



END POVERTY GAZZETTE

15 years of creating sustainable livelihoods

October-December 2024

TOP HIGHLIGHTS

- 4th Annual General Meeting of Varini Milk Producer Company Limited
- Women's Empowerment celebration at the Gram Sakhi Meet
- Publication and Recognition
- Building a Viable Dairy Ecosystem for Dairy Farmers
- Strengthening Collaborations for Dairy Development

Inauguration of the Focused Development Programme

in Sawramodi Village, Guna District, Madhya Pradesh!

The event was graced by Ms. Manisha Gawade, Regional Head, HDFC Parivartan, Mr. Mrityunjay Kumar, Project Lead, HDFC Parivartan, Dr. Umesh Raghuvanshi, Veterinary Officer, and Mr. Vinod Kaushik, Founder & CEO of End Poverty, who all came together to celebrate this important step towards enhancing the dairy sector in the region.

The three-year initiative, driven by @hdfcbankcsr and implemented by End Poverty, aims to transform the dairy sector through impactful interventions like setting up Milk Pooling Points, Bulk Milk Chillers, Artificial Insemination, and health camps. Together, we're supporting farmers on their journey to establishing a Farmer Producer Company, fostering sustainable growth in dairy farming.



This initiative not only aims to improve the lives of individual farmers but also to create a ripple effect that strengthens the entire community. Let's continue to empower communities and make a lasting impact on the future of dairy farming!



Marking a Milestone

Closing Ceremony of HRDP, Bulandshahr

Since 2021, the Holistic Rural Development Program (HRDP) has made a meaningful difference across 15 villages in Bulandshahr, Uttar Pradesh. In collaboration with HDFC Bank Parivartan, this initiative focused on education, livelihoods, agriculture, and natural resource management.

The recent handover ceremony in Siyana Block marked the completion of a three-year journey, with project assets entrusted to the community.

Key initiatives include:

✓ **Education:** Upgraded school infrastructure and introduced smart classes with improved school infrastructure facilities

✓ **Dairy Development & Establishment of FPC:** Established Milk Pooling Points, Bulk Milk Chillers, conducted artificial inseminations, cattle health camps, and vaccination drives.

Setting up of Farmer producer company for Dairy Farmers which is facilitating the complete cycle of milk production from cattle induction and milk procurement to market linkage of the produce.

✓ **Agriculture:** Set up a Custom Hiring Center, distributed seeds, and promoted organic farming practices.

At the closing ceremony in Siyana Block, we were honored by the presence of Padmashree Bharat Bhushan Tyagi, who commended the transformative work, and Mr. Radhe Shyam Dixit, CMD of Ananda Dairy, who encouraged further innovations in rural development. Mr. Abhishek Samadhiya, Project Lead at HDFC Bank Parivartan, emphasized the power of community partnerships, while our CEO, Mr. Vinod Kaushik, expressed gratitude for the unwavering support of the community.



Update from the Field

Driving Change for a Sustainable Future!

End Poverty, in partnership with Bank of America, is spearheading the Sustainable Paddy Cultivation and Crop Residue Management Project in Karnal and Kurukshetra, Haryana. This initiative aims to tackle the critical issue of stubble burning by promoting sustainable farming practices, mitigating the effect of stubble burning on environment, and creating awareness among farmers about modern, sustainable agricultural methods along with awareness on crop diversification and DSR (Direct Seeded Rice) Cropping method.



As part of the project's progress review, Deloitte, the Monitoring and Evaluation Partner of Bank of America, with the End Poverty Head Office team, field project teams, and local stakeholders conducted an insightful session. There was a field visit at Karnal and Kurukshetra, which included activities like farmer interactions, discussions with Custom Hiring Centres, and consultations with the Agriculture Department and End-User Industries.

A key takeaway was the pressing need to strengthen linkages between farmers and end-user industries to enhance the project's outcomes. Strengthening these connections will play a vital role in mitigating the effects of stubble burning, promoting sustainable agriculture practices, and ensuring sustainable farming becomes a standard approach for a healthier planet.



4th Annual General Meeting

of Varini Milk Producer Company Limited



Varini Milk Producer Company Limited (FPC), promoted by End Poverty under Project Shwethdara, supported by IDFC FIRST Bank, successfully conducted its 4th Annual General Meeting in Jaipur, Rajasthan. Mrs. Sarita Sharma, Chief Executive of Varini Milk Producer Company Limited, presented the annual performance, highlighting the company's profitability—an impressive milestone for this women-led FPC.

During the meeting, Mrs. Sharma also presented the financials, which were approved by the board members. shared crucial decisions and policies that will guide the company's future growth and operations. Mrs. Sharma emphasized the roles and responsibilities of shareholders, encouraging dairy farmers to remain committed as the FPC plans to expand its reach to more farmer members.

She concluded by expressing sincere gratitude to IDFC FIRST Bank and End Poverty for their unwavering support in strengthening Varini Milk Producer Company Limited's journey.

Together, we are building a stronger farming community, ensuring that Varini Milk Producer Company Limited continues to thrive and grow. Here's to continued success and a sustainable future for our Farmer Producer Company!



Celebrating Women's Empowerment

at the Gram Sakhi Meet – Shwethdara



We are delighted to share the success of our Gram Sakhi Meet held in Jaipur, Rajasthan, under Project Shwethdara, supported by IDFC FIRST Bank. This event brought together more than 350 dairy farmers, including Gram Sakhis, Cluster Coordinators, and PVK Coordinators, for a day of learning and celebration!

We conducted the Gram Sakhi Prasikshan, led by Dr. Rakesh Raikwar, Animal Nutrition Expert, and Dr. Rajesh Yadav, Senior Veterinarian. The training sessions focused on modern animal husbandry practices, balanced cattle nutrition, and the vital role of artificial insemination in improving breed quality. A special interactive session with experts allowed Gram Sakhis to engage directly, gaining insights that pave the way for a more sustainable and profitable dairy business for our farmers. An awards ceremony honored the best-performing Gram Sakhis, Cluster Coordinators, and PVK Coordinator from 280 villages across Jaipur and Sikar districts, recognizing their hard work and dedication.

The event was filled with joy and enthusiasm as our Gram Sakhis showcased their vibrant spirit through cultural performances. Mr. Vinod Kaushik, Founder & CEO, inspired the gathering with his words, instilling the importance of teamwork and a collaborative mindset in making our mission a success. He highlighted the need for entrepreneurial skills among Gram Sakhis and emphasized the importance of farmers' collectives, appreciating the hard work and enthusiasm of Gram Sakhis in the success of 'Varini Milk Producer Company Limited'. Project Shwethdara has positively impacted over 10,000 beneficiaries in Rajasthan, empowering dairy farmers to thrive. Together, we are fostering a brighter, more sustainable future for our dairy community!



Publication and Recognition

विनोद कौशिक: “एक दृष्टि, एक प्रयास, एक परिवर्तन”

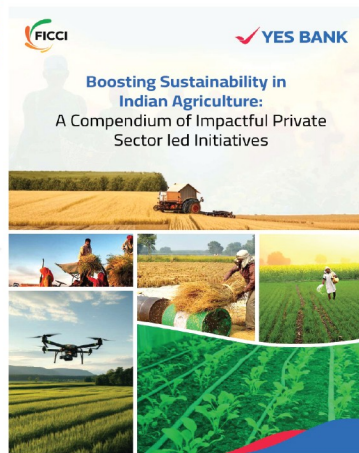
We are delighted to share that Mr. Vinod Kaushik, Founder & CEO of End Poverty, has been featured in India Today's special edition, “ऊँचे और असरदार: 2024 के रसूखदार लोगों की सूची”.



FICCI Award

At the “4th FICCI Sustainable Agriculture Summit & Awards 2024,” we are delighted to announce that End Poverty won the FICCI Award for the “Shwethdara program” in the “Sustainable Farmer Income Enhancement” category. Mr. Vinod Kaushik, Founder & CEO of End Poverty, and team, received the award at FICCI.

Celebrating Impact & Recognition



2.1 Farmer Income Enhancement Initiatives

S.No.	Second Winner	Program Name	P. No.
1	PEFC Ltd.	Agri-Ad: Ag Culture to a Service	23
2	LCC India Pvt. Ltd.	Project Jeevan - 4 Value Initiatives Sustainable Carbon Farming	26
3	Manojan Agri Tech Pvt. Ltd. is 100% subsidiary of Poonasri Software and Technologies (Poonasri Ltd.)	Bio-based Nutrition Drive for Sustainable Crop Production & Sustainable Farmer Income	28
4	VRDA Partners India Pvt. Ltd.	Hydrat Local Crop Plan for Farmer Prosperity	29
5	Corteva Agriscience India Pvt. Ltd.	Safar - The Tri-Harvested - Elevating your Harvest	27
6	Sudon Coffee India Pvt. Ltd.	Sudon Project	20
7	Nandoga Farming Partnership Program (NFPP)	Nandoga Farming Partnership Program	29
8	PEFC Foundation	Farm Services	30
9	Syngenta Foundation India	Income Enhancement of Small and Marginal Farmers through Agri. D. Enterprise/Agri. Program	31
10	Jalaram FoodSystems Ltd.	Dairy Farmer Development Program - Project Ushak	32
11	End Poverty India	Mission Shwethdara	33



End Poverty is delighted to be featured in 'The Hindu Business Line' and recognized in the 'Compendium of Impactful Private Sector-Led Initiatives by Yes Bank' at the 4th Sustainable Agriculture Summit & Awards by FICCI for winning the 2nd Prize in the Sustainable Farmer Income Enhancement Program category for Shwethdara Program, supported by IDFC FIRST Bank.

Shwethdara Program aims to improve farmer's incomes through dairy business by addressing key challenges across dairy value chain in 280 villages of Jaipur and Sikar districts of Rajasthan. The program ensures transparency, fairness and quality input services at the doorsteps of the farmers. The Pillars of Shwethdara are Breed Improvement, Animal Health, Animal Nutrition and Training & Capacity Building.



Business Connect Award for Best Livelihood Promotion Initiative 2024

End Poverty has been recognized with the Business Connect Award for Best Livelihood Promotion Initiative 2024! Our Founder & CEO, Mr. Vinod Kaushik, received this award, reflecting the dedication and impact of our initiatives.



Festive Wishes from End Poverty



The End Poverty head office celebrated Christmas and New Year with joy and togetherness. The festive spirit brought warmth and cheer as we shared moments of happiness and gratitude.

Wishing everyone a season filled with joy and a New Year full of hope, growth, and meaningful impact!

Celebrations

Diwali Celebration



EndPoverty celebrated a vibrant Diwali at our Head Office in Gurugram! The team was filled with joy and enthusiasm, creating a lively atmosphere. We were also joined by our board members, making the day even more special. Wishing everyone a bright and prosperous Diwali from Team EndPoverty!



CEO's Message on Kisan Divas

Today, on Kisan Divas, we honor the dedication, hard work, and resilience of our farmers—the backbone of our country. Their contributions go beyond feeding us; they sustain the spirit of our communities and the nation's growth. At End Poverty, we strive to walk alongside our farmers, addressing challenges they face and enhancing opportunities for growth. Over the years, we have worked with small and marginal farmers across nine states, helping them adopt climate-resilient



practices, diversify crops, and improve farm productivity. Through initiatives like organic farming, horticulture development, and livestock management, we aim to ensure better incomes and sustainable livelihoods for farming families. To every farmer, we express our deepest gratitude. Your strength inspires us to continue working toward a future where agriculture flourishes and rural communities thrive.

Warm regards,
Vinod Kaushik
Founder & CEO, End Poverty



Building a Viable Dairy Ecosystem for Dairy Farmers



On December 9, 2024, End Poverty inaugurated a 2,000-litre Bulk Milk Chiller (BMC) at Tapokara in Alwar district, Rajasthan under the Dinker Agriculture Producer Company Limited (DAPCL) project. The ceremony was graced by Mr. Vinod Kaushik, CEO and Founder of End Poverty, and senior leadership team from End Poverty, head office, Gurugram.

DAPCL is already engaged in procurement and marketing of fruits and vegetables in Tijara tehsil, and the addition of milk procurement will further enhance farmers' income. This area had quite a good milk surplus which is mainly procured by middlemen, who doesn't pay competitive prices to the farmers. By initiating milk procurement in the area will ensure fair market price, and round the year access to the organized market.

Strengthening Collaborations for Dairy Development

As part of our DAPCL initiative, we recently inaugurated a 2,000-litre Bulk Milk Chiller in Tapokara, Alwar, to support milk procurement and ensure farmers receive fair prices.

In a step towards progress, End Poverty's founder and CEO - Mr. Vinod Kaushik along with the senior leadership team, visited the Skyrri plant and met with MD, Mr. S.N. Dwivedi, to explore collaborative opportunities and discuss the way forward for supplying high-quality A2 milk.



TARAGram Mela 2024

Held on 14-15 December in Orchha, this event celebrated Bundelkhand's culture, art, and craftsmanship. Organized by Development Alternatives with support from Indian Climate Collaborative, Work4Progress, CSSA, and Bank of America, it was attended by Mr. Vinod Kaushik, Founder & CEO and team as invitees.



Success Stories

Laxmi Devi's Journey: from Struggle to Sustainable Livelihood

Laxmi Devi, a landless farmer from Bhagwanpur in Uttar Pradesh, faced significant challenges in supporting her family of seven. With no access to fertile land and limited resources, it was a constant struggle to meet the needs of her family. However, with the integrated support of training in modern agricultural practices, access to a custom hiring center for agricultural tools, and high-quality seeds provided by End Poverty's HRDP Siyana Project in collaboration with HDFC Bank Parivartan, Laxmi was able to generate a stable income.

Through hard work and determination, Laxmi and her family cultivated the land and began selling their produce, turning their challenges into a reliable source of livelihood. This success not only brought financial stability but also allowed Laxmi to care for her children and elderly parents with dignity. Laxmi's journey underscores the critical role of training and support to overcome challenges and create sustainable opportunities.



Turning Stubble into Strength

In Shekhpura village, Karnal district of Haryana, stubble burning was a widespread practice among farmers, primarily due to the lack of efficient and affordable methods for managing crop residue. The burning of crop stubble not only caused severe air pollution but also degraded soil quality, reducing agricultural productivity over time. Despite the government's attempts to curb this practice, many farmers, including Virender, struggled with limited access to tools and equipment to manage the large volumes of residue left after harvest.

Virender became a key figure of change when End Poverty's Crop Residue Management initiative introduced sustainable solutions to the village. With access to balers and other equipment through Krishi Yantra Saathi and Custom Hiring Centers, Virender not only adopted the new practices himself but also inspired fellow farmers to join the effort. His leadership and commitment encouraged others to embrace this alternative for crop residue management, paving the way for widespread adoption in the community.

This collective shift helped eliminate stubble burning in Shekhpura by 2023, with incidents dropping to zero. The baled stubble is now repurposed as raw material in industries, creating economic opportunities while improving soil health and reducing pollution. Virender's story is a testament to how one farmer's determination, supported by collaborative and practical solutions, can lead to transformative change for both the environment and the community.



END POVERTY
creating sustainable livelihoods

END POVERTY GAZETTE
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