



END POVERTY GAZZETTE

Tackling Poverty Training Individuals Transforming Communities

January 2025

TOP HIGHLIGHTS

- Empowering Change at the Grassroots Level.
- Driving Change in Dairy: HDFC Bank Parivartan's visit in Guna's FDP Project.
- Glimpses from the Shwethdara Farmer's Meet.
- Partnering for Change 2025-HCL Foundation
- Kicking Off the New Year with Joy and Team Spirit!



Message from the CEO

Over the past 15 years, End Poverty has expanded from working in five villages in Alwar, Rajasthan, to reaching over 1,200 villages across nine states. Our work has directly impacted more than 1,50,000 individuals, helping rural communities strengthen their livelihoods and overcome challenges.

This past year, our focus remained on supporting small and marginal farmers, addressing climate concerns, improving water conservation, and enhancing education infrastructure. Working closely with communities, we have seen meaningful progress—farmers adopting better practices to reduce stubble burning, increased tree cover along key areas, improved access to water through restored ponds, and strengthened dairy-based livelihoods that ensure better incomes for families. Schools have been renovated, smart classrooms introduced, and sanitation improved, leading to a more engaging learning environment for children.

The road ahead remains challenging, but the path is clear. By 2030, we aim to reach half a million people, focusing on regions where developmental needs are pressing. Strengthening livelihoods, ensuring environmental sustainability, and improving education will continue to guide our work.

As we step into the new year, we carry forward the same commitment to creating lasting change. With the trust of the communities we serve and the support of partners like you, we look forward to another year of meaningful progress. Wishing you and your loved ones a year of good health, purpose, and shared impact.

VINOD KAUSHIK
Founder & CEO, End Poverty

I. Empowering Change at the Grassroots Level:

Under the Focused Development Program (FDP) in Guna, Madhya Pradesh (P0854), funded by HDFC Bank Parivartan and implemented by End Poverty, we successfully conducted a Training & Capacity Building of Gram Sahayak for 15 Gram Sahayaks who plays a significant role in our dairy development initiative.

The session focused on:

- ✓ **Clean Milk Procurement Practices:** Ensuring quality standards from collection to dispatch.
- ✓ **Upcoming Activities & Implementation Strategies:** Aligning efforts with the project's roadmap for sustainable growth.
- ✓ **MPP & BMC Operations:** Comprehensive training on operating Milk Pooling Points (MPP) and Bulk Milk Chillers (BMC) using Standard Operating Procedures (SOPs).
- ✓ **Member Engagement & Expansion:** Practical techniques to address concerns of members of Guna Vikas Mahila Farmer Producer Company and grow participation for greater impact of FPC.



II. As part of the Capacity Building of Dairy Farmers & Promotion of Artificial Insemination (CBDF&PAI) initiative in Hardoi, implemented by End Poverty and funded by HCL Foundation, a Modern Dairy Training Program was conducted across 41 project villages, benefitting 4,175 farmers. The program focused on livestock health, vaccination, deworming, artificial insemination, and nutrition management, equipping farmers with essential knowledge to enhance cattle productivity and milk yields. With 3,800 farmers set to receive livestock medical kits, this initiative is driving sustainable livelihoods, increasing incomes, and transforming rural communities through innovative practices and resource support.



III. As part of the Focused Development Project (FDP) in Guna, Implemented by End Poverty, and funded by HDFC Bank Parivartan, conducted a Modern Dairy Training Program in 15 project villages, empowering 300 farmers (20 participants per village). This initiative is designed to enhance dairy farming practices, ensuring sustainable income growth and community development.

Key Training Modules:

- ✓ **Livestock Health Management:** Awareness of common cattle diseases and preventive measures. Practical steps for maintaining healthy livestock.
- ✓ **Vaccination & Deworming:** Importance of regular vaccinations for disease prevention. Deworming for better cattle immunity and productivity.
- ✓ **Artificial Insemination (AI):** Training in AI techniques to improve cattle breeds. Enhancing milk production through advanced genetic practices.
- ✓ **Cattle Nutrition & Feed Management:** Guidance on balanced feeding practices to boost milk yield. Use of mineral mixtures and high-quality feed for better cattle health.



IV. Driving Change in Dairy: HDFC Bank Parivartan's visit in Guna's FDP Project P0854

On 16th & 17th January 2025, Ms. Richa Naula, Deputy Manager, CSR, HDFC Bank Parivartan visited the FDP Project P0854 at Guna, Madhya Pradesh to assess the ongoing work under Focused Development Project on dairy development initiatives.

This project, supported by HDFC Bank Parivartan CSR initiative and implemented by End Poverty, is aimed at making small and marginal dairy farmers efficient in clean milk collection and enhancing the dairy value chain with infrastructural support and promoting artificial insemination making it more viable and sustainable.



V. Glimpses from the Shwethdara Farmer's Meet – Renwal and Chomu PVK

End Poverty with Varini Milk Producer Company Limited hosted a successful Farmer's Meet under Project Shwethdara at Renwal and Chomu PVK, Jaipur, bringing together over 300 dairy farmers.

Mrs. Sarita Sharma, CE of Varini Milk Producer Company Limited, shared the progress of Shwethdara and encouraged farmers to become members of the women-led FPC - Varini Milk Producer Company Limited. The meeting featured technical training by our Animal Nutrition Expert on modern animal husbandry practices, balanced cattle nutrition, and the benefits of artificial insemination (AI) for breed improvement. Farmers also learnt about doorstep veterinary services and the importance of balanced cattle feed, mineral mixtures, and liquid calcium provided by the farmer producer company.

Share Certificates were distributed to farmer members from Renwal and Sikar, who are the shareholders of Varini Milk Producer Company Limited. Mr. Vinod Kaushik, Founder & CEO of End Poverty, along with the senior leadership team, addressed the farmers, emphasizing how small improvements in animal husbandry can bring long-term benefits for both cattle health and dairy income. The farmers actively engaged in discussions, sharing their experiences and seeking advice on adopting these improvements for sustained growth.





VI. "Under the Grant Thornton initiative 'Empowering Communities Through Water Stewardship,' training sessions were held in Padla and Manethi villages to build community awareness and skills in sustainable water management. The focus was on encouraging responsible water use and involving communities with the 4 water ATMs installed in Rewari. The main aim of the project is to increase the availability of clean and safe water, ensuring households have reliable access while reducing dependence on traditional and less reliable sources. By promoting the use and upkeep of water ATMs, the project addresses challenges like water scarcity and quality, improves community health by reducing water-borne diseases, and supports practical water management practices for long-term benefits."



VII. Project HRIDAY: Supporting Rural Haryana

Project HRIDAY(Holistic Rural Initiative for Development Action and Yield) funded by LIC HFL and implemented by End Poverty is supporting rural Haryana in 6 villages of Nahar block of Rewari district of Haryana focuses on enhancing income opportunities, improving educational outcomes, and strengthening healthcare services.

The End Poverty team from the head office visited the project location for an orientation and knowledge-sharing session with the Village Volunteers, also known as Gram Sakhis. During the visit, the project team and Gram Sakhis from all six villages, along with community members from Nehru Garh village, discussed the project's goals and how they could work together to make it a success.



VIII. Building Climate-Resilient Agriculture in Rajasthan

End Poverty, in partnership with United Breweries Limited (UBL), is driving impactful change through the Gram Swavalamban project in the Chopanki region, Khairthal-Tijara district, Rajasthan. Focused on promoting climate resilient farm practices.

Activities Undertaken:

- ✓ **Land Laser Levelling & Farm Bunding:** Under soil and water conservation, we worked with 75 farmers across Kharkhedi, Khedi, and Husapur, covering 54.09 acres of farmland. This initiative has improved water use efficiency, minimized soil erosion, reduced operational costs, and enhanced crop yields by ensuring uniform water and nutrient distribution.
- ✓ **Soil Testing for assessing nutrient deficiency:** We did soil sample tests for directing agriculture interventions in pursuit of Climate resilient farm practices. Soil samples of 40 farmers across different clusters in three villages were tested for assessing micro and macro-nutrients like nitrogen, phosphorus, potassium, zinc, iron and organic content. These insights guide farmers in mitigating nutrient requirements for crops like mustard, wheat, and bajra.
- ✓ **Distribution of Agriculture Inputs:** Neem cake, neem oil, and spray pumps were provided to farmers, improving soil fertility, acting as organic pest repellents, and protecting crops from diseases and pests like aphids and whiteflies. Neem cake and Neem oil serves as an important bio input to manage soil nutrient deficiency due to climate change related issues. Spray pumps further ensured efficient application of inputs, saving time and resources.
- ✓ **Capacity Building for Farmers through VDCs:** Farmers were trained to adopt climate-resilient farm practices, enhancing knowledge and skills for sustainable farming. Village Development Committee (VDC) members participated in the knowledge sharing forum to get the insights of soil test reports, application and utility of agriculture inputs, ensuring long-term community ownership.



Award and Recognition



'Partnering for Change 2025' - HCL Foundation

We are delighted to have participated in HCL Foundation's 'Partnering for Change 2025' event, held from January 12-14, 2025 at the HCLTech campus in Noida. This year's theme, "Expanding Horizons: Scaling Impact", inspired thought-provoking discussions and visionary dialogues around creating sustainable social change. We are happy to have received recognition in one of the competition categories, reflecting our ongoing commitment to creating meaningful impact.

End Poverty has been closely associated with HCL Foundation since 2021, collaborating in three blocks of Hardoi district to enhance the capacity of dairy farmers and promote artificial insemination. Our efforts have focused on strengthening dairy farming practices, ensuring clean milk collection, and improving livestock nutrition management, all aimed at enhancing the dairy value chain.

We are honored to have been recognized as the "Best Partner" for our exemplary work in the EP-HCL Bahendar Project in Hardoi, Uttar Pradesh, during 'Partnering for Change 2022'.



DIFFERENCE DIARIES

Conflict: Free Dairy Value Chain, Fair Pricing and Timely Payments improved Imarti's livelihood.

In Mahur village, Guna district, Madhya Pradesh, Imarti Jatav and her family of four depended on farming and animal husbandry for their livelihood. Life took a positive turn when Imarti registered with the Guna Vikas Mahila Farmer Producer Company (FPC) under the Focused Development Program on Dairy, supported by HDFC Bank Parivartan. The program introduced her to a Milk Pooling Point in her village, providing a structured way to sell milk directly to the company. Through her registration, Imarti received a unique farmer code that allowed her to supply milk to the collection center. Payments were made based on the quality of the milk, ensuring fairness. She also attended training sessions on modern dairy practices, learning about Napier grass cultivation, livestock health, vaccination, medication, and artificial insemination. These practices helped her improve the care and productivity of her animals.



Impact:

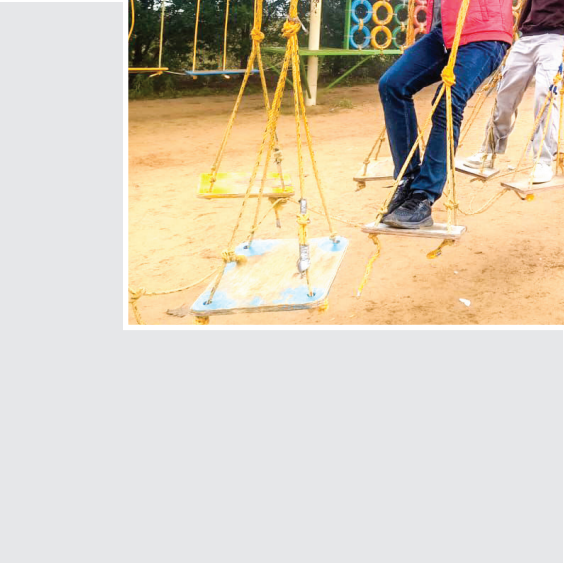
- ✓ **Increased Income:** Imarti now earns ₹45-55 per liter of milk, compared to ₹35-40 earlier, leading to a significant increase in household income from her dairy business.
- ✓ **Timely Payments:** Weekly direct payments to her bank ensure a steady cash flow, reducing dependence on intermediaries and enhancing financial security.
- ✓ **Fair Pricing:** Payments based on milk quality provide motivation to take more care of the cattle, leading to improved cattle health and higher price realization per liter.
- ✓ **Improved Animal Husbandry Practices:** Training on Napier grass cultivation, livestock health, vaccination, medication, and artificial insemination has enhanced animal husbandry practices, improving milk productivity and boosting her income further.
- ✓ The additional income has not only helped Imarti meet her daily needs but also save for the future and invest in her family's well-being. With direct access to the Milk Pooling Point and transparent systems, she confidently manages her economic activities, fostering greater self-reliance.



Kicking Off the New Year with Joy and Team Spirit!

End Poverty welcomed 2025 at Rangmanch Farms with a day full of laughter, adventure, and togetherness! From thrilling ziplines and water activities to friendly tug-of-war and cricket matches, we celebrated the New Year with lots of fun and team bonding.

Here's to a year filled with new opportunities, impactful collaborations, and endless smiles. Wishing you all a very Happy New Year from the End Poverty family!





Celebration

76th Republic Day Celebration

On the occasion of the **76th Republic Day**, End Poverty extends heartfelt wishes to everyone. Let's come together to create a nation where every village thrives, every farmer flourishes, and every community moves forward with hope and dignity.



END POVERTY
creating sustainable livelihoods

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