups                  |  | Five Anganwadi centers in Varanasi have been fully renovated with the facilities of wall painting, furniture, almirah and floor carpet   |
|  | 137 children benefited from Take Home Ration distribution in Rajasthan   |  | Various virtual and physical events were organised including a webinar with NASSCOM Foundation for addressing gender-based violence, felicitation of Anganwadi workers, Women's Day celebration to empower women stand-up for their rights and liaison with local influential people |

# THE WAY FORWARD

## Adaptation to Climate Change

Climate change refers to long-term shifts in temperatures and weather patterns. These shifts may be natural or anthropogenic. Across the globe, a number of consequences of climate change have been observed, including, changes in rainfall pattern, intense droughts, water scarcity, rising pollution, and ecological imbalances that threaten livelihoods as well as the balance of natural habitats. The effects of climate change have begun to affect our health, food production, housing, safety and livelihood.

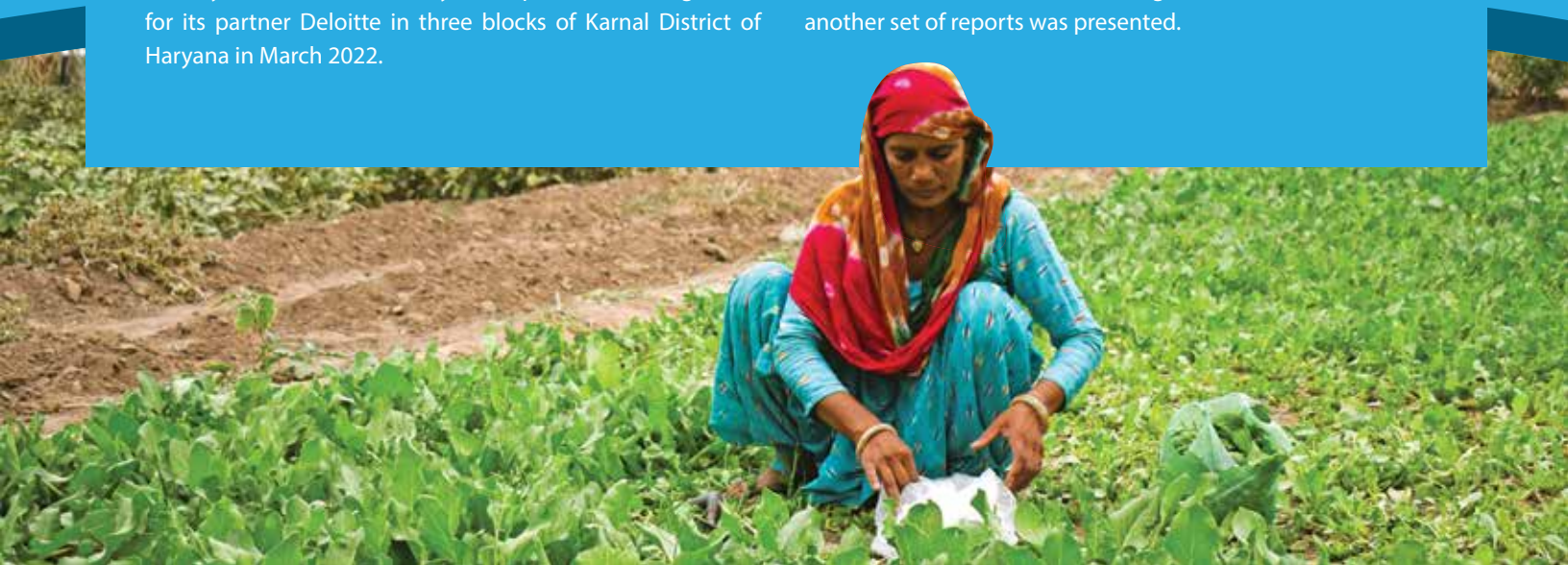
End Poverty upholds that taking up measures such as switching to renewable energy, buying local produce and

planting more trees can significantly reduce the carbon footprint of rural areas. Therefore, it has launched the Plant A Tree for Life campaign as a way to combat the effects of climate change. So far, we have planted over 70,000 horticulture plants in Alwar, Rewari, Bulandshahr and Guna district. We have also started training farmers in mitigating the negative impact of climate change on farming. We have also introduced at least 10 % component on environmental awareness in all our training programs. We wish to further develop this vertical at EP with a purpose to support small and marginal farmers to mitigate the negative impact of climate change on farming.

## Study on Crop Residue Management

Stubble burning is a usual practice especially in Punjab, Haryana and Western Uttar Pradesh, a method of removing paddy crop residues from fields to sow wheat. It contributes to air pollution in parts of north India, degrading the air quality. The problem of stubble burning goes beyond pollution as it also affects human health and soil fertility as nutrients get destroyed in burning while pollutants aggravate climate change. Identifying the downside of stubble burning, End Poverty has conducted a study on Crop Residue Management for its partner Deloitte in three blocks of Karnal District of Haryana in March 2022.

Farmer Surveys and Focused Group Discussions tools were used for data collection covering over 1500 participants. A mobile application was used to collect the information. The questionnaire was designed to understand the respondents' profiles, farming practices and possible solutions to crop residue management. The data collected from the survey exercise was analysed and a report was presented to the partner organization. Similarly, Focused Group discussion was carried out in a total of 22 villages in the three blocks and another set of reports was presented.



# IMPACT STORIES (TESTIMONIALS)

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I'm **Raghendra**, a dairy farmer from Subhan Khera D.U. Association, and I want to share the positive impact that End Poverty organization has had on our community. I actively participated in their dairy farmers' training program and it motivated me to improve my breed selection practices. Through the training, I learned about the importance of using sorted semen and its role in enhancing the breed and production of milk. After the training, I used sorted semen on my animal and was thrilled to receive a female calf of Sahiwal breed. This intervention is expected to lead to better productivity for future generations of animals, and I'm looking forward to seeing the results of these breeding practices in the coming years. I'm confident that the positive changes I'm experiencing will soon be visible to other farmers in our community. This will lead to enhanced milk production and better economic outcomes for all of us. It's clear to me that the training provided by End Poverty has been a game-changer for our dairy farming practices and our community's prosperity.

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I am **Tulsi Devi**, a resident of Pau Village in Champawat and a member of the End Poverty community. Through the Focused Development Program supported by HDFC Parivartan and implemented by End Poverty, I was able to address the water scarcity issue that was adversely affecting agriculture practices in my community. By sharing my concerns at a meeting conducted by End Poverty, I became one of the beneficiaries of the Water Harvesting Tank initiative. The water harvesting tank was constructed and connected to a perennial stream located 400 meters away from our agriculture fields. Since the implementation of this initiative, we have been able to continuously irrigate our crops, resulting in improved produce quality and a diversification of our crops. With the constant irrigation facility, I can cultivate my land all year round, allowing me to grow additional vegetables like potatoes, cauliflower, and spring onions in addition to traditional cereal crops. The initiative has significantly enhanced my income and enabled me to contribute to the socio-economic development of my family. I am grateful to End Poverty, HDFC Parivartan, and the Focused Development Program for their support.

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I am **Banti Bai Lodha**, a dairy farmer from Puraposar village in Guna district of Madhya Pradesh and an active member of Guna Vikas Mahila Farmer Producer Company Ltd., promoted by End Poverty with the support of HDFC Bank CSR under its HRDP project. Prior to my association with the FPC, my family's monthly income from the dairy business was Rs. 5000-6000/-, and I always believed that this activity had significant profit potential. Through the local resource, Gram Sakhi Shivani Lodha appointed by End Poverty, I became aware of Guna Vikas Mahila Farmer Producer Company Ltd. and attended dairy farmers' meetings and trainings to learn about the best practices in dairy farming. I began selling my milk to the nearby milk pooling point, where the milk is tested for quality and the price is fixed according to the IT-enabled data processor. Previously, I received an average of Rs. 32/litre from local milk vendors, but as a member of the FPC, I now receive over Rs. 42/litre for my milk, with payment made directly into my account. This has inspired me to expand my milk business by adding more milch animals to my herd. The FPC has not only helped me to increase my income, but has also provided me with access to knowledge and resources to improve my farming practices, contributing to the overall development of my community.

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I am **Kamli Chaudhary**, a resident of Gajeda village in Rajasthan and a member of Shwethdharma Project, implemented by End Poverty and supported by IDFC First Bank CSR. Prior to my association with the project, I was a homemaker and had always aspired to become financially independent. However, despite being educated, I lacked opportunities to put my knowledge to use. When I learned about Shwethdharma programme, I attended the training provided by the organization on dairy development. This training not only gave me a clear understanding of the programme, but also provided me with the opportunity to become a "Gram Sakhi". This role not only brought financial benefits, but also boosted my self-confidence and dignity. I became more confident in myself and developed various business ideas to sell input supplies for farm animals in my village and surrounding areas. I am grateful to End Poverty for empowering me through their training and overall self-development initiatives. I now aspire to bring about similar changes in the lives of women in my village, helping them to become financially independent and confident individuals.

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# OUR PARTNERS

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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.













# FINANCIALS

## Balance Sheet

| LIABILITIES   | Notes | 31-Mar-22            | 31-Mar-21            |
|---|-------|----------------------|----------------------|
| <b>RESERVE &amp; SURPLUS (For Ongoing Projects)</b> |       |                      |                      |
| Opening Balance                                     | 1     | 3,359,684.00         | 3,359,684.00         |
| Add: Surplus During the year                        |       |                      |                      |
| Closing Balance                                     |       | 3,359,684.00         | 3,359,684.00         |
| Ongoing Project Balances                            | 2     | 39,828,872.00        | 80,717,943.00        |
|   |       | 43,188,556.00        | 84,077,627.00        |
| <b>CURRENT LIABILITIES</b>                          |       |                      |                      |
| Audit Fees Payable                                  | 3     | 100,000.00           | 100,000.00           |
| Sundry Creditors                                    | 4     | 1,110,175.00         | 3,527,170.00         |
| Expense Payable                                     | 5     | 2,910,590.00         | 3,087,120.00         |
| TDS Payable   | 6     | 627,092.00           | 557,946.00           |
| <b>Total</b>  |       | <b>47,936,413.00</b> | <b>91,349,863.00</b> |
| <b>ASSETS</b>                                       |       |                      |                      |
| <b>FIXED ASSETS</b>                                 |       |                      |                      |
| Opening WDV   |       | 6,044,056.00         | 8,223,451.00         |
| Add: Addition During the Year                       |       | 3,033,016.00         | 1,390,791.00         |
| Less: Depreciation                                  |       | 1,775,359.00         | 1,638,860.00         |
| Less: Deletion During the Year                      |       |                      | 1,931,326.00         |
| Closing WDV   | 7     | 7,301,713.00         | 6,044,056.00         |
| <b>Current Assets</b>                               |       |                      |                      |
| Fixed Deposit                                       | 8     | 16,945,526.00        | 30,000,000.00        |
| Sundry Debtors                                      | 9     | 84,017.00            | 170,613.00           |
| Cash and Bank Balance                               | 10    | 20,670,447.00        | 50,072,364.00        |
| Other Current Assets                                | 11    | 2,934,710.00         | 5,062,830.00         |
| TDS Receivable                                      |       |                      |                      |
| <b>Total</b>  |       | <b>47,936,413.00</b> | <b>91,349,863.00</b> |

# Statement of Receipts and Payments

| Receipts                                    | 31-Mar-22             | 31-Mar-21             |
|---|-----------------------|-----------------------|
| <b>To Opening Balance</b>                   |                       |                       |
| Cash-In-Hand                                | 159,220.00            | 161,507.00            |
| Bank Accounts                               | 49,913,144.00         | 124,856,821.00        |
| To Donation Received- FCRA                  | 1,405,683.70          | 9,953,309.00          |
| To Donation Received- India                 | 102,840,866.00        | 75,426,527.00         |
| To Bank Interest                            | 2,758,796.69          | 4,832,657.00          |
| <b>To Interest on FD (Net of Taxes)</b>     |                       |                       |
| To Other Income                             | 1,270,229.00          | -                     |
| To Loan received                            | -                     | 552,958.00            |
| To Staff Advance received                   | -                     | 318,263.00            |
| To Security Deposit received                | -                     | -                     |
| To Rent Deposit Refunded                    | -                     | 245,000.00            |
| To Student Admission Fees Received          | -                     | 5,884.00              |
| To Fixed Deposit                            | 30,000,000.00         | 25,000,000.00         |
| To TDS Refund                               | 60.00                 | 1,330.00              |
| To Advance to Corp Card 7730                | 1,573,199.51          | -                     |
| To Creditors Refunded                       | 2,681,546.00          | -                     |
| To Professional Fee Refund                  | 118,331.00            | -                     |
| To Receipt From Nudge Lifeskills Foundation | 3,519.00              | -                     |
| <b>Total</b>                                | <b>192,724,594.90</b> | <b>241,354,256.00</b> |

| Payments                             | 31-Mar-22             | 31-Mar-21             |
|--------------------------------------|-----------------------|-----------------------|
| By Education Projects                | 9,093,793.00          | 272,364.00            |
| By Woman Empowerment                 | 742,813.00            | 841,775.00            |
| By Youth Employment                  | 49,135,159.00         | 79,630,485.00         |
| By Sustainable Farming               | 16,329,380.00         | 1,303,643.00          |
| By The Civil Society Development     | 544,194.00            | 16,017,723.00         |
| By Rural Development                 | 25,220,213.00         | 7,782,370.00          |
| By Dairy Development                 | 21,983,468.00         | 17,646,283.00         |
| By Fixed Deposits                    | 15,000,000.00         | 55,000,000.00         |
| By Fixed Assets                      | 203,110.00            | 1,324,100.00          |
| By Security Deposit                  | -                     | -                     |
| By Advances                          | -                     | 430,000.00            |
| By Loans                             | 4,278,738.00          | -                     |
| By Prepaid Expenses                  | -                     | -                     |
| By Health Care (Prevention Covid-19) | 3,345,308.00          | 3,403,492.00          |
| By Miscellaneous expenses            | 1,775,359.00          | 144,308.00            |
| By Organization Development          | 11,721,423.00         | 7,485,349.00          |
| By Climate Change                    | 10,574,400.00         | -                     |
| By Women and Child Nutrition         | 2,106,790.00          | -                     |
| Cash in Hand                         | 151328                | 159220                |
| Bank Accounts                        | 20519119              | 49913144              |
| <b>Total</b>                         | <b>192,724,595.00</b> | <b>241,354,256.00</b> |

## Income & Expenditure Statements

| EXPENDITURE                          | 31-Mar-22             | 31-Mar-21             |
|--------------------------------------|-----------------------|-----------------------|
| To Education Project                 | 9,093,793.00          | 272,364.00            |
| To Woman Empowerment                 | 742,813.00            | 841,775.00            |
| To Sustainable Farming               | 16,329,380.00         | 1,303,643.00          |
| To Climate Change                    | 10,574,400.00         | -                     |
| To Civil Society Development         | 544,194.00            | 16,017,723.00         |
| To Youth Employment                  | 49,135,159.00         | 81,960,675.00         |
| To Women and Child Nutrition         | 2,106,790.00          | -                     |
| To Rural Development                 | 24,784,543.00         | 7,782,370.00          |
| To Dairy Development                 | 21,983,468.00         | 17,646,283.00         |
| To Health Care (Prevention Covid-19) | 3,345,308.00          | 1,211,435.00          |
| To Organization Development          | 11,723,865.00         | 7,485,349.00          |
| <b>Total</b>                         | <b>150,408,364.00</b> | <b>134,565,903.00</b> |

| Income  | 31-Mar-22             | 31-Mar-21             |
|---|-----------------------|-----------------------|
| By Donation Received- FCRA                                      | 1,405,683.70          | 9,953,309.00          |
| By Donation Received- India                                     | 102,890,582.83        | 75,426,527.00         |
| By Bank Interest  | 2,796,754.00          | 4,838,436.00          |
| By Other Income   | 2,381,621.00          | 250,871.00            |
| Balance being Surplus /Deficit transferred to Reserve & Surplus | 40,889,071.00         | 44,052,474.00         |
| <b>Total</b>  | <b>150,363,712.53</b> | <b>134,521,617.00</b> |

# GOVERNING BODY

Our governing body members are very passionate about making a positive change at grassroots level. Members of the body include representatives from Management, Public Service, Engineering & Technology, Education and Social Development with a wealth of experience and extensive expertise in their respective sectors. By the fiscal year 2021-22, the Governing Board has met 56 times, with a minimum of four meetings each year. Minutes of all meetings are kept diligently and records are meticulously kept. EP holds its AGM on a regular basis. The current Board Members of EP are as listed below -



**Mr. Vinod Kaushik** is the founder and CEO of End Poverty. He holds a Post Graduate Diploma in Rural Management from IRMA. He has over 30 years' experience in conceptualizing, executing and managing agriculture and dairy development projects for poverty reduction in India. He was

given Global Social Benefit Incubation Award in 2010 by Santa Clara University USA; he has also been awarded Indian Achievers Award 2021-22 by Indian Achievers Forum. He has been recognised with lifelong fellowship for an enlightened social leadership journey from Aspire Circle and is awarded with prestigious Chevening Gurukul fellowship for Leadership & Excellence -2020.



**Mr. Sriram Venkataraman** is the Director and Head - Institutional partnerships and engagements at the Nudge Foundation. He is a graduate from Birla Institute of Technology and Science, Pilani. His combined experience in healthcare and social development exceeds 17 years. He has

built and led the healthcare portfolio across the European and Asia Pacific markets in Frost and Sullivan and Global data. He has led the community mobilization and individual fundraising at Amnesty International India for 4 years.



**Mr. Rajesh Mehta** is a public policy and advocacy expert. He has done PGDBM from Fore School of Management and has over 20 years of experience in public policy, advocacy, crisis management, strategy formulation/ implementation and Government relations. 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.



**Mr. Damodar Sharma** is an alumnus of BITS Ranchi and have an experience of 40+ years of in the field of watershed and irrigation management. He retired as a Chief Engineer from the Haryana state's Irrigation Department in 2008 and has been an active Philanthropist since then. He has been the Secretary,

Haryana Science Forum and has published the Haryana Science Bulletin.



**Dr. K. K. Upadhyay** is Professor & Chairperson - Centre for Sustainability & CSR at Birla Institute of Management Technology (BIMTECH). He has a Post Graduate Diploma in Rural Management from IRMA. He has four decades of professional experience in

sustainability, corporate social responsibility and governance across government, not-for-profits, academia and corporate sectors. He is also the former head of the FICCI Aditya Birla CSR Centre for Excellence.



**Ft. Lt. (Dr.) Renu Lamba** holds a PhD in Management from PEC, Chandigarh. She has an experience of over 26 years in government and corporate sector, mainly in operations. She is from the pioneering batches of Indian Air Force where she was taking

care of communication network for the ground defence. Her area of expertise is sustainability.

# COMPLIANCE

## Legal Details

- Registered under Haryana Society Registration Act 2012 : Reg No HR/018/2013/00806 as on 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 Niti Ayog 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 |



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

 0124-4101239, 0124-4101200

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