



Farmers undergoing training in soil testing as part of the Agri-Management Services Programme



Home-farmer and her first poultry toolkit in a home-made cage, with a Livelihood Service Provider



Home-farmer's chick receiving vaccine from a Livelihood Service Provider

Dear Friend of Shivia,

We are delighted to announce that Shivia has launched its new website! We are very grateful to **Dhawal Singh** and **Sarah Davey** who put much time and effort into developing it for us - pro-bono, in their spare time. Please do have a look and tell us what you think. [www.shivia.com](http://www.shivia.com)

Shivia is going from strength to strength. We are pleased with our performance and have ambitious plans for next year – we just need to raise the funds! We published our 2014 Annual Report in July – printed pro-bono by **Reed Smith** - where you can read about our operations, impact and plans. If you would like a copy please either download it from our website or email [charlotte@shivia.com](mailto:charlotte@shivia.com).

**Joe Rao**, Nirdhan's General Manager, visited the UK in July for meetings and our XL event, and **Olly Donnelly**, **Chris Langridge** and **Charlotte Allum-Smith** will be travelling out to India in November with four employees from **Artemis**.

Nirdhan has delivered over 9,700 toolkits since August 2011 and our third location - Sundia – which opened in March – has already provided 633 toolkits to 533 home-farmers.

Our microfinance programme in Gujarat came to an end in July, with SAATH repaying our interest-free loan in full. 869 people have graduated from the Livelihood Construction Training Scheme to date.

**Reed Smith** kindly hosted our **Shivia-Venquis-Extraordinary Leadership** event in July enabling us to tell people about our **Extraordinary Leadership Programme**.

For those who don't know, we won **Global Giving's Gateway Challenge** in June – raising the largest amount of funds from the most number of donors. We raised just under £25,000 for our poultry programme so thank you everybody who helped us achieve this amazing result!

Thank you particularly to the **Allen and Nesta Ferguson Foundation** and **Clifford Chance Foundation** who have both supported our Agri-Management Services in West Bengal.

On a final note, Shivia has been selected as a semi-finalist for the **Schwab Foundation for Social Entrepreneurship** and **Olly Donnelly** has been shortlisted for the **2014 Women of the Future Awards: Community Spirits** category (in association with Shell). These are both due to Shivia's work and we look forward to the results.

**Mina Kumar Das, home-farmer**

"Shivia has changed my life! I bought my first toolkit in 2013 and from the profits I could buy another two. I have now been able to buy a goat. The profits from the chicken and eggs and the milk from the goat has meant I can afford to buy the books and uniforms needed to send my two children to school for the first time – something I could previously only dream of."

**Ranajoy Basu, Reed Smith, pro-bono supporter**

"Reed Smith proudly supports Shivia in its efforts to bring positive sustainable change to some of the poorest communities in India. They are a true inspiration and an example of what is possible as agents of change."

## Highlights

**Page 2:** Royal Albert Hall box up for auction!

**Page 3:** Nepal humanitarian disaster

Thank you to you all for your continued interest and support.

*Olly Donnelly,  
Chief Executive*

## Events

### News

#### Past Events

**Adrian Paterson** cycled from Land's End to John O'Groats in June, raising £13,000 for Shivia in the process!

In July, the **Shivia-Venquis-Extraordinary Leadership** event was kindly hosted by **Reed Smith**. **Venquis** presented their experience of the **Extraordinary Leadership Journey** to various HR heads, interested individuals, law firms and banks. For further information, please email [charlotte@shivia.com](mailto:charlotte@shivia.com). The next Journey to Kolkata will take place at the beginning of 2015.

**Hazel Pursey** did a parachute jump in aid of Shivia in August.

**Olly Donnelly** was a guest speaker

at **Ryde College** prize-giving, handing out prizes and inspiring students with Shivia's story.

#### Future Events

**Vin Murria** has again kindly donated a box (10 people) for three evenings for Shivia to host at the Royal Albert Hall: **Classical Spectacular** on 20th November at 7.30pm, **John Rutter** on 11th December at 7.30pm, **Madam Butterfly** on 5th March 2015 at 2.30pm. If you are interested in making a donation for the tickets or require further information, please email [charlotte@shivia.com](mailto:charlotte@shivia.com)

**Garlinda Birkbeck** will be exhibiting her photos from a recent trip to West Bengal. **Indar Pasricha** has kindly donated his gallery on Connaught Street, London. The opening nights will be **2nd and 4th December**. All proceeds will be donated to Shivia.

In January 2015, **Frances Robinson** and **Helena Robinson** are raising money for Shivia by travelling 2,000 miles across India, in 2 weeks... on a rickshaw. To put it into perspective it's the equivalent of driving from London to Moscow in a vehicle which rarely reaches its impressive top speed of 30mph on some of the most dangerous roads in the world. Sponsorship details in the Christmas Newsletter!



An outstanding fund-raising achievement: **Adrian Paterson** cycling his way to John O'Groats in four days

## The Projects...

### 1. West Bengal, India

#### Livelihood Programme

To date, our Livelihood Service Providers (LSPs) have delivered 9,713 toolkits to home-farmers, changing the lives of over 25,000 people.

We continue to concentrate on training the very poor to give them a permanent skill, knowledge and regular income to get themselves out of poverty. Nirdhan specifically targets 20% of each village to (a) ensure we are working with the very poorest and (b) to prevent saturation in the villages and



Sundia location meeting

markets. Research and identification of such poor families is an ongoing process across various districts of West Bengal where we can replicate our backyard poultry development services and later agri-management services.

Nirdhan is preparing to open a fourth location for the poultry programme at the end of this year. They are identifying NGOs to partner with as it is essential to enter an area through an established organisation to benefit from logistics, contacts, reputation etc. They have selected the Supervisor for the fourth location from the team of LSPs at Familia.

We have seen a very positive start to the AMS project. To date, four groups have been formed totalling 55 farmers. They have received training on systems of Rice Intensification as well as the sort of fertiliser to use following soil testing results – farmers are currently being taught how to use mini-soil-testing kits, the types of organic fertiliser available and how to use it etc. Positive feedback from the village community meetings that have been conducted has been

very motivating for the LSPs and very encouraging for the success of AMS.

We plan now to recruit a certified and experienced manager in agricultural activities as well as an expert in "goateries" in October in order to initiate a pilot in "goateries" – our third enterprise.

**Joe Rao** and **Chandrani Banerjee** (Head of the Livelihood Programme) make weekly visits to 25 families to gain anecdotal evidence of the impact that our work is having on their lives. They can see first-hand the changes that are taking place in the homes of the families we are working with. We have observed remarkable changes in the standard of living of home-farmers who have repeated their toolkits five or six times. Families are able to afford cooking pots and utensils; they are switching from wood to gas for cooking, reducing exposure to smoke; women are saving for their children's education; women are starting additional micro-enterprises from their profits, e.g.

selling artificial jewellery; families can afford to buy a goat; families are buying asbestos/tin roofing rather than using thatch – saving their home from the damage of monsoons; they can afford to pay for medicines and treatment for ill family members; women are buying second-hand sewing machines to set up a small tailoring business or they are opening tiny grocery stores in their homes.

## 2. Gujarat, India

### Partners Programme

The big news in Gujarat is that, as planned, our microfinance programme came to an end in July; after five successful years SAATH repaid its interest-free loan to us in full. They have done a phenomenal job and been a fantastic partner, training and disbursing 2,052 loans in that time. We feel confident that SAATH's microfinance programme will continue long into the future. The borrowers' profits from their enterprises have predominantly been reinvested to expand their



**Chris Langridge (CFO, Shivia) with a female graduate from the Livelihood Construction Training Scheme, Gujarat**

businesses and their lives have improved considerably.

The Livelihood Construction Training Scheme is going from strength to strength - 869 people have graduated since January 2013; 79 of which are women (66 women graduated with masonry skills and 13 became electricians). The women, who previously were earning between 200-250Rs per day as masons, having completed their livelihood training are now earning between 300-350 INR per day – a 50% increase in income.

## 3. Western Nepal

### Partners Programme

Sadly, in mid-August, Western Nepal was hit by the worst flooding the area has seen in 60 years; the result has been a humanitarian disaster with over 180,000 people in four BASE districts left without food, clothing and shelter.

**Tony Bloom** has kindly made a donation to help those affected in the Shivia programme to clear away the rocks, boulders and stones from their fields so they can re-plant and grow crops again. Many of our borrowers' crops (paddy, maize, vegetables etc.) were destroyed in the floods, and some borrowers died.

BASE now has the Ghoda Ghodi Cooperative licence and so will be able to continue the microfinance programme after the Shivia arrangement comes to an end next year. As with SAATH, this is a great transition point for us to let them run their programme alone and scale.

## New Initiative

Following the success of the **Extraordinary Leadership Journey** ([www.xleadership.com](http://www.xleadership.com)) pilot in West Bengal in January, we have scheduled the next Journey to take place in **early 2015**. There are up to 8 places available for companies or individuals at senior management level on this alternative world-class leadership development course. All proceeds are kindly donated to Shivia.

The benefits of this leadership programme are multi fold. This low resource environment is completely different to our everyday existence - all cultural reference points, physical comforts and support systems are removed. This enables participants to learn how to connect with themselves and others on a deeper level.

**Venquis**, who piloted the **Journey**, say it truly has changed the way they run their company; they have a stronger bond than ever before and know that they can completely rely on each other.

## How you can help ...

### Extraordinary Leadership

Attend an XL journey out in India either as a team or individually where proceeds from the trip are donated to Shivia.

### Regular Giving Scheme

Please become a regular donor of Shivia. You can commit to donating each month £2, £5, £10, £15, £20... or surprise us! And don't forget the **Gift Aid** if you are a UK tax-payer..... see page 4 for details of how to donate.

### Foundations

Recommend us to your companies!

### Air miles:

Shivia is grateful to the airline **Etiihad** where you can donate your miles to Shivia through the Guest Page on the Etiihad Website.

### Events:

See page 2 for events you can attend, donate to or sign up for on behalf of Shivia.



**Shivia - Venquis-XL event in July, hosted by Reed Smith**

Shivia enables your gift to be a gift that keeps on giving...

Cost of one poultry toolkit to the home-farmer ~ £5

Cost of one poultry toolkit to Shivia ~ £12

One loan ~ £120

And then the loan is repaid and recycled...

#### Contact Details:

##### Address:

Shivia  
c/o EFG Private Bank  
Leconfield House  
Curzon Street  
London  
W1J 5JA

##### Email:

[info@shivia.com](mailto:info@shivia.com)

##### Website:

[www.shivia.com](http://www.shivia.com)

*Shivia empowers you  
to empower others*

## Ways to give ...

1) Make an Online donation at: [www.justgiving.com/shivia](http://www.justgiving.com/shivia) You can either make a one-off donation or become a Regular Giver.

2) Shivia has established a partnership with Global Giving, enabling us to be connected to donors and receive support from around the world. You can donate through [www.globalgiving.co.uk/projects/livelihood-development-for-400-rural-indians](http://www.globalgiving.co.uk/projects/livelihood-development-for-400-rural-indians) or if U.S. based through [www.globalgiving.org/projects/livelihood-development-for-400-rural-indians](http://www.globalgiving.org/projects/livelihood-development-for-400-rural-indians)

3) Fundraise for us through Virgin Money Giving - [uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1006454](http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1006454)

4) Shivia has teamed up with SharedImpact – you can donate through [www.sharedimpact.org/product/44553/Shivia](http://www.sharedimpact.org/product/44553/Shivia)

5) Please visit Shivia's crowdfunding page with Makerble [www.makerble.com/charities/shivia](http://www.makerble.com/charities/shivia)

6) For those based in the U.S. we will shortly be connected with [The Centre for Community Economic Development \(CCED\)](#) enabling us to channel donations from the there

7) Send a cheque to:

Shivia  
c/o EFG Private Bank  
Leconfield House  
Curzon Street  
London  
W1J 5JA

Don't forget to tick the gift aid box online, or complete a gift aid form if posting a cheque if you are a UK tax payer. **Gift Aid allows us to reclaim the tax on your donation's gross equivalent, e.g. if you donate £10 using Gift Aid, it's worth £12.50 to us!**

If you have any questions please feel free to contact us.

*Thank you!*

