

# SHIVIA Spring Newsletter



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A home-farmer thanking Shivia – she can now send her child to school



A home-farmer with her chicks



Olly Donnelly (CEO) with the best performing LSP

Dear Friend of Shivia,

There is simply too much going on for us to wait until summer to share all our news with you!

Our operations in India are steadily growing and Nirdhan is now employing 34 staff who delivered 3,655 poultry toolkits over the year and trained the home-farmers accordingly. In April we opened our third location for the poultry project in the villages south of Kolkata. We also introduced our second livelihood enterprise – Agri-management Services to further help our current home-farmers in a deeper, more meaningful way. We are very proud of the impact our work is now making and it is heartening to hear the life-changing stories: women are now able to pay off their microfinance loans, send their children to school, and buy appliances for their home.

We look forward to welcoming **Joe Rao** (General Manager of Nirdhan) to London in July, which will coincide with the **Shivia-Venquis-Extraordinary Leadership** event kindly hosted by **Reed Smith**. This will offer an opportunity for guests to hear about a powerful new concept in senior leadership development. **Venquis**

([www.venquis.com](http://www.venquis.com)) who piloted the **Extraordinary Leadership Journey** in Kolkata, using our operations as a backdrop, will speak of their experience.

We would like to thank **Adrian Paterson** (Artemis) who this week will be cycling from Lands End to John O'Groats to raise money for Shivia and **Vin Murria** who has once again generously donated a box at the Royal Albert Hall for three nights over the coming year. See the Events section for details.

Thank you to everyone who has donated to Shivia in the last couple of weeks to support us in **Global Giving's Gateway Challenge** – we have had a super start and hope that as well as winning, we will reach our target of £12,000 in the next 2.5 weeks. Please do visit our page, support us by donating a toolkit (£12) or more and spread the word: [www.globalgiving.co.uk/projects/livelihood-development-for-400-rural-indians](http://www.globalgiving.co.uk/projects/livelihood-development-for-400-rural-indians).

Thank you for your continued interest and support.

*Olly Donnelly,  
Chief Executive*

**Nishant Lalwani, Director, Shivia**

That a charity as small as Shivia can have an impact as material and profound as it does on the lives of the poor is a testament to its CEO. It's is Olly's singular determination, vision and passion that allows us to create lasting, long-term improvement for the women and men in Shivia's communities. I'm immensely proud to be involved with Shivia.

**Narind Singh, Partner, Clifford Chance**

Clifford Chance is immensely proud to support Shivia. It is heartening to see how our support has helped Shivia empower communities in West Bengal, economically as well as through reinforcing self-belief and instilling lasting confidence. For us, the legacy of Shivia's work in West Bengal is unique and invaluable.

## Highlights

**Page 2:** opening of third poultry location

**Page 2:** launch of second enterprise

## Events

### News

Please help us win **Global Giving's Gateway Challenge** – we need to raise as much money from as many donors as possible between now and **5th June**. Please donate through our online page [www.globalgiving.co.uk/projects/livelihood-development-for-400-rural-indians](http://www.globalgiving.co.uk/projects/livelihood-development-for-400-rural-indians) and help us change lives. If we win we get a bonus grant and it will give us the opportunity to receive donations from the US market – helping to secure Shivia's (and our home-farmers') future. Donations of £12 – the cost of one poultry toolkit or a couple of glasses of wine – can lift a family out of poverty... – go on – join the challenge, spread the word and donate today!

We have been accepted on the **SharedImpact** website which is an excellent platform that gives companies and individuals the chance to make impact investments. Please visit our page: <https://www.sharedimpact.org/product/44553/Shivia>

### Future Events

**Adrian Paterson** from **Artemis** is cycling from Land's End to John O'Groats for Shivia – please give him some encouragement to reach his target – donations via: <http://www.justgiving.com/owner-email/pleasesponsor/adrianpaterson>

**Reed Smith** is very kindly hosting a lunch time event on **9th July** for companies/individuals interested in hearing first-hand from **Venquis** about their experience of the **Extraordinary Leadership Journey** in

Kolkata, India – combining world-class leadership development with corporate social responsibility activities. The event is by invitation only – please email [charlotte@shivia.com](mailto:charlotte@shivia.com) for details.

**Vin Murria** has kindly donated three evenings for Shivia to host at the Royal Albert Hall. Dates and performances to follow.



**Joe Rao**  
(General Manager, Nirdhan) and **Chandrani Banerjee** (Head of Livelihoods Programme)

## The Projects...

### 1. West Bengal, India

#### Livelihood Programme

Our operations in West Bengal are growing from strength to strength as our team gains experience and more and more home-farmers sign up. Nirdhan now employs a team of 34 staff of which the majority are employed from the local villages and trained accordingly.

Our Poultry project is now active in 3 locations – the latest office, Sundia, opened in April and has had a great start. Feedback is that the home-farmers are delighted with the training and service they



**Home-farmer, Familia**

have already received. Home-farmers and LSPs from other locations have been visiting Sundia to promote the poultry project and there has been a positive uptake which is promising.

We recently promoted one of our LSPs at Babnan to become the office Supervisor; this has motivated the team of LSPs there – increasing their engagement levels and quality of service – considerably improving results.

At Familia we have recruited new LSPs to further expand operations; this continues to be our flagship area.

Despite the changing pricing strategy of the toolkits, we are delighted to see that home-farmers are starting to buy a third toolkit at an increased price, showing that they value the services and training they are receiving. This is a wonderful result for (a) financial sustainability of the programme to reach more people, and (b) home-farmers are paying for the service and therefore funding further toolkits themselves.

We also introduced our second

livelihood enterprise, Agri-management Services (AMS) in April at Familia. This is to enable our existing home-farmers that have plots of land to grow and sell small amounts of produce. We are partnering with BASIX for two years and they are training our LSPs on a daily basis in all aspects of the services we will provide to the home-farmers, as well as working out the logistics of how to deliver the services effectively. There has been a solid start and we are excited about the coming months.

Our biggest achievement is the impact the programme is having on the lives of the home-farmers and the life-changing stories they are telling our team. Women are paying back microfinance loans from the profits of their toolkits, attitudes from the male members of the family are changing – supporting their sister/mother/wife in their enterprise or school work or studies – previously women were often not entitled to an education and work support was rarely given. Many are saving in common funds

to dig tube-wells in the villages or even constructing toilets. Some parents have bought second-hand bicycles for their children to go to school with instead of taking buses, saving money. Almost all women have adopted the regular practice of saving, which is a very positive impact of the whole programme.

## 2. Gujarat, India

### Partners Programme

To date, 1,977 loans have been made and 605 trainees have graduated from the Livelihood Training Centre. 90 women have graduated, predominantly in masonry, and are now earning wages similar to their male counterparts for the first time and are enjoying improved social status. Profits from the microfinance loans tend to be reinvested, as per the Gujarati entrepreneurial spirit.

The microfinance programme is coming to an end - as per the arrangement with SAATH - and they are in a strong position to continue



**Home-farmer starting a jewellery making enterprise with the profits from her toolkit**

their MFI programme as they transition into a bank. SAATH is able to repay the whole interest free loan and the final instalment is due in July.

We have been delighted with the Shivia-SAATH microfinance Programme over the last 3.5 years and believe we have made a significant impact to the lives of nearly 2,000 slum-dwellers we have helped through this programme. SAATH tells us that they have benefitted significantly through our

support - funding as well as the excellent monitoring and evaluation process we introduced. Shivia is keen to maintain a close relationship with SAATH; they are a truly fantastic organisation making a permanent, positive impact.

## 3. Western Nepal

### Partners Programme

To date, BASE has made 1,265 loans to the same number of borrowers in Dang district. **Joe Rao** will be visiting the operations again in early June and we look forward to reporting first-hand stories of the impact the loans are having on the lives of these very poor and marginalised people.

He will follow up on the training BASE (at their own cost) is giving the women, prior to them receiving their first loan, in weaving, mushroom growing etc. and how the women are utilising this opportunity. We hope to be able to report further on the remaining six idle water-pumps too.

## 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 **October 2014**. 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.

As mentioned, **Reed Smith** is hosting an event on **9<sup>th</sup> July** for interested parties to hear first-hand from **Venquis** on their experience. Attendance is by invitation only. Please email [charlotte@shivia.com](mailto:charlotte@shivia.com)

## 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.

### Air miles:

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

## Events:

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



**Jefferson Cann (Founder, XL) and Barnaby Parker (CEO Venquis) using Shivia's operations as a backdrop to the XL Journey**

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*

## How to get involved ...

If you would like to get involved please become a Champion for Shivia for the remaining 2.5 weeks of **Global Giving's Gateway Challenge** – get as many people as you can to donate as little as £12 between now and **5<sup>th</sup> June** through our online page: [www.globalgiving.co.uk/projects/livelihood-development-for-400-rural-indians](http://www.globalgiving.co.uk/projects/livelihood-development-for-400-rural-indians)

## 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) Making a donation through our SharedImpact page: [www.sharedimpact.org/product/44553/Shivia](http://www.sharedimpact.org/product/44553/Shivia)

3) 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!**

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

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

*Thank you!*

