



# ANNUAL REPORT



2013-14

IF YOU ARE PLANNING FOR A YEAR, SOW RICE;  
IF YOU ARE PLANNING FOR A DECADE, PLANT TREES;  
IF YOU ARE PLANNING FOR A LIFETIME, EDUCATE PEOPLE.

CHINESE PROVERB

## END POVERTY BOARD MEMBERS

2013-2014

### **Vinod Kaushik**

President of End Poverty (EP), is an alumnus of Institute of Rural Management, Anand (IRMA); Mr. Kaushik has over 25 years of rich experience in conceptualizing, executing and managing producers collectives in the area of farm, dairy and handicraft. He strongly believes that rural India has a richness of resources unmatched in the world. He is skilled in conceptualizing, executing and managing agriculture and rural development projects for poverty reduction in South Asia.

### **Dr. Rachna Singh**

Co-founder and Executive Director, EP has 17 years of work experience in the field of education, and business management education. A Ph.D. from the University of Delhi, she has been a volunteer in Canadian and Japanese institutions and in rural India, and has worked at MDI-Gurgaon and IILM-Gurgaon at senior positions.

### **Arun Goswami**

Member, EP is an entrepreneur with vast international experience. He is an alumnus of IRMA, Anand and Govind Ballabh Pant Krishi Evam Praudyogik Vishwavidyalaya. Managing Director of Aztec Exim, and Metafrigue Group before starting Aztec Exim, he has worked with some of the best multinational companies. He possesses a rich experience of fifteen years in commodity trading in India and countries across the globe.

### **Deepak Saha**

Member, EP is a committed development professional and recipient of several awards, viz., International Achievers Award by Indo-Thai Chambers of Commerce 2010, Rotary International Special Achievement Award 2010, Real Heroes Award (CNN IBN 2009), the Karmaveer Puraskar (Indian Confederation of NGOs 2009) and NDTV - PCRF RTI Award 2009.

### **Rajmal Rathee**

Member, EP is an audit professional with over 10 years of experience in development sector accounting. Currently he is a freelance finance professional based in Delhi.

### **Neeraj Aggarwal**

Member, EP is CA & ICWA with over 18 years' experience in the area of Finance and Accounts. He has worked with leading corporate houses like Ozone, Dabur India, Reliance group etc. Currently he is working with Videocon Group as G.M. Finance & Account.

### **Jai Narain**

Member, EP is MCA with over 17 years of experience in Information Technology. He has worked in different verticals like Education, Healthcare, Medical, Services, Manufacturing, Waste Management, Dairy Industry etc. Currently, Mr. Jai is IT Head of NDDDB Dairy Services, Delhi.

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## Message from the President

Poverty is manifest in all social strata and intellectually one of the most difficult phenomena to define, and an even bigger challenge to address. End Poverty has set its eyes on a target bigger than life itself.

Having accepted the enormity of the task in front of team EP, I must acknowledge that the organisation has moved along slowly but steadily. EP aims to 'end poverty' by spreading education, connecting people with more livelihood opportunities and link them to the efforts of the government.

In 5 years, End Poverty has been adding precious drops to an ocean, yet what we have contributed shows that small measures go a long way. Today more than 1000 girls are literate with our efforts and are demanding that their learning is recognised. Over 200 women have been trained in sewing skills and are skilled artisans capable of producing good quality products from their hearth. Local talent is being cultivated as an identity that is recognizable and unique. A semi-arid Aravali region is reaching up to the sky with the trees planted by End Poverty's efforts. Internal roads repaired, open wells covered, engagement at the local and district levels on improving girls education may be improved in the area are some of the tracks we are walking along.

For End Poverty to make a significant contribution, we need to scale and replicate our efforts. I urge the readers of this report to join us so that tomorrow may bring a brighter sunshine to the lives of those who may have lost hope.

VINOD KAUSHIK



## Activity report:

### EDUCATION

Persistent poverty in rural India is directly related to a persistent illiterate female population. Tijara Block of Alwar District, Rajasthan is also affected and 11000 girls remained out of school even in year 2011. Schools in Tijara have poor infrastructure and inadequate facilities and lack secondary schools. An inadequate number of teachers, very few female teachers, absenteeism of teachers and students is the norm. Despite the government's decree on compulsory education and the child labour ban, most children continue to miss classes to work at home. Rural girl children are less able to receive education because of greater opportunity costs, since they have to engage in domestic and agricultural labour and contribute to the family's income from an early age.

EPs Kishori Shiksha Program (KSP) aims to provide basic literacy, numeracy skills and improve the understanding of adolescent girls in the age group 10-18. Objective is to educate them on social skills, confidence health/hygiene, family life, environmental issues and impart traditional craftwork skills to them through sewing classes. This in turn would make them confident, financially strong and would enable them to contribute to the family, village and community life. To impart education to these adolescent girls, local women, educated upto class 10 are engaged and trained as teachers. Maintaining student attendance, Teachers Diary, Time table, timely delivery of curriculum and teaching methods to make learning interesting and easy, are the main aspects covered in the training of these teachers.



1014 girls have studied at EP's 34 Kishori Shiksha Centres till date in 19 villages and learnt to read, write and do basic mathematics.. 232 girls enrolled in the previous year completed the course and 151 new girls were enrolled. EP's initiative has benefited 9.2% of the needy population till date and we have a long way to go.

EP was designated a member in Alwar District 'Girl-Child' education improvement committee by the District Collector Alwar, Mr. Ashutosh Pednekar as on April 2013.

EP was also designated a member of the Tijara Block 'Education Grievance Committee' meeting since September 2012. During the year several matters were discussed with Mr. Bhajanlal Verma, Block Development Officer with additional charge of Block Education.

## LIVELIHOOD: AJEEVIKA CRAFT CENTRE (ACC)

Rural economy in India has a high prevalence of indebtedness and Tijara Block is no different. The poor economic condition of the primarily agrarian economy manifests in having very low risk taking ability, and an inability to invest in skill building to enhance their livelihood opportunities.

EP's Ajeevika Craft Centre (ACC) program is for adult women who have a basic sewing skill which is nurtured into a marketable competence whereby the women can practice it as a livelihood opportunity. This supplements the family earning, thus enhancing their self-esteem and decision making power within their family and community.

ACCs focused on improving local skill, design, range of products and quality across 7 centres, 12 villages, engaging more than 130 women.. In addition, a smaller group of 8 women were trained to manage work in terms of accountability of raw material, training artisans, distribution of work and quality of products. Various forms and formats have been framed to streamline the functioning of centres.



A designer conducted several workshops to train craft workers on quality in terms of stitching, tacking, geometric precision, standardisation; design improvement; new product development; use of colours as well as improving existing processes in old centres and establish good work culture in new centres.

To connect and train Sahayikas to understand the value chain, design and pricing of their products, an exposure visit to Surajkund Exhibition, Faridabad was conducted in the month of February

At the end of the financial year, 130 artisans have been trained by EP of which 79 are earning and have developed good designs and patterns.

## RURAL DEVELOPMENT

Several agencies today are attempting to connect with the poor in rural India, stakeholders being the government, private businesses, banks and other philanthropic organisations. Yet, there remains a huge gap between provisions made for and the benefits derived by the beneficiaries

It is EP's mandate to link the rural poor with the services that have been designed to benefit them, especially with those provided by the Government and ensure that the villages adopted by EP are enabled to benefit in the long term. EP initiates talking about the pressing issues of community in the target area like education, local environment, health facilities, sanitation, transport facilities, unemployment etc.



Since inception of its operations, EP has established Village Development Groups(VDGs) in its target area where it trains the group, and one volunteer from each group to take up the local problems and to the relevant body for resolution. Where possible, EP develops links with donors, knowledge bodies and corporates to support required action. Local Gram Sabha/ Local government, the Alwar District machinery have all been approached with many different concerns. Efforts have been made to rebuild rural communities' faith in the administration reiterating that they need not live in distress and change is possible. EP nurtures and sensitizes collectives and communicates their problems to stakeholders.

## GREEN INITIATIVE

Alwar District is a semi-arid region through which the Aravali Range cuts across and is prone to get drier with increasing industry belt, depleting water table and lack of tree cover. Mixed farming and multi-cropping are strategically advantageous to enriching the environment and resultant retaining water table, green and vibrant ecology if enriched further with a tree cover.



The Green Initiative of End Poverty is designed to be a strategic intervention to enhance the livelihood of small farmers and enhance the green cover in Tijara Block, Alwar District, Rajasthan, India. The project has multi-pronged objectives running across all three of our core activities – Education, Livelihood and Rural Development.

EP has planted 6700 trees in the past 5 years, and pilot tested the potential of running a horticulture program in the area. With the response the intervention received, EPhas decided to strengthen this program in the coming years and provide training, support needed to develop this stream as a livelihood opportunity for women and small farmers.

## **RURAL TOURISM**

EP's objective is to provide livelihood support and empower the village residents by developing rural tourism in the area, with the active involvement of local people. Tijara being located in the heart of the 'Golden Triangle' of Delhi-Jaipur-Agra has a potential of being developed for rural tourism. Tijara Fort, Tijara Jain Temple, Sariska, are close to the target area and many tourists visit these places every year. Villagers in the area can be trained to become homestay hosts, local guides and service providers. This would promote intercultural understanding between hosts and guests by creating direct interaction opportunities between residents and visitors as part of the tourism product.



A feasibility study was conducted in this regard and A 'Guide Book' was prepared with consistent support from the GEN Initiative to map resources of interest in this booklet. Nature, cultural, night time activities, educational tours can be undertaken to develop the area as a rural tourist spot, The project is likely to take off by the 2<sup>nd</sup> of October 2014.

## FINANCIAL REPORT

### INCOME April 2013 to March'2014

- Donation Received - Indian 376,208
- Donation Received - FCRA 3,456,271

### EXPENDITURE April 2013- March'2014

To Education Project 1,328,263

To Project Craft Center 746,037

To Stake Holder Meeting Expenses 55,302

To VDG Exp. 273,825 -

To Organization Development - 258,649

To Salary 786,123

### People Support:

Donor and philanthropic organisations that supported us during the year are **GEN Initiatives, UK, Pakhar Singh Foundation, iPartner, Pratham Books.**

Corporates that supported our mission are **AZTEC EXIM, SAGE Publications** have contributed generously to ongoing programs.

Individual donors: **Mr. Vinod Kaushik, Ms. Anjali Kaushik, Mr. Narendra Kumar Saxena, Ms. Pratima Das, Ms. Sushma Saxena, Ms. Kalpana Shashimohan, Mr. Sharad Sinha, Mr. Praveen Somani, Mr. Neeraj Aggarwal, Mr. Jai Narain, Mr. Karan Puri, Mr. Gagan Parashar**

Interns who worked with EP during the year are eleven students from the **SPJIMR, Mumbai, Ameer Virani**, from the University of Leeds, team Youth Power of **Amity International School Sector 43, Gurgaon.**

Volunteers who remained dedicated to EP's cause are **Sandeep Dasari, Santhosh Thiagarajan, Divya Balakrishnan, Shikha, Dhruv, Meenakshi Sharma, Srishti Singh, Kaori Singh**

**GENERAL COMPLIANCE**

REGISTRATION NUMBER:HR018201300806

PAN NUMBER: AAATE3346B

12 AA NUMBER: AA/2014-15/107/1 dated 30.05.2014

FCRA NUMBER: 17220070077; SOCIAL

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