

# SHIVIA Spring Newsletter



SHIVIA  
.COM



**Garlic Peeling,  
Gujarat, India**



**Vasant Subramanyan, Chairman  
Shivia India, and Olly Donnelly  
at Herbert Smith event**



**Tailoring,  
West Nepal**

Dear Friend of Shivia,

I am delighted to announce that our **2011 Annual Report** has been published. Please find it on our website or request us to send you a hard copy.

We have had a productive few months with our Livelihood Programme gaining momentum under the leadership of **Chandrani Banerjee**. There are now just under 500 home-farmers registered in our Poultry Programme in West Bengal and this figure is growing daily. We are in the planning stages of launching our second livelihood enterprise, goat-raising, also in West Bengal.

The Partners Programme is becoming more professional under the leadership of **Joe Rao**; we are pleased with the progress we are making towards more standardised and quality reporting. In Gujarat, we have disbursed 1,082 loans through SAATH and completed the same number of Social Impact Assessments (SIAs). We are encouraged that SAATH is now including our Livelihood Programme approach in their operations.

In Nepal, to date BASE has made

867 loans and completed the same number of SIAs; the quality of the SIA data continues to improve and Mr Rao is able to provide Shivia UK with standard weekly reports, from the information he receives from BASE.

We would like to thank **Vasant Subramanyan** for his commitment to Shivia and for his recent visit to the UK, as well as to the whole **Shivia India team** for their continued hard work and dedication. We also thank **BASIX** for assisting us with an exciting first year of our Livelihood Programme and **Familia** for being so co-operative with us basing our rural office there and helping us to forge local contacts.

We are especially thankful to **APAX Foundation** for renewing their support for our work in West Bengal.

Finally, a huge thank you to **Herbert Smith LLP** for hosting our Shivia event in April for close supporters and printing our Annual Report.

As always Shivia is very grateful to all of our friends for their interest and support. As summer approaches please help us by raising funds – especially core funding – so that we can focus our time and efforts on plans and strategies to lift the poor in

## **Edward Hoare, donor**

"Shivia's approach to issues that matter so much in the world is an example for others to be aware of."

## **Joe Rao, Head of the Partners Programme**

"Shivia has always encouraged its partners to provide loans for skills-based productive enterprises only. Realisation is dawning upon both borrowers and partners that elimination of poverty is possible only through asset creation by instilling knowledge and training."

### **In this newsletter:**

- Events
- The Projects
- News
- How to get involved
- How to donate

India and Nepal out of poverty.  
Thank you!



*Olly Donnelly,  
Chief Executive*

## Events

### Fund-raising events:

We are thankful to both **Ana-Elena Sotoropa** and **Amina Nurmukhametova** who took part in a daring sky-dive in March and raised £330 for Shivia. **Charles Owen**, a former Shivia intern, raised £350 for Shivia at a Soiree at Oxford University.



**Ana-Elena Sotoropa**  
in free-fall for Shivia

### Past events:

We would like to extend a huge thank you to **Herbert Smith LLP** and their CSR group for hosting an evening on our behalf for our close friends. We are grateful that **Vasant Subramanyan** was able to come over from Kolkata to update our supporters on our work and plans in both India and West Nepal; this effort was greatly appreciated by all.

### Future events:

#### London

Please all put the evening of **Thursday 8th November** in your diary for Shivia's Big Event of the Year: to celebrate Diwali – the Indian Festival of Light. Shivia will again team up with **Venquis** – the Business Transformation Recruiter – to hold our annual fundraising

event at China White. We will update you on details in our Summer newsletter.



**Charles Owen with Mala and Archana Sicka,**  
**Herbert Smith Event**

## The Projects...

### 1. West Bengal, India

#### Livelihood Programme

The scaling phase of our Poultry Programme is showing great promise: 420 home-farmers are now registered in poultry farming and villagers are also training each other alongside our work. We are expanding, both in scale and geography, and will open up our second rural office in the coming weeks. Our research on a second enterprise – goat-raising - is nearly complete and we hope to have launched this programme by the next newsletter.

Feedback from the Poultry Programme is that on-going village meetings and exposure visits are producing excellent results: there is evidence of considerable increased household income which encourages more and more home-farmers to come forward and sign up. This additional income is enabling the home-farmers to expand into other small enterprises such as fish farming, where the

guano from the chickens is used to feed the fish.

We have provided increased training to home-farmers for growing their own Azolla – a high protein food-supplement for chicks - as well as additional training on how to cope with diseases that are spread during the first rainfall of the monsoon season, which starts in June.

Although we are behind our target of reaching 2,700 home-farmers by June, given the challenges that we have faced, we are pleased with the progress of this project. Fowl Pox appeared in the operational area and many chicks were affected; our Livelihood Service Providers (LSPs) worked persistently to control the



**Chicks aged 68 days ready for market, Livelihood Programme**

spread and were successful in doing so, maintaining mortality rates of less than 3%. LSP retention is limiting our growth somewhat, but **Chandrani Banerjee**, Head of the Livelihood Programme, is successfully recruiting new LSPs to overcome this challenge. We have reset our target to 1,000 home-farmers by December.

### 2. Gujarat, India

#### Partners Programme

We are pleased with the progress our partnership with SAATH is making. To date, SAATH has disbursed 1,082 loans and completed the same number of Social Impact Assessments (SIAs), with apparently no defaults on repayments. In the last quarter, 52 borrowers received a second loan, enabling us to see, through the SIAs, the positive impact the first loan has made on their lives.

The diligence of the loan staff in carrying out their work is apparent with 137 borrowers repaying their loans early so that they could apply for a second loan sooner.

Unfortunately, SAATH is still battling

with the implementation of their new software, which is only in use across some branches. A core team at SAATH is concentrating on resolving this quickly so that we can then introduce an advanced weekly reporting system that will enable Shivia to monitor performance on a more detailed basis.

We intend to expand Shivia's partnership with SAATH in the coming weeks with a greater focus on skills-based training and urban livelihood enterprises such as plumbing and painting.

The idea is that we can in time replicate know-how from urban

Ahmedabad to Kolkata. We are currently working on SAATH's proposal for these operations.

### 3. Western Nepal

#### Partners Programme

Since **Joe Rao** took over the position of Head of the Partners Programme in January, he has visited Nepal twice and plans another trip at the beginning of June; he will be joined by **Chandrani Banerjee**, who will be looking into the viability of introducing Shivia's livelihood concept into BASE's operations in the rural areas. Mr Rao's trips have been of enormous value to Shivia UK - having a Shivia representative there regularly to monitor our work, maintain the relationship and ensure correct disbursement of funds. Mr Rao is producing weekly financial reports to Shivia UK from the data he receives from BASE.

There are currently 1,156 group members and 38 groups in West Nepal, with 867 loans disbursed since May 2009 (including 54 third time loans).

BASE is looking to expand the programme into new areas, moving away from Banke and towards areas where the programme is more economically viable as well as safer for loan staff to operate. In one area, five new groups have been formed, with one group having received a loan. We also plan for the new areas to be where our water pumps will be in operation.

BASE is keen to adopt Shivia's livelihood concept, however further research still needs to be carried out on market-driven, feasible enterprises.



Jewellery box making, Gujarat



BASE Microfinance Team, West Nepal

## News...

### Car scrapping:

Shivia has partnered with Giveacar, [www.giveacar.co.uk](http://www.giveacar.co.uk), the UK's first charity car donation service; so please help Shivia raise funds by converting your old car into cash! Giveacar will collect your car for free, send it to scrap or to auction and the proceeds then go to a charity of your choice. Simply chose Shivia from the charities available on their website and know that your donation will help to lift the poor in India and Nepal out of poverty.

### Air miles:

Shivia is grateful to be partnered with the airline **Etihad**. You can donate your miles to either one of our three areas: our Livelihood

Model in West Bengal, our work with the urban poor in the slums of Gujarat, or with the rural poor in West Nepal.

Please do follow the link, go to the bottom of the page and select from the three Shivia options:

<http://www.rewards.etihadguest.com/eyloyrewards/category?categoryCode=SHPCAT113&t=1337066480588>



Exposure Visit, Livelihood Programme, West Bengal



Retail, Partners Programme, West Nepal

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

In Year One:

£125 ~ 1 loan

£1000 ~ 10 loans

£25,000 ~ 250 loans

£50,000 ~ 400 loans

And then the loans are recycled ...

One poultry tool kit ~ £10

**Contact Details:**

**Address:**

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

**Email:**

info@shivia.com

**Website:**

www.shivia.com

*Shivia empowers you  
to empower others*

**How to get involved ...**

If you would like to get involved this year, please do contact us. We would love you to pick Shivia as your charity of choice. Help us by becoming friends and ambassadors, organising fund-raising events, running marathons or climbing mountains on our behalf – anything you can do will make a difference to someone....

**How to donate ...**

If you would like to help us or know of other people who might, please donate by:

1) Making an **Online donation** at: [www.justgiving.com/Shivia](http://www.justgiving.com/Shivia)  
You can either make a one-off donation or set up a standing order for monthly donations.

2) Sending a **cheque** to:

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

And filling out the Gift Aid form where appropriate which you will find on our website: [www.shivia.com](http://www.shivia.com). Please send this along with the cheque to the above address.

3) Setting up a standing order or online transfer by contacting us at: [info@shivia.com](mailto:info@shivia.com)

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

*Thank you!*

