

15 Years of Creating Sustainable Livelihoods

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FROM THE CEO'S DESK

I'm delighted to present End Poverty's 2023-24 Annual Report, which marks our 15th year of relentless commitment to driving transformational change in rural India. Over the years, with your steadfast support, we have dedicated ourselves to building sustainable livelihoods, supporting the rural underserved, and fostering resilience amid evolving social and environmental challenges. Our work is aligned with nine Sustainable Development Goals (SDGs), and together, we are not just supporting lives but creating enduring pathways to dignity, opportunity, and hope.

This past year has been a powerful journey of resilience, collaboration, and measurable progress. We focused on two of today's most urgent needs: empowering economic growth for marginalized communities and combating climate impacts where they are most acute. Guided by these priorities, 2023-24 became a transformative year for End Poverty, as we expanded our mission across India to bring tangible, lasting change to the communities we serve.

Starting from our journey from just five villages in Alwar, today we have positively impacted more than 150,000 people across 1,200 villages in nine states and 21 districts. Since 2009, our programs in Dairy Development, Sustainable Agriculture, Climate Action, Education, and Rural Development have scaled thoughtfully and meaningfully, grounded in practical, inclusive solutions that uplift individuals and entire communities.

One of our most impactful achievements this year has been our heightened focus on mitigating stubble burning - a pressing environmental issue that affects millions of lives and ecosystems. Engaging more than 50,000 farmers, we transformed 90% of previously designated "red zones" into "green zones" in four districts of Haryana, proving that collective action can turn environmental liabilities into assets. End Poverty undertook the maintenance of afforestation along a 25 km stretch of the Delhi-Mumbai Expressway in Gurgaon. Our commitment to climate resilience was further reinforced by planting 1,07,877 trees, directly supporting both environmental restoration and community livelihoods. Our water conservation efforts have also brought tangible change. In Rewari, Haryana, and Alwar, Rajasthan, we restored ponds that now harvest millions of liters of water annually, ensuring that communities have sustainable access to this essential resource.

Our Shwethdara Program has been another highlight, supporting farmers' income through breed improvement and animal health. This year, over 10,000 healthy calves were born, promising a stronger future for our farmers. Our farmer-producer organizations (FPOs) are advancing towards self-sufficiency, empowering farmers with critical resources and collective strength. In education, we renovated schools, introduced smart classrooms, and improved sanitation facilities, creating healthier, more dynamic learning environments. These enhancements have contributed to improved student attendance and engagement, fostering a culture of learning and hope for the future.

As we look forward, we recognize that there is still work to be done. Yet, with the unwavering trust of the communities we serve and the invaluable support of partners like you, we are motivated to continue building lasting change.

Thank you for your unwavering partnership and for being an integral part of our journey.

Founder & CEO, End Poverty
VINOD KAUSHIK



ABOUT END POVERTY

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 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.



THEORY OF CHANGE

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.



15 YEARS OF IMPACT:

END POVERTY'S JOURNEY TOWARDS SUSTAINABLE CHANGE

Our Reach

Over the past 15 years, End Poverty (EP) has expanded from five villages in Alwar, Rajasthan, to reaching over **1,200 villages** across nine states, directly impacting the lives of more than **1,50,000** individuals.

Dairy Development

India, the world's largest milk producer, supports over 70 million dairy farmers, 85% of whom are small and marginal. They face challenges like low productivity, limited market access, high costs, and poor infrastructure. End Poverty helps by providing training, resources, and efficient value chains, enhancing skills, market linkages, and income stability for sustainable dairy businesses.

32,397+ dairy farmers supported
across 5 states and 370 villages.



Performed **1,50,000+ Artificial Inseminations (AIs)**,
enhancing animal genetics



13,941+ animals treated through door step veterinary
services and cattle camps



Trained **32,397+ farmers** in modern dairy practices, leading to
behavioral changes and better adoption of scientific
animal husbandry methods.



So far promoted **4-FPOs** with a combined turnover of **14+ crores**



Sustainable Agriculture

End Poverty helps farmers boost productivity through modern, climate-resilient practices. EP provides training, inputs like seeds and tools, and promotes water-efficient, high-yield crops. By fostering behavioral change and securing market linkages, EP ensures better prices, resource conservation, and climate adaptation.

Reached **15,160 farmers** in 125 villages across 5 states with climate-resilient farming methods.



Planted **200,000+ trees**, benefiting 4,000 farmers and adding **2,000+ acres of green cover**.



Established **595 vermicompost pits**, producing **300 tons annually** and supporting 455 farmers with organic alternatives.



Distributed **3,000 saplings** for kitchen gardening and installed **5 solar irrigation systems** to promote sustainable water use.



Trained farmers in

Soil health management, water conservation, crop diversification, and modern farming techniques. Provided access to high-quality seeds, fertilizers, and pesticides. Facilitated market linkages through setting up cold storage, farm shops, and supporting land levelling for better water retention and nutrient conservation.

Climate Change

End Poverty's programs focus on equipping farmers with sustainable practices to adapt to environmental shifts. Key initiatives include rejuvenating groundwater sources through pond restoration, promoting water-efficient farming methods, encouraging crop diversification, improving soil health, and providing training and capacity building for farmers. End Poverty has prioritized addressing the challenge of Stubble burning through alternative crop residue management techniques.

68,690 farmers supported across 226 villages in 7 districts to adopt climate-smart agricultural practices.

Constructed rainwater harvesting structures, rejuvenating **13 ponds** with a capacity of **76.35 million liters**.



Mitigated stubble burning across **54,500 acres**, reducing **3.6 tons of CO2 emissions per acre**.



Rural Development

End Poverty (EP) catalyzes rural transformation by conducting thorough assessments to identify challenges and mobilizing resources from government schemes, donors, and communities. EP addresses infrastructure gaps by implementing initiatives like water ATMs, solar streetlights, roads, schools, and Anganwadi centers. Through the formation of community committees and targeted training programs, EP empowers locals to manage resources and sustain progress. These efforts have elevated living conditions, expanded access to essential services, and fostered sustainable growth, sparking a ripple effect of positive change across rural areas.

Improved the lives of **32,165 rural households** across 6 states by addressing infrastructure gaps.

Installed **960+ solar streetlights** and provided **600+ solar home lights**, ensuring energy access.

Facilitated:

- **5,000+ Ujjwala Gas connections.**
- **350 Old Age Pensions.**
- Opened **250+ bank accounts** for financial inclusion.



Education

End Poverty began its education initiatives by supporting adolescent girls with literacy, numeracy, health, hygiene, and vocational training. Following the RTE Act, our focus expanded to government schools, addressing critical needs such as refurbishing washrooms, promoting WASH practices, and establishing science labs, libraries, and smart classrooms. Activities like BALA paintings and sports programs improved learning environments, while training School Management Committees strengthened school governance and reduced dropout rates. These efforts have increased attendance, enhanced the quality of education, and empowered communities to actively support schools.

Impacted **20,000+ individuals** through initiatives targeting education and skill development.

Improved learning environments for **14,612+ students** across 36 villages in 6 states.

Renovated **35 schools** and **400+ Anganwadis**, creating healthier, child-friendly spaces.



DAIRY DEVELOPMENT

In 2023-24, our Dairy Development program remained dedicated to supporting dairy farmers with focus on small and marginal dairy farmers. By improving animal husbandry practices, we aim to enhance animal productivity and secure better livelihoods for these farmers through their dairy business. Our approach addresses critical challenges such as low animal productivity, rising input cost, expenditure on animal health, and fostering sustainable development. Notably, we reached over 18,300 beneficiaries across 5 states, 7 districts, and 370 villages.



“ I firmly believe that the new energy in the dairy sector, animal husbandry, and the white revolution of the country can play a massive role in changing the condition of the farmers for the better.

Shri Narendra Modi,
Prime Minister of India

SHWETDHARA PROJECT SUPPORTED BY IDFC FIRST BANK

Launched in 2018, Mission Shwetdhara has now completed 5 - years of improving the lives of small and marginal farmers in the villages of Jaipur and Sikar districts in Rajasthan. Our comprehensive approach focuses on key components such as enhancing animal productivity, improving breeds, promoting animal health and nutrition, and providing training and capacity building for farmers. All of these elements contribute to the animal productivity enhancement leading to increase in farmer's income.

In 2023-24, we extended our reach to approximately 9,800 beneficiaries across 280 villages. During the year, we conducted 23,295 artificial inseminations (AIs), 3,327 animals treated, diagnosed 4,285 pregnancies, and delivered 7581 healthy calves. Through 3,799 comprehensive training sessions on modern - scientific dairy farming practices, we have successfully benefitted about 9,800 farmers.

Additionally, we have actively nurtured the women dairy farmers' Farmer Producer Company (FPC) established under Shwetdhara program, named Varini Milk Producer Company Limited. This year, the producer company achieved a turnover of ₹4 Cr. by delivering high-quality input services directly to farmers' doorsteps.



HOLISTIC RURAL DEVELOPMENT PROGRAM SUPPORTED BY HDFC BANK

Dairy Development Initiatives under Holistic Rural Development Program

Our Dairy Development initiatives under the Holistic Rural Development Program are being implemented across 45 villages in three states: Guna (Madhya Pradesh), Rewari (Haryana), and Bulandshahr (Uttar Pradesh).

Key Achievements:

- **Farmer Producer Organizations (FPOs):** We have nurtured 3 women-led Farmer Producer Organizations across Bulandshahr, Guna, and Rewari, with a turnover of ₹3.5 Crores and over 1,500 total members.
- **Milk Collection & Revenue Generation:** A total of 788,930 liters of milk were collected, generating ₹4.06 Crores in revenue. Milk pricing was based on milk quality (i.e., fat and SNF), competitive with state cooperatives. Farmers received fair prices, with payments directly transferred to their bank accounts, ensuring transparency and financial security in their dairy business.
- **Milk Storage & Chilling:** We installed Bulk Milk Coolers (BMCs) and automated milk collection units with a chilling capacity of 12,500 liters per day, ensuring milk is kept at 4°C to extend its shelf life and prevent wastage.
- **Training & Animal Health:** 1,190 farmers were trained on clean milk production and animal health monitoring. Additionally, 2,700 animals benefited from cattle health camps. We inducted 105 cattle and conducted 600 animal diagnostic tests. Furthermore, 785 Azolla beds were installed to enhance cattle feed, and 200 Artificial Insemination (AI) services were provided to farmers.

These initiatives have significantly improved dairy farming practices and enhanced animal productivity. In Rewari, the company 'Humpy Farms,' which sells A2 milk, joined hands with our FPC hiring the Bulk Milk Cooler for chilling their milk, further enhancing the reach and impact of our dairy operations, positively impacting the livelihoods of rural families we serve.



DAIRY FARMERS TRAINING PROGRAMME SUPPORTED BY HCL FOUNDATION

After successfully completing interventions in 30 villages of Kachhauna block and 50 villages of Bahender block in Hardoi, Uttar Pradesh, where we reached approximately 5,781 farmers, we are now in the 3rd year of the program and have expanded our efforts to the Sandila block of Hardoi district. The program focuses on driving behavioral change by encouraging farmers to adopt modern dairy farming practices. It addresses critical challenges faced by dairy farmers, such as lack of awareness on best dairy practices, animal nutrition, and health, along with the unavailability of quality inputs, medical services, and Artificial Insemination (AI) services.

Key Achievements:

- **Farmer Outreach & Training:** Aiming to reach 3,000 farmers within the year (Jan 2024 – Dec 2024), we have already trained 285 farmers.
- **Animal Health & Treatment:** 400 animals were diagnosed and treated, improving their health and productivity.
- **Artificial Insemination (AI):** A total of 2,134 AIs were performed, improving cattle breeds and increasing overall animal productivity, thereby enhancing farmers' incomes through their dairy businesses.

These efforts are helping farmers adopt modern – scientific dairy farming practices, leading to improved animal productivity and healthier animal, ultimately enhancing the livelihoods of rural dairy farmers.



DAIRY FARMERS CAPACITY BUILDING PROJECT SUPPORTED BY DOW CHEMICALS

We successfully completed a capacity-building project in Sabarkantha district, Gujarat, providing training to over 500 dairy farmers on essential aspects of dairy farming, including Farm Management, Clean Milk Production, Cattle Health and Nutrition Management, Cattle Breeding practices, Animal Husbandry practices, and Milk Quality Handling. The training aimed to equip farmers with the knowledge and skills necessary to improve their dairy practices, enhance productivity, and ensure the health of their animals.

Impact: After completing the training, 85% of farmers reported improved awareness of farm management and clean milk production techniques, while 73% of the dairy farmers gained better understanding of cattle health and nutrition. Additionally, 79.5% of the dairy farmers improved their knowledge on cattle breed improvement, 75% of dairy farmers recognized the importance of high-quality cattle feed, and 82% of the dairy farmers enhanced their milk handling practices.

These improvements have not only led to better farming practices but also contributed to increased milk quality and animal productivity, directly benefiting the farmers' income. As we conclude this project, we are delighted to have supported farmers with the tools to enhance their incomes through their dairy businesses and contribute to sustainable dairy farming practices in the region.



SUSTAINABLE AGRICULTURE



“

Agriculture is not just a means of livelihood; it's the backbone of our nation, and the key to its sustainable future lies in the hands of our farmers.

M. S. Swaminathan,
Indian Agronomist and
Agricultural Scientist

In 2023-24, our Sustainable Agriculture program continued its focus on supporting small and marginal farmers across 6 states and 125 villages, reaching approximately 6,200 farmers. By promoting modern, scientific farming practices and climate-resilient methods, we helped improve farm productivity. We provided training and capacity building on sustainable farming techniques, while supplying high-quality inputs like seeds and tools. Additionally, we advocated for the cultivation of less water-intensive and more remunerative crops, enabling farmers to achieve better returns. Our interventions also facilitated market linkages, helping farmers secure better prices for their agricultural produce.

PLANT A TREE FOR LIFE

The "Plant a Tree for Life" project is one of our longest-running and pioneering initiatives, aimed at helping farmers transition from field crops to horticultural crops. This intervention encourages the adoption of horticulture farming, offering higher returns, reduced water and labor requirements, and environmental benefits, while also improving family nutrition. By promoting these crops, we support both the financial growth of farmers and environmental sustainability, creating a mutually beneficial outcome.

This year, we successfully planted around 30,000 saplings, reaching approximately 1,000 farmers across regions like Alwar, Rewari, Gurgaon, and Bulandshahr, with the generous support of Give India. Till date, a total of 1,378,777 saplings have been planted, benefiting around 4,500 farmers. This achievement has been made possible through the support of various partners, including HDFC Bank, Deloitte, The GEN Initiative & OpenGate (UK), Hand in Hand (Germany), Bhiwadi Industry Association, Manesar Industry Association, Ammodo.com, and many individual donors



TIJARA FRUITS AND VEGETABLE CLUSTER SUPPORTED BY MINISTRY OF MSME

The Tijara Fruit and Vegetable Cluster, supported by the Ministry of MSME, was established to help farmers in Tijara market their produce effectively and secure fair prices. All commercial operations and services are provided through the Dinker Agriculture Producer Company Limited (DAPCL) – FPC promoted under the project with 600+ farmer members. So far the initiative has supported more than 700 farmers by creating an efficient, conflict-free value chain.

This year, the project introduced key infrastructure, including a warehouse, cold storage, a wrapping chamber, and sorting and grading machines, to improve the shelf life and quality of produce. Training sessions were conducted for 650+ farmers, focusing on modern scientific agricultural practices and overcoming challenges in vegetable cultivation and orchard management. Additionally, 1,000+ fruit plants were distributed for orchard development. Regular buyer-seller meetings directly connect farmers with buyers, cutting out intermediaries. The FPC achieved a turnover of ₹18,00,000 in 2023-24 and aims to expand its reach to include more farmers in the coming years.



HOLISTIC RURAL DEVELOPMENT PROGRAM SUPPORTED BY HDFC BANK (SUSTAINABLE AGRICULTURE)

In 2023-24, HDFC Bank's Sustainable Agriculture initiatives made significant progress in 45 villages across Madhya Pradesh, Haryana, and Uttar Pradesh, benefiting over 3,000 farmers. Key achievements include distributing 3,000 saplings for kitchen gardening and horticulture, constructing 100+ vermicomposting pits for organic manure, and assisting farmers with land leveling.

We also supported 450+ farmers in starting kitchen gardens and conducted 60+ training sessions on modern scientific agricultural farming practices. Additional support included establishing distributing 450 yellow sticky cards for pest control, setting up 35 agricultural tool banks, conducting 15 bio-pesticide training sessions, installing 3 solar-based irrigation systems, organizing farmer exposure visit, and demonstrating Integrated Nutrient Management (INM) and Integrated Pest Management (IPM) techniques for 15 cotton farmers.

These comprehensive efforts not only aim to improve immediate farming practices but also ensure long-term sustainability and increased income for the farmers involved.



MUSTARD VALUE CHAIN DEVELOPMENT PROJECT SUPPORTED BY COFCO INTERNATIONAL

We successfully concluded the Mustard Value Chain Development Project in 20 villages of the Chomu Block in Jaipur district, Rajasthan. Our primary goal was to enhance the income of farmers' dependent on mustard cultivation through capacity-building programs. This initiative benefited approximately 1,500 farmers, helping them attain a greater share of their crop's value.

We provided soil testing facilities to help farmers better understand the nutritional components and fertility of their crops. Additionally, 450+ farmers received high-quality seeds, resulting in improved crop yields. Throughout the project, we produced 1,500 units of Ghanjeevamrit (organic manure), offering farmers a valuable resource to naturally enhance their crops' fertility.

Moreover, we established 20 Farmer Field Schools, providing targeted training to 700+ farmers on modern agricultural techniques. This initiative not only increased farmers' income but also promoted sustainable and efficient agricultural practices.





CLIMATE CHANGE

“ Climate change is the single greatest threat to a sustainable future, but, at the same time, addressing the climate challenge presents a golden opportunity to promote prosperity, security and a brighter future for all.

Ban Ki-Moon
Former Secretary-
General of UN

In 2023-24, our Climate Change Initiatives reached over 67,190 farmers across 226 villages in 2 states, helping them adapt to climate change. End Poverty focused on equipping farmers with sustainable practices to withstand environmental shifts and improve agricultural productivity. Our initiatives included rejuvenating groundwater sources through pond restoration, promoting water-efficient farming techniques, encouraging crop diversification, and enhancing soil health. Additionally, we provided training and capacity building to support farmers in adopting climate-resilient practices. End Poverty has prioritized addressing the challenge Stubble Burning by introducing alternative crop residue management methods, helping farmers reduce stubble burning while improving soil health and air quality ensuring a more sustainable future for rural communities.

CLIMATE SAKHI PROJECT

SUPPORTED BY DELOITTE TOUCHE TOHMATSU INDIA LLP

In 2022, we launched the Climate Sakhi Pilot Project in Mahendragarh, Haryana, aimed at training women farmers and promoting sustainable agriculture. The project successfully trained around 700 women, now known as 'Climate Sakhis,' equipping them with diverse sustainable farming techniques to become climate ambassadors.

Key achievements include the creation of 50 vermicompost pits, producing 15 tons of compost annually, and bio-pesticide training that has led to 160 acres of non-pesticide farming. We also distributed high-quality seeds to farmers, covering 50 acres. Additionally, we leveled 10 acres of land for efficient irrigation and planted 20,000 fruit trees, adding 170 acres of green cover.

The project mobilized 50 households for azolla farming, improving animal productivity and milk quality. Furthermore, we introduced Napier grass cultivation, supplying 40,000 grafts to 500 farmers. Exposure visits and the use of weather applications further enriched the knowledge of these women farmers. By embracing climate-smart farming practices, the project has enhanced their resilience to climate change, improved their economic well-being, and reduced vulnerability.



JAL KHUSHALI AND JAL AKSHAY SUPPORTED BY UNITED BREWERIES LIMITED

We implemented two impactful projects, 'Jal Khushali' in the Alwar district of Rajasthan and 'Jal Akshay' in the Rewari district of Haryana, focusing on rainwater harvesting and groundwater recharge. We positively impacted 8,369 beneficiaries through 'Jal Akshay' and 3,121 beneficiaries through 'Jal Khushali.' In these projects, we created essential rainwater harvesting structures, recharge wells, and soak wells to ensure that runoff is harvested and stored by rejuvenating village ponds. The estimated capacity of the soak wells in Alwar is projected to support around 76 beneficiaries, while the ones in Rewari are expected to support 95 beneficiaries, retaining wastewater annually.

Our efforts resulted in the rejuvenation of ponds across one site in the Chopanki(Alwar) and Dharuhera(Rewari) regions, involving dewatering, soil excavation, desilting, desludging, embankment construction, and the creation of deep bore recharge wells. Additionally, we installed a digital electrical piezometer, a specialized instrument used to measure groundwater levels. In Rewari, five ponds were rejuvenated, and in Alwar, six ponds were rejuvenated, collectively expected to harvest 47.17 million liters and 29.18 million liters, respectively. The recharge wells will benefit 1,571 beneficiaries in Alwar and 5,891 beneficiaries in Rewari.

Beyond serving as essential water reservoirs, these ponds provide clean water for livestock. To enhance accessibility for animals, we constructed ramps leading to the water sources. Additionally, we focused on creating amenities such as comfortable seating arrangements, installing solar lights, dustbins and planting greenery to enhance the overall aesthetics of the area, developing the pond as a "Common Pool Resource".



JAL SANRAKSHAN SUPPORTED BY RIO TINTO

The Jal Sanrakshan Project in Danokri village, Gurugram District, Haryana, successfully rejuvenated the degraded Panchbira pond, significantly enhancing its water harvesting potential. The project aimed to harvest the run off, and improve overall water management practices. Key activities included desilting and soil excavation, removing 5,001.41 cubic meters of soil to deepen the pond, as well as embankment work to stabilize its banks. Two inlets and a ramp cum water inlet were installed for efficient rainwater channeling. The project also included landscaping and infrastructure development, featuring 298.2 square meters of fencing, pathways, and 2,600 square meters of grass planting to prevent soil erosion. Amenities such as chairs, solar street lights, and safety boards were added for usability and safety. These efforts have increased the pond's water harvesting capacity by 5.001 million liters, contributing to groundwater recharge.



CROP RESIDUE MANAGEMENT

SUPPORTED BY DELOITTE TOUCHE TOHMATSU INDIA LLP

In collaboration with Deloitte Touche Tohmatsu India LLP for the Haryana Crop Residue Management Project, we have achieved significant milestones in Ambala and Yamunanagar districts of Haryana, through comprehensive Information, Education, and Communication (IEC) campaigns, as well as by integrating CRM equipment suppliers and farmers onto the Krishi Yantra Saathi (KYS) platform.

In Yamunanagar, we covered 1,139 acres across 30 villages, onboarded 380 active Custom Hiring Centers (CHCs) with detailed equipment records, engaged 11 End User Industries, with 2 successfully onboarded, participated in 20 IEC events, distributed 1,000 user manuals, captured harvest dates for 10,564 farmers, and processed 7,662 bookings with zero unresolved grievances.

Similarly, in Ambala, we covered 2,516 acres and roads across 47 villages, onboarded 140 CHCs to the KYS platform, with 28 active CHCs equipped with detailed equipment records. We engaged 15 End User Industries, with 6 expressing interest, participated in 12 IEC events that reached over 1,300 attendees, distributed 4,900 pamphlets and user manuals, captured harvest dates for 6,900 farmers, and successfully handled 12,840 bookings, with 12,800 closed.



MITIGATING STUBBLE BURNING SUPPORTED BY BANK OF AMERICA

We initiated the Mitigating Stubble Burning Project in the Karnal and Kurukshetra districts of Haryana with the support of Bank of America. Within six months, the project successfully addressed the environmental challenge of stubble burning and raised awareness about its consequences. The initiative expanded its reach to 138 villages, impacting 14,062 farmers and households.

Through extensive Information, Education, and Communication (IEC) efforts, we educated 8,150 individuals on sustainable agricultural practices, while the KYS App engaged 54,600 users in disseminating vital information. Surpassing its target, the project reached a total of 35,409 individuals, significantly reducing CO₂ emissions by 3.6 tons per acre and generating income through stubble sales, benefiting Custom Hiring Centers (CHCs) and End User Industries (EUIs).

By mitigating stubble burning in 48 villages in Karnal and 52 villages in Kurukshetra, the project demonstrated immediate impact and potential for broader adoption of sustainable practices, enhancing community safety by addressing 126 fire incidents in Karnal and 154 fire incidents in Kurukshetra.



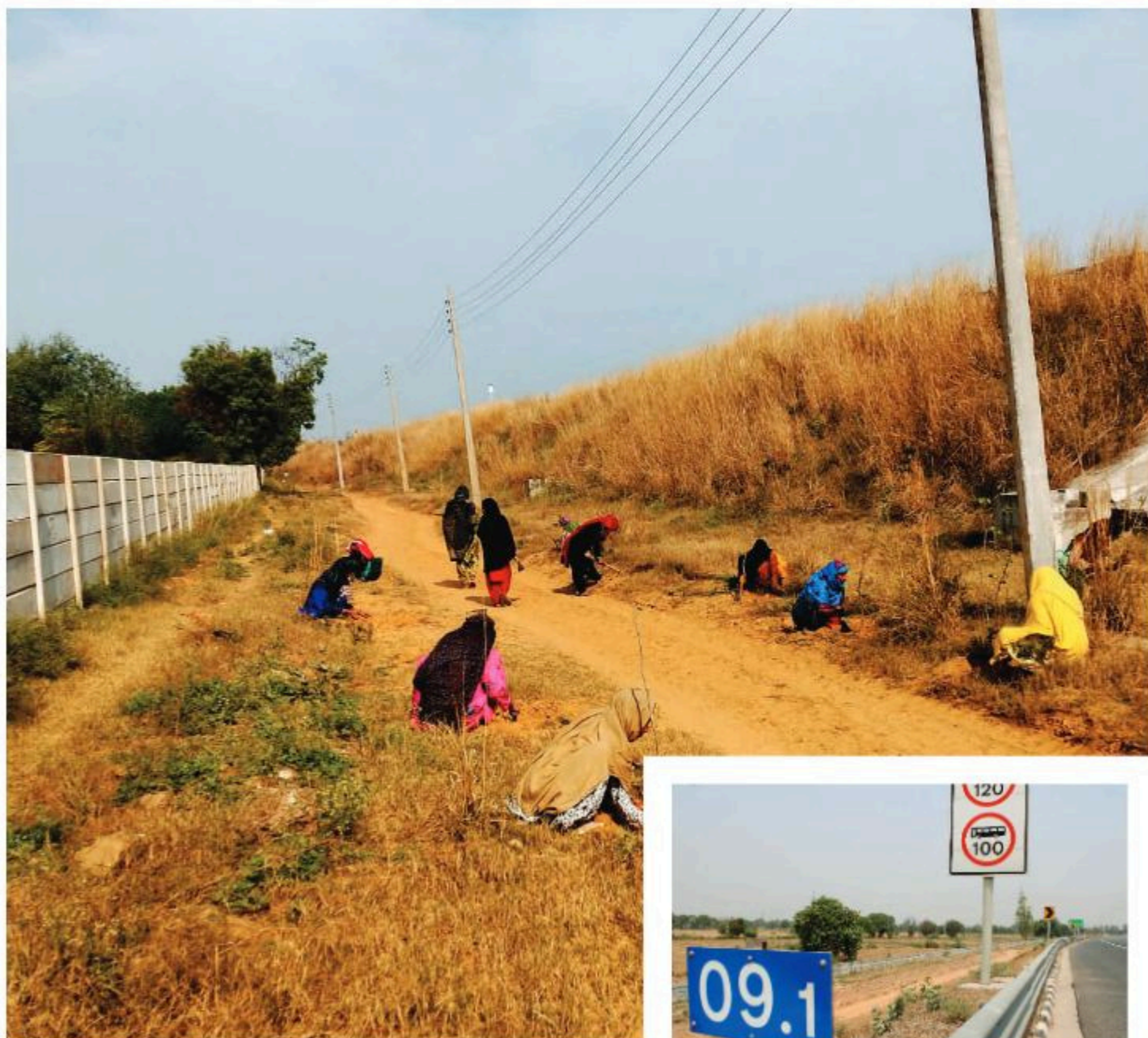
HARYANA CLIMATE LEADERSHIP PROJECT

SUPPORTED BY DELOITTE TOUCHE TOHMATSU INDIA LLP

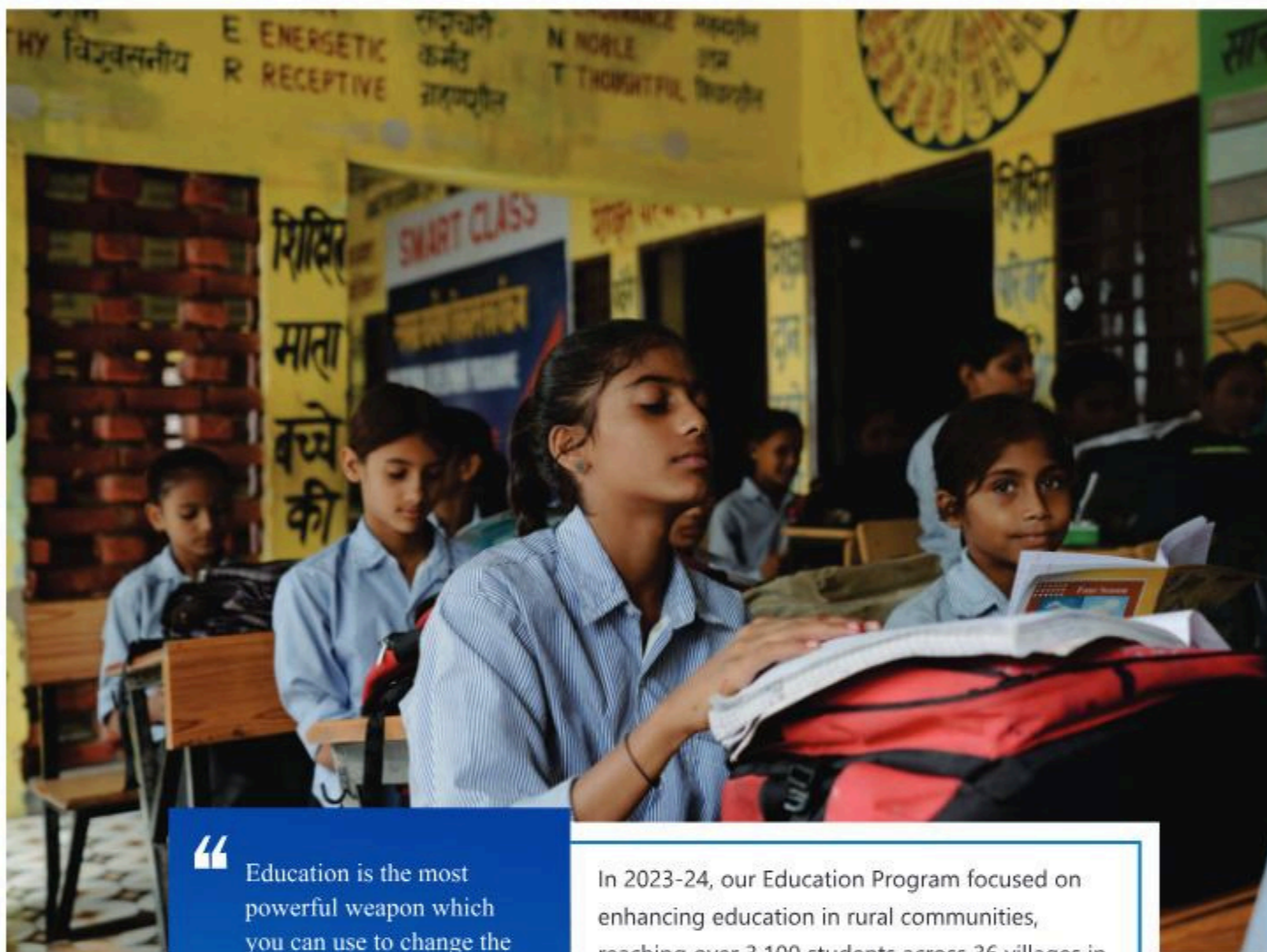
Under the Haryana Climate Leadership Project, supported by Deloitte, End Poverty undertook the maintenance of afforestation along a 25 km stretch of the Delhi-Mumbai Expressway in Gurgaon as part of the Climate Sakhi initiative.

Since December 1, 2023, 24 Climate Sakhis have been actively engaged in nurturing 50,000 trees through targeted activities such as watering, weeding, termite treatment, and plant maintenance. Additionally, 17,500 new saplings, including Arjun, Sheesham, and Alstonia, were planted within the designated area.

This initiative highlights measurable progress in enhancing green cover and fostering community-led climate resilience.



EDUCATION



Education is the most powerful weapon which you can use to change the world. A well-developed school infrastructure is vital in creating an environment where students can learn, grow, and become the change-makers of tomorrow.

Dr. A.P.J. Abdul Kalam,
Former President of India

In 2023-24, our Education Program focused on enhancing education in rural communities, reaching over 3,100 students across 36 villages in 4 states. By refurbishing school infrastructure, promoting digital literacy, and establishing science labs and libraries, we created a conducive learning environment. Additionally, our initiatives to improve WASH facilities and strengthen school governance by training School Management Committees have led to increased attendance and reduced dropout rates. These efforts have enabled rural communities to actively support and maintain quality education for their children. The time has come to ensure the highest standards in educational facilities and provide access to the best quality education.

HOLISTIC RURAL DEVELOPMENT PROGRAMME

SUPPORTED BY HDFC BANK (Education Initiatives)

Under the Holistic Rural Development Programme, supported by HDFC Bank, our education initiatives have improved access to quality learning environments in rural communities.

Key interventions include:

- Setting up smart classrooms.
- Renovating sanitation units with proper water supply.
- Installing clean drinking water systems in schools.
- Providing essential amenities such as furniture, chalkboards, and cupboards.
- Establishing science labs, activity corners, and libraries.
- Upgrading infrastructure like playgrounds and implementing BALA paintings to create vibrant learning spaces.

This year, we successfully renovated three schools in Bulandshahr district—Sabdalpur, Bhagwanpur, and Ghansoorpur in Siyana Block—benefiting approximately 386 students. These upgrades, including new labs, libraries, and WASH facilities, have improved the quality of education, increased enrollment, and reduced dropout rates.

By working closely with local communities and school management committees, we have ensured greater participation and ownership, making these changes impactful and sustainable for the children's future.



RURAL DEVELOPMENT



“India lives in her villages. True development of India cannot happen without the development of its villages. Therefore, our goal must be to strengthen the very foundation of rural infrastructure, as it is the backbone of the nation's progress.

Mahatma Gandhi,
Father of the Nation

In 2023-24, our Rural Development Program continued to enhance the quality of life in rural communities by addressing critical infrastructure gaps and promoting sustainable livelihoods. Guided by a thorough needs assessment, we tackled key challenges through initiatives such as installing water ATMs and solar streetlights, as well as constructing roads, schools, and Anganwadi centers. We gathered resources from government schemes, entitlements, donors, and community contributions to connect services with the people who need them most. By forming local committees and providing targeted training, we enabled communities to effectively manage resources and take charge of their development. These efforts positively impacted 4,345 individuals across three states and 45 villages, improving access to essential services and fostering long-term progress.

HOLISTIC RURAL DEVELOPMENT PROGRAMME SUPPORTED BY HDFC BANK (INFRASTRUCTURE DEVELOPMENT INITIATIVES)

Within the framework of the Holistic Rural Development Program supported by HDFC Bank, infrastructure development serves as a key intervention aimed at enhancing the overall well-being of rural communities. These initiatives are meticulously designed to uplift various aspects of life in 45 villages across three states: Madhya Pradesh, Haryana, and Uttar Pradesh.

This year, we successfully concluded projects in Guna and Rewari while continuing our work in Bulandshahr. To date, we have installed over 485+ solar streetlights across 45 villages, promoting sustainable energy practices and enhancing safety for residents. Additionally, we distributed more than 630 solar home lights in the same villages, reducing reliance on non-renewable energy sources and lowering carbon emissions through solar power.

In Bulandshahr, we installed three solar irrigation systems, providing farmers with an energy-efficient and sustainable solution for water pumping, particularly in areas with limited electricity access.

We also installed Water ATMs in Haryana, ensuring communities have access to clean and safe drinking water.



RURAL DEVELOPMENT PROGRAM IN TIJARA

The Rural Development Program in the Tijara Block of Alwar District, Rajasthan, is one of our longest-running initiatives. Through this program, we have established Village Development Groups to act as catalysts and facilitators for rural development. These groups assist communities in accessing government schemes, preparing and submitting applications tailored to village-specific needs, and navigating various departmental processes to ensure successful convergence with government schemes and access to entitlements.

We provide continuous support and guidance to these groups throughout the entire process. Since its inception, the program has significantly transformed the lives of over 23,000 beneficiaries. Key accomplishments of the program this year include:

- Facilitating Old Age Pension for 350 beneficiaries across six villages.
- Enabling 250 beneficiaries in five villages to access Ujjwala Gas connections.
- Streamlining Aadhaar card enrollment for 250 beneficiaries in 22 villages.
- Assisting 250 villagers in opening new bank accounts.
- Supporting 550 villagers in gaining access to improved water supply.

This program continues to empower rural communities, driving sustainable development and enhancing the quality of life.



THE WAY FORWARD: OUR VISION FOR THE NEXT 5 YEARS

Expanding Reach and Addressing Emerging Challenges

Over the past 15 years, End Poverty (EP) has expanded from five villages in Alwar, Rajasthan, to reaching over 1,200 villages across nine states, directly impacting the lives of more than 1,50,000 individuals. This progress has been achieved through strong partnerships with communities, government agencies, and corporate stakeholders, enabling impactful initiatives that address regional challenges and deliver measurable outcomes.

EP aims to impact half a million individuals by 2030, focusing on the poverty-pockets facing significant developmental challenges. Key priorities include supporting small and marginal farmers in building sustainable livelihoods through agriculture and dairy development, as well as mitigating the effects of climate change and tackling stubble burning. By combining community-driven initiatives, need based interventions, and collaborative efforts, EP continues to deliver tangible results, fostering resilience and driving progress in rural India.

Building Trust and Innovation

Central to EP's progress is its unwavering commitment to transparency, integrity, and innovation. The organization's unique approach, which involves deploying trained, professional, and dedicated teams to work directly with communities, has built long-term trust with both partners and beneficiaries. EP's staff and volunteers bring a deep sense of accountability and responsibility, which has enabled EP to become a trusted presence within the communities it serves.

By continually refining its strategies and remaining attuned to the evolving needs of rural communities, EP ensures that its interventions remain effective and impactful. This adaptive approach has enabled EP to make lasting contributions to rural development, poverty alleviation, climate change by building a foundation of trust that underscores its long-term commitment to India's rural communities.



Challenges, Learnings, and Future Directions

End Poverty's journey has been marked by both challenges and growth. From engaging with communities that were initially cautious about working with external organizations to navigating the complexities of sustaining operations with limited resources, EP has faced many challenges along the way. However, each challenge has reinforced EP's commitment to continuous improvement and adaptive management, enabling the organization to refine its approach and build resilience. As End Poverty celebrates 15 years of transformative impact, it looks ahead with optimism and determination. The organization plans to expand its presence in underserved regions, scale up successful interventions, and harness digital technologies to enhance program delivery and monitoring. EP is committed to building on its successes, leveraging its experience, and working collaboratively to address the emerging challenges of rural India in the years to come.

Impactful Initiatives.

EP focuses on creating systems that ensure long-term development and sustainability within the communities it works with. Farmers' collectives, as Farmer Producer Companies (FPCs), are designed to support small and marginal farmers—particularly women farmers—by providing them with collective strength, market access, and opportunities to scale their operations. On the other hand, Village Development Groups (VDGs) serve a distinct purpose. They act as platforms to foster community participation, instill a sense of ownership, and drive collective decision-making for the overall development of the village. EP also places significant emphasis on training and capacity building, equipping farmers, women, and community members with the knowledge, skills, and tools they need to manage resources effectively, adopt better practices, and sustain the progress initiated under its programs. This comprehensive approach ensures that even after EP's withdrawal, the communities continue to thrive and evolve independently.

Even after EP withdraws from a region, these community-driven initiatives and farmers' collectives continue to function, ensuring that the progress made is not only sustained but built upon. This strategy reflects EP's belief in creating long-term solutions that truly belong to the people they serve, ensuring lasting development and resilience.

As EP embarks on the next phase of its journey, it remains committed to expanding its reach, addressing emerging challenges, and deepening its impact in rural India.

Conclusion:

End Poverty (EP) is deeply grateful to its trusted donors and partners who have supported its journey over the last 15 years. Our success so far has been driven by integrity, long-term partnerships, and a commitment to creating lasting impact. A special note of gratitude to the GEN Initiative UK for their support over 14 years, which contributed to EP's growth.



GUIDING LEADERSHIP: OUR BOARD MEMBERS

Our Board Members are the backbone of our organization, bringing together diverse expertise and invaluable experiences to guide our mission. Their dedication and active participation ensure thoughtful decision-making, strategic accountability, and alignment with our vision. Through regular quarterly meetings, the Board reviews financial performance, assesses progress, and strengthens our efforts to create lasting, meaningful impact in the communities we serve.



Mr. Vinod Kaushik, an alumnus of IRMA, is a seasoned social entrepreneur with 32 years of experience in the development sector. He specializes in creating livelihood opportunities and developing sustainable Farmer Producer Organizations. His leadership was recognized with the GSBI Award (2010) from Santa Clara University, USA. Mr. Kaushik has also been honored with the Indian Achievers Award (2021-22) and the Recognition of Leadership in Corporate Social Responsibility from the Indo-American Chamber of Commerce. Additionally, he received the Chevening Gurukul Fellowship for Leadership & Excellence (2020). He has served on the board of directors of various government and non-government organizations and has been a member of several committees, task forces, and Chambers of Commerce committees.



Dr. K.K. Upadhyay An IRMA alumnus trained under Dr. Verghese Kurien, Dr. K.K. Upadhyay is a pioneer in the Corporate Social Responsibility (CSR) landscape in India. With over 43 years of experience across government, non-profit organizations, corporates, and academia, Dr. Upadhyay has been instrumental in creating transformative social enterprises such as "Safal" for the Government of India, "Aapni Yojana" for KfW, and the "Health of the Urban Poor" initiative for USAID. As a Professor and Chairperson of the Centre for Sustainability and CSR at BIMTECH, he continues to shape sustainability practices and corporate responsibility frameworks. His deep knowledge of innovative development models adds immense value to End Poverty's programs.



Mr. Damodar Sharma has over 40 years of experience in civil engineering, having held key positions in various irrigation projects across Haryana. With expertise in watershed and irrigation management, he has contributed to scientific publications such as the 'Haryana Science Bulletin' and is an active member of the Haryana Science Forum. His technical knowledge and networks significantly strengthen the strategic direction of End Poverty's initiatives.



Ms. Pratibha Dusaj has over 20 years of experience in vocational education and skill development. As a Skilling & CSR Consultant, she specializes in planning impactful CSR projects for training organizations. Her expertise in workforce development has been instrumental in shaping End Poverty's strategies to create sustainable livelihoods and empower communities.



Flt. Lt. Dr. Renu Lamba, Ph.D., is a faculty member at University Business School, Punjab University, Chandigarh, and the Co-Founder of Edurize India Foundation, a non-profit organization focused on education for underprivileged children. A Kargil veteran and among the pioneering women in the Indian Air Force, she served for six years before transitioning to corporate and academic roles. Dr. Lamba earned her doctorate in Management from Punjab Engineering College and completed her LLB in 2022. Her research focuses on financial inclusion, rural entrepreneurship, and leveraging technology for social impact. An avid adventurer, she has led expeditions such as the all-IAF women officers' trek to Mount Rudugaira and is a paratrooper and active sportsperson. Her diverse experiences enrich End Poverty's initiatives, particularly in education and empowerment.



Mr. Sudhir Sharma has extensive experience in education and governance. He provides strategic guidance on governance frameworks, citizen service delivery, and training for administrative officers. His practical insights and leadership help drive End Poverty's mission effectively.



Ms. Neelam Maheshwari has over 20 years of experience in building entrepreneurial ecosystems, catalyzing philanthropy, and fostering innovations. Her previous roles include Director of Livelihoods for Ashoka South Asia, where she worked with Ashoka fellows on climate-adaptive strategies for income and gender equity. At the Deshpande Foundation, she played a key role in grant-making programs that impacted over 2 million people. Neelam holds a Ph.D. in Gender Studies from SUNY Buffalo and an M.A. in Public Policy from Brandeis University. She is also a Gurukul Chevening Fellow (2020). At End Poverty, Ms. Maheshwari contributes to expanding and deepening programs with a focus on gender equity and climate change.

UDAAN: SUCCESS STORIES

BREAKING STEREOTYPES:

Women in Rajasthan Lead the Way as AI Technicians

End Poverty's initiative, in collaboration with IDFC First Bank, is set to break stereotypes in the dairy sector by training 25 women from Jaipur district as Artificial Insemination Technicians (AITs).

Over six months of rigorous training, these women are acquiring skills in livestock management, artificial insemination techniques, veterinary care, and entrepreneurial practices. Soon, they will step into a traditionally male-dominated field, taking on roles that improve cattle breeds and help support their families financially as the first batch of trained women AITs begins their work.

This program is creating opportunities for these women and bringing a shift in rural Rajasthan, demonstrating how access to training and skills can drive change in communities.



SONAL'S JOURNEY: From Adversity to Achievement

Sonal, the eldest of three siblings in a family with no male presence, faced daunting challenges. Her mother, a bonded laborer, was the sole breadwinner, leaving Sonal to manage household chores while caring for her siblings. Despite these hardships, her determination remained unwavering.

Through the Holistic Rural Development Programme by HDFC Parivartan, Sonal gained access to modern school facilities and solar lamps, enabling her to study effectively at night. This holistic support empowered her to excel academically, culminating in her clearing the National Income and Ability-Based Chhatravritti Exam (scholarship exam) for higher education.

Sonal's story is a testament to how targeted interventions and relentless effort can break barriers, enabling individuals to overcome adversity and achieve remarkable success.



MUNNI DEVI: A step towards better dairy farming

Munni Devi, a dairy farmer from Shivpuri, struggled with frequent outbreaks of cattle diseases, which severely impacted the cattle milk production and her livelihood. Limited access to veterinary care and a lack of awareness about proper hygiene practices made it difficult for her to maintain the health of her livestock. These challenges not only put her livelihood at risk but also placed a heavy financial and emotional burden on her family. After attending End Poverty's Dairy Farmer Training Programme, she learned innovative uses of lime (chuna) for maintaining hygiene. Now, Munni ensures regular cleaning of her cattle shed, applies lime to the floors, and uses it to paint feeding areas, creating a healthier environment for her livestock. These small, cost-effective practices significantly improved her cattle's health, reduced medical expenses on cattle health, and enhanced her confidence as a dairy farmer. Munni's story shows how accessible knowledge can create lasting change.



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.

FINANCIAL STATEMENT 2023-24

The financial year 2023-24 reflects End Poverty's ongoing commitment to impactful and cost-efficient development initiatives across rural India. With a total outlay of ₹16.04 crores, supported by generous national and international donors and other income streams, we continued to deliver meaningful benefits to our target communities.

Over the past 15 years, End Poverty has raised ₹1082587074, maintaining NGO overheads well within acceptable limits. We prioritize cost-consciousness, ensuring that the funds raised are directed toward programs that bring tangible benefits to beneficiaries. Our philosophy of "minimum cost, maximum impact" remains at the core of our financial strategy.

By optimizing resource utilization, End Poverty maximizes impact, ensuring every rupee spent contributes to creating sustainable opportunities for rural communities.

Financial Statements

Expenditure	31-Mar-24	31-Mar-23
Expenditure Towards Objects		
Climate Change & Environmental Development	58,137,976	7,054,218
Dairy Development Program	42,719,723	25,142,550
Education Program	7,120,693	1,976,504
Intigrated Rural Development Program	34,611,853	20,166,718
Organisation Development Cost	10,885,889	32,840,317
Relief To Poor (Agriculture Development Program)	2,772,074	948,031
Youth Development	526,567	0
To Rural Development		49,584,487
Other Expenses	3,629,861	5,220,829
Balance being Surplus /Deficit transferred to Reserve & Surplus	0	1,589,695
Total	160,404,636	144,523,349
Income By Donation	31-Mar-24	31-Mar-23
Donation Received India	109,376,340	124,357,931
Donation Received FCRA	22,640,189	17,389,341
By Other Income		
Bank Interest	3,617,425	2,776,077
Balance being Surplus /Deficit transferred to Reserve & Surplus	24,770,682	
Total	160,404,636	144,523,349

COMPLIANCE AND LEGAL DETAILS

Registered under the Indian Societies Registration Act, 1860

- Vide Registration Number – DR/GGN/224 on 20/02/2009
- Re-registered under Haryana Regulations & Registration of Societies Act 2012
- Registration Number - Reg No HR/018/2013/00806
- Date of Registration - 9th July 2013
- PAN Number - AAATE3346B

Auditor's Details

GSA & Associates LLP
CA

FRN: 000257N/N500339

Registered under FCRA, Home Ministry, GOI

- | | |
|-----------------------------|-----------------------|
| • FCRA Approval Number | 172270077 |
| • Date of FCRA Approval | 1st Oct 2023 |
| 12A Registration Number | AAATE3346BE20214 |
| 80G Registration Number | AAATE3346BF20214 |
| Registered under NGO Darpan | VO ID HR/2017/0160026 |
| Registered with NITI Ayog | VO ID HR/2016/0095551 |
| CSR Registration | CSR00000314 |

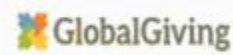
BANK ACCOUNTS - FCRA

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

DOMESTIC ACCOUNTS

Bank	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
HDFC Bank	50200068695436	HDFC0000622
HDFC Bank	50100487826696	HDFC0000622
ICICI Bank	184301000791	ICIC0001843
IDFC FIRST Bank	10022420017	IDFB0020151
IDFC FIRST Bank	10039317001	IDFB0020124
IDFC FIRST Bank	10126620950	IDFB0020151
IDFC FIRST Bank	10126606719	IDFB0020151
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

PARTNERS PORTFOLIO





ANNUAL REPORT

2023-24

Contact us

Head Office:

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

Registered Office:

M-48, First Floor, South City 1, Gurugram, Haryana - 122002

Phone: 0124 - 4101200

Email: contact@endpovertyindia.org

