

# SHIVIA

## Spring Newsletter



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**Livelihood Programme Team, with Charlotte Allum-Smith (Shivia UK), West Bengal**



**Joe Rao, (General Manager, Nirdhan), West Bengal**



**Chick vaccination, Livelihood Programme, West Bengal**

Dear Friend of Shivia,

We have had a positive quarter: Nirdhan is now "going it alone" with our Livelihood Programme in West Bengal and we have seen the first graduation of trainees from the Livelihood Construction Training Scheme (LCTS) in Gujarat. I feel we are in a strong position for the start of my maternity leave!

We have seen much progress with our Livelihood Programme over the last few months and I am delighted that we reached our goal of providing 3,000 toolkits to a similar number of home-farmers by the end of March. I feel confident to take maternity leave with our operations now under the leadership of **Mr. Joe Rao**, who was appointed General Manager of Nirdhan in January and **Mr. Nrusingha Chandra Jena**, the new Field Supervisor, appointed to lead our LSPs from 1<sup>st</sup> April. Mr Jena was a key appointment in the transition from BASIX to Nirdhan and brings with him a wealth of field experience.

**Mr. Stuart Tester (Chairman, Shivia UK)** and I visited West Bengal in February and **Mr. Tester** also went to Gujarat to see, amongst other things, the first graduation of 53 trainees from the new LCTS.

**Ms. Charlotte Allum-Smith (Shivia UK)** visited the operations in West Bengal in April with **Mr. Jefferson Cann (co-founder, Extraordinary Leadership)** who is piloting a programme in November in aid of Shivia.

In Nepal, the two recently installed water-pumps are now helping around 400 people and we are working with over 1,100 borrowers.

In Gujarat a further 115 people are undergoing training in masonry, carpentry and electrical repair; 1,377 borrowers are engaged in microfinance activities and repeat Social Impact Assessments are underway.

We would like to thank **Clifford Chance** and **Artemis Charitable Foundation** for renewing their support of our work in India. We would particularly like to thank **Ms. Vin Murria** for her kind donation of a box at the Royal Albert Hall for three events which has helped us to raise funds.

Our main need this year is to raise a steady cash flow for both core-funding and operations; to do this we have launched our **Regular Giving Scheme** - please read more on page 3 and join in!

A huge thank you to all of you for your continued support!

**Tom Dunn, Pro Bono Director, Clifford Chance**

Clifford Chance has been a supporter of Shivia since its inception in 2008, providing financial and pro bono support towards its creation and subsequent growth. We have always been impressed by Shivia's vision, energy and professionalism, which together almost certainly explain Shivia's success in engaging people in different parts of the firm. It is an easy decision to go on supporting an organisation that delivers such concrete impact on the ground.

**Jefferson Cann, co-founder, Extraordinary Leadership (XL)**

XL is delighted to team up with Shivia as its work exemplifies the best of leadership - transformation through empowerment, accountability, sustainability, based on compassionate awareness and deep connection. The XL Journey in India will provide benefits for all involved - physically/financially, emotionally and mentally - at the same time as transforming participants' leadership capabilities.

### Highlights!

**Page 3:** Our Regular Giving Scheme

**Page 3:** Our new Initiative



*Olly Donnelly,  
Chief Executive*

## Events

### Past fund-raising events:

#### London

In February, a group of immensely talented musicians from Farnborough Sixth Form College performed a fantastic concert in St. Peter's Church to raise funds in aid of Shivia. It was a wonderful night and we raised around £1,600. We would like to thank **Mrs. Claire Tester** for her tireless efforts in arranging the event.

Shivia has kindly been donated a box for three evenings at the Royal Albert Hall. We had the first of our three events in February to see Cirque du Soleil; Shivia hosted a wonderful evening with friends and we raised over £1,000.

### Future events:

#### London

We have two more events at the Royal Albert Hall on **18<sup>th</sup> June** and **21<sup>st</sup> June** to see Swan Lake, seats to which were snapped up in hours! We have raised around £2,500 from the two events.

**Professor Nirmalya Kumar** has once again kindly offered to host a Diwali evening for close friends and Shivia supporters at his home on Thursday **7<sup>th</sup> November**. Professor Kumar holds one of the largest private collections of Rabindranath Tagore and Jamini Roy paintings.

Please note that we will not be holding our annual fund-raiser for Diwali in November; we felt last year that even though a lot of fun was had, the funds generated did not

reflect the hours of time and effort that went into organising the evening. Shivia and **Venquis** are discussing a possible event in March to celebrate the festival of **Holi** – if anyone would like to join the event committee to help us put together an evening where we raise considerable funds, as well as have fun, please let us know!



**Violinist playing at St. Peter's Church and Cara Belcher, preparing canapés for the event**

## The Projects...

### 1. West Bengal, India

#### Livelihood Programme

We are delighted to report that the Livelihood Programme reached its target of distributing 3,000 toolkits by 31<sup>st</sup> March: 3,048 toolkits were distributed to 2,730 home-farmers, 560 of which were distributed in March amidst searing temperatures whilst simultaneously administering a service (training / vaccinations / medication) to the home-farmers. We are now working in 220 villages across Familia and Babnan with a team of experienced and dedicated Livelihood Service Providers (LSPs.)



**Chickens the size of goats!**  
**Poultry Programme,**  
**West Bengal**

BASIX's contract with us ended on 31<sup>st</sup> March and Nirdhan is now going it alone. The LSPs attended numerous training sessions with BASIX prior to their departure, have a concise training manual which BASIX put together to follow and, under the leadership of our new General Manager **Mr. Rao**, are in a strong position to reach our target of 3,655 toolkits by 31<sup>st</sup> March 2014.

With the transition from BASIX to Nirdhan came a key appointment of the new supervisor. He has a wealth of field experience in Livelihood Development and is adding value to the service of our LSPs; through the tough months of March and April with high temperatures increasing the chance of mortality and outbreaks of pox he guided the LSPs to keep mortality low. He will be fundamental in our plans for future expansion into subsequent enterprises.

We still face challenges with the rising grain prices affecting the home-farmer's profit; we continue to research alternative sources of feed - azolla and household scraps. Exposure visits for household scraps have taken place and we hope to roll out this supplementary feed source in the coming months.

**Ms. Donnelly** and **Mr. Tester** visited the operations in February and **Ms. Allum-Smith** visited in April. There has been a huge transformation in the Nirdhan team – from part-time consultants to a dedicated, professional team that Shivia is proud to have running its operations. We believe that the team has the potential to achieve our goals of empowering the rural poor in West Bengal to earn additional income and lift themselves out of poverty.

### 2. Gujarat, India

#### Partners Programme

**Mr. Tester** visited SAATH with **Mr. Rao** in February. He was impressed with both the operations and the professionalism and efficiency of the staff. To date, SAATH has disbursed 1,377 loans and completed the same number of SIAs, with no defaults on repayments. 178 repeat SIAs have been done for the Programme's first set of borrowers – there is positive feedback from the borrowers about expansion and scaling of their enterprises. Our focus remains on financial and business training to teach them to grow their own

capital and avoid dependency on Shivia loans in the long term.

We are pleased to report the first certification of 53 trainees from our Livelihood Construction Training Scheme (LCTS); **Mr. Tester (Shivia UK, Chairman)** attended the certification ceremony. The graduates have all since found either full-time or part-time work with better wages than before. Two graduates have opened their first bank account in a nationalised bank. A further 115 are now undergoing training in masonry, carpentry and electrical repairs, out of which 12 are women who are being trained in masonry.

The trainees are all slum dwellers looking to get a better life. Some had already been employed as apprentice labourers but needed to demonstrate extra skills to improve their wages and fulfil their ultimate ambition of becoming self-employed. Gujarati culture is an entrepreneurial one where people strive to run their own businesses. The



**Newly installed water-pump,  
BASE, West Nepal**

first batch of trainees are extremely happy with the training they received, not only for the technical content and value for money but also because they are being taught how to operate safely, something which is rarely stressed when learning on the job.

The next certification ceremony will be held at the end of April; there are 30 trainees in the third training session which started in March.

### 3. Western Nepal

#### Partners Programme

Following the decision late last year to phase out the work in Banke for security reasons as well as it being economically unsustainable, all loans at Banke have now been repaid. This has decreased the number of borrowers and groups that we are working with as we are not providing further loans there.

There are currently 1,026 group members and 42 groups in Dang district. We have made 1,158 loans to the same number of borrowers and all have completed SIAs since May 2009.

Progress is being made with the water pumps: BASE plans to install a further two water pumps in Dang over the course of the next two months; the four water pumps would then be providing 800 people (about 150 households) with a method of irrigation.

## New Initiative

### Extraordinary Leadership (XL)

([www.xleadership.com](http://www.xleadership.com)) is piloting an Extraordinary Leadership Journey in West Bengal in November to raise money for Shivia.

“Stripped of your status, your power, the hierarchical deference of those in your organisation, your cultural reference points, your emotional shields and physical home comforts, what kind of a leader will you be then?”

The Journey is being piloted in November with **Venquis** ([www.venquis.com](http://www.venquis.com)) using Shivia’s operations as a backdrop; it is a journey for up to 8 people – for boards, CEOs and management. XL already runs a similar Journey in Kenya that has received rave reviews. We hope that this pilot will develop into something long-standing that Shivia supporters will attend in the future.

There are up to four places available on the pilot in November. If you are interested in learning more about the Journey or being included on the pilot please email [charlotte@shivia.com](mailto:charlotte@shivia.com); we would be delighted to give you more information.

### How you can help ...

Fundraising for Shivia couldn’t be easier!

### Regular Giving Scheme

Shivia has set up a Regular Giving Scheme giving our friends and supporters the opportunity to make regular donations to 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.

Please email [charlotte@shivia.com](mailto:charlotte@shivia.com) for Shivia’s bank details and a Gift Aid form.

### Ambassadors Programme

Sign up to become an Ambassador of Shivia and raise as much money as you can for Shivia. Whoever raises the most for Shivia by December 2013 by *doing something* wins a flight to Kolkata to see our work out in West Bengal.

Please email [charlotte@shivia.com](mailto:charlotte@shivia.com) for more details on how to sign up for the Programme or for fundraising ideas!

### Air miles:

Shivia is grateful to be partnered with the airline **Etihad**. You can donate your miles to Shivia through the Guest Page on the Etihad Website. Every mile makes a difference!

### Your company

And finally, if you are aware that your company has a Foundation that we could apply to, please let us know! And does your company have a **“Give as you earn scheme”**? Again, do find out and let us know!

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 ~ £10

The £5 contribution from the home-farmers is then recycled...

One loan ~ £120

And then the loan is repaid and recycled...

#### Contact Details:

#### Address:

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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*

#### 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 a **Regular Giver** or enrol on our **Ambassador Programme**, organise fund-raising events, run marathons or climb 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 become a Regular Giver.

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. **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!**

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!*

