



END POVERTY

CREATING SUSTAINABLE LIVELIHOODS



15
years of

CREATING SUSTAINABLE LIVELIHOODS

WHO ARE WE

End Poverty is a civil society organization founded in 2009 to work toward two pressing issues: the economic development of the poor and needy people and the other is the mitigation of the adverse effects of climate change. We are a professionally managed, forward-looking catalyst organization that focuses on uplifting rural communities through customized, innovative, and self-sustaining development programs. Through innovative thinking and valuable partnerships, we serve as a catalyst for development, focusing on empowering both individuals and communities to make a lasting impact. Our expertise lies in putting plans into action, which we have refined with over 15 years of hands-on experience at the ground level. We do not just understand the challenges faced by communities but excel at identifying and implementing practical and sustainable solutions that can genuinely help individuals and communities in need to escalate and enhance their own development.

Our Vision

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

Our Mission

To develop the capacity and skills of the members of the 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 society.

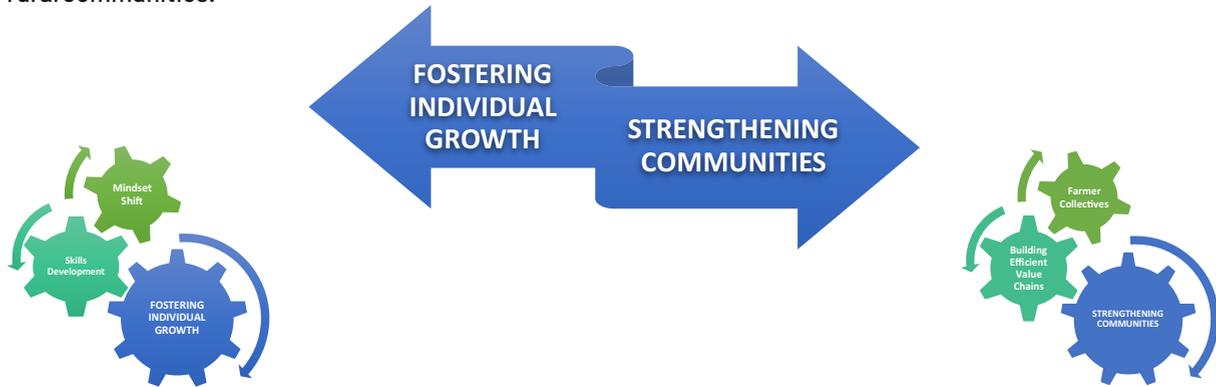
OUR VALUES

- Service Beyond Self
- Integrity
- Transparency
- Accountability
- Value-Driven Partnership
- Truthfulness



CATALYZING LASTING CHANGE - OUR STRATEGIC FRAMEWORK

We believe that sustainable change is rooted in shared goals and collective efforts. Our 'Theory of Change' is a practical blueprint designed to build capabilities, and harness technology to create enduring impacts within rural communities.



A. Fostering Individual Growth Through Practical Interventions

Mindset Shift: From Dependence to Initiative

We start by encouraging individuals to shift from a reliance on subsidies to taking initiative. By helping them assess risks and identify opportunities, we nurture a mindset geared toward self-driven progress and long-term success.

Skills Development: Turning Knowledge into Action

Recognizing that practical skills are key to personal growth, we focus on delivering training that translates literacy into actionable abilities. This equips individuals to build sustainable livelihoods, moving from basic knowledge to meaningful application.

B. Strengthening Communities Through Collaboration and Technology

Farmer Collectives: Building Scale and Viability

Given the challenges faced by small and marginal farmers, we work to bring them together into farmer collectives. By pooling resources and efforts, these groups can achieve economies of scale, enhance productivity, and improve their market position making their farming business viable.

Building Efficient Value Chains

To support these farmer collectives, we focus on building efficient, conflict-free value chains. By integrating technology and practical solutions, we aim to create transparent, demand-driven markets that ensure fairness and sustainability for all stakeholders involved.



WHAT DO WE DO



Dairy Development

Challenges We Address

- Low Animal Productivity
- Complex Value Chain
- Intermediary Conflicts
- Rising Input Costs

Interventions We Offer

- Animal Nutrition Products
- Artificial Insemination and Treatments
- Effective Value Chain Development
- Farmer Institution Building



Rural Development

Challenges We Address

- Lack of Committed Catalysts For Development

Interventions We Offer

- Infrastructure Development
- VDG Formation
- Exposure Visit



Climate Change

Challenges We Address

- Increasing Temperature
- Weather Variability
- Shifting Agroecosystem
- Invasive Crops
- Depleting Groundwater
- Air Pollution

Interventions We Offer

- Tree Plantation
- Pond Rejuvenation
- Climate Resilient Farming
- Mitigation of Stubble Burning



Sustainable Agriculture

Challenges We Address

- Small Land Holding
- Lack of Infrastructure
- Poor Quality Input Supplies
- Lack of Modern Scientific Knowledge

Interventions We Offer

- Farmers Aggregation (FPO)
- Effective Value Chain Development
- Horticulture Promotion
- Crop Diversification
- Training and Capacity Building Of Farmers



Education

Challenges We Address

- Poor Infrastructure
- Lack of Basic Facilities Like Clean Drinking Water and Sanitation
- Well Equipped Classrooms

Interventions We Offer

- Quality Infrastructure
- Conducive Learning Environment
- Modern Educational Experience

Our Core Competencies

Extensive Experience:

With over 15 years of hands-on experience, we have a deep understanding of the ground realities and challenges. Our solutions are effective and tailored to meet the specific needs of the communities we serve.

System-Driven Approach:

We are a system-driven organization, adhering to all compliances and best practices. This ensures that our operations are efficient, transparent, and accountable.

Dedicated Team:

Our team comprises over 150 committed, trained, qualified, and experienced professionals. They understand the ground realities and work tirelessly to bring about impactful change, guided by our core values of service and truthfulness.

Innovative Methods:

We go beyond traditional methods by utilizing technology and innovative techniques. This enhances productivity and sustainability in our programs.

Entrepreneurship and Enterprise Development:

Our focus is on fostering the economic development of small and marginal farmers by nurturing an entrepreneurial mindset and supporting enterprise development. Through knowledge sharing, capacity building, and skill enhancement, we aim to empower farmers to recognize the viability and potential of their businesses.

Transparency and Accountability:

We maintain the highest standards of integrity, ensuring the efficient and effective use of resources. Our commitment to transparency and accountability builds trust with our partners and beneficiaries.

We firmly believe that no one should be destined to remain in poverty. With 15 years of extensive experience, unwavering commitment, and a passionate, professional team, we are dedicated to working in poverty pockets, helping them thrive and rise out of poverty. In addition to this, we actively address various thematic areas, including climate change, sustainable agriculture, education, and dairy development. If our vision and goals align with yours, we would be delighted to collaborate and work together for a better future.

BOARD MEMBERS

Our passionate governing body members drive impactful change at the grassroots level. Representing Management, Public Service, Engineering & Technology, Education, and Social Development, they bring extensive expertise to the table. As of the fiscal year 2023-24, the Governing Board has convened 64 times annually, with a minimum of four meetings. Meticulous record-keeping characterizes all proceedings, complemented by regular AGMs. The present EP Board comprises:



Dr. K.K. Upadhyay: With a Post Graduate Diploma in Rural Management from IRMA, he's Professor & Chairperson at Birla Institute of Management Technology (BIMTECH). His four-decade career spans government, academia, corporate, and not-for-profit sectors, emphasizing sustainability, CSR, and governance. He formerly led FICCI Aditya Birla CSR Centre for Excellence.



Ms. Pratibha Dusaj: She is an experienced development professional with a strong two-decade background in Indian TVET. She's a proficient leader in assignment execution, having worked with government bodies and notable clients like the Ministry of Vocational Education. Her expertise spans Program Management, Training, Quality Assurance, and Evaluation in the field.



Dr. Neelam Maheshwari: With a PhD in General Studies from SUNY Buffalo and a Master's in Sustainable International Development from Brandeis University, she brings over 20 years of extensive experience in the development sector. Her work focuses on catalyzing social innovations and building ecosystems that support pro-women livelihoods. Dedicated to empowering marginalized communities, she is committed to driving meaningful and lasting change.



Mr. Vinod Kaushik: Founder & CEO of End Poverty, he holds a Post Graduate Diploma in Rural Management from IRMA. With 30+ years' experience in agriculture and dairy projects for Indian poverty reduction, he received the 2010 Global Social Benefit Incubation Award from Santa Clara University. Recognitions include the Indian Achievers Award 2021-22 and Chevening Gurukul fellowship for Leadership & Excellence in 2020.



Mr. Damodar Sharma: An alumnus of BITS Ranchi, he has 40+ years' experience in watershed and irrigation management. Retiring from Haryana Irrigation Department in 2008, he embarked on a philanthropic journey. A published contributor to the Haryana Science Bulletin, he's linked with the Haryana Science Forum.



Fit. Lt. (Dr.) Renu Lamba: She holds a PhD in Management from PEC, Chandigarh, and brings over 26 years of experience in the government and corporate sectors, primarily focusing on operations. She is a veteran of the pioneering batches of the Indian Air Force, where she managed communication networks for ground defense. Her expertise lies in the realm of sustainability.



Mr. Nand Kishore Avantsa: Mr. Nand Kishore Avantsa brings over 30 years of dynamic IT experience. His distinguished career includes key positions at Svam International INC's affiliate North Shore Technologies and HCL Technologies, where he retired as Associate Vice President. Passionate about leveraging technology for social impact, Mr. Avantsa is dedicated to driving positive change and empowering communities globally.

DONORS PORTFOLIO

Current Donors



Past Donors





Our Foot Prints

15

Years of
Marching
Towards
Our Vision

09

States
Reached

21+

Districts
Covered

1200+

Villages
Impacted

1.5 Lakh+

Beneficiaries
Reached

20+

Programme
Offices
Operating

80+

Partners
Supporting
the Mission

150+

Professional
Team
Members

09

Sustainable
Development
Goals
Addressed

06

Farmer
Producer
Organizations
Established

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