

Shivia Spring Newsletter

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Shivia empowers the poorest to create livelihoods, boost income and inspire permanent change

Dear Friend of Shivia,

We have had a busy start to 2015, including a trip to West Bengal in March for a joint Shivia UK/India board meeting and a visit to our field operations. I was very pleased with continued progress and to see first-hand the fantastic start at our fourth location; a testament to fine-tuning our model and experience. We have recruited a strong local team who are already distributing over 100 life-changing toolkits every month. Whilst in India, I was glad to attend Dasra Philanthropy Week in Mumbai with **Vasant Subramanyan**, our India Chairman. It is encouraging to learn of the developing CSR agenda in India and we plan to start raising funds locally, even though it is clear that most the money in India is in Mumbai not Kolkata!

I am delighted to announce that Shivia has appointed our first Patron, **Nick Jenkins**. Nick has been a loyal supporter of Shivia since 2010 and represents much of what we stand for – entrepreneurship and a deep interest in charity and helping others. Nick founded the online greeting card company, Moonpig, and is the newly appointed Dragon on Dragon's Den!

The work we do in India relies on the generous support of companies and individuals. In this newsletter, we would like to thank in particular the **Artemis Charitable Foundation** for extending their superb and valued support this year. We are also most grateful to **Damon de Laszlo** who kindly hosted a wonderful lunch event in February at Albany Chambers, Piccadilly. The event included a fascinating introduction to the work of Damon's grandfather, the Hungarian painter Philip de Laszlo who became renowned for his portraits of royal and aristocratic personages. **Garlinda Birkbeck's** photo exhibition in December raised £9,000 and the fashion show that **Vimla Dalamal** organized in Lagos raised £3,000. **Vin Muria's** generous donation of a box to Madam Butterfly at the Royal Albert Hall raised £600. All these efforts on our behalf are hugely appreciated.

We are keen to promote Shivia's ambassador programme, encouraging individuals to raise funds and awareness on our behalf. We are very pleased that **Max Patel** from St James's Place Wealth Management has become our first official ambassador and are excited about the event she has arranged at the Aston

Martin HQ and test track. Finally, a big thank you to **Francis Winand** for creating our Easter jingle which, if you missed it, is on our YouTube channel: <https://youtu.be/5LmRojAybcE>

Thank you for supporting Shiva,

Olly

Olly Donnelly, Chief Executive

"Shivia has developed a really cost effective way to enable West Bengali people to raise their own standard of living. Furthermore, they continue to move towards the ultimate goal of any development organisation which is to hand over the management to local people with the passion and drive to take it onwards and upwards."

NICK JENKINS, PATRON, SHIVIA



STORIES FROM WEST BENGAL

Kamala Nayak, is 36 and has three children, one of whom has a brain tumour. Her husband is a daily-wage labourer, and prior to her poultry enterprise with Shivia, their household income was very low. Kamala now has a regular income from selling eggs and chickens and has laid the foundations for a much bigger coop to expand her business. She is also able to pay the medical expenses for her sick child. In the photo she is standing on the site for her new coop, alongside her Local Service Provider from Shivia India (Nirdhan) who has helped her develop and grow her poultry enterprise.



Picture: Kamala Nayak with her LSP Prunendu Biswas at Kanchrapara (Familia) location.

Sabera Begum at her roadside 'café' funded by profits from her Shivia poultry enterprise



OUR PROJECTS: In March, members of the Shivia UK team spent a week in Kolkata with Shivia India (known locally as Nirdhan). Shivia UK board members included Olly Donnelly, Stuart Tester (Chairman) and trustees Chris Langridge and Tim Neslen. Our new Executive Assistant, Victoria Denison, also joined us for the first time. Our discussions focused on our joint **strategy for livelihood development** in West Bengal over the next three years, as well as plans to develop new and sustainable agricultural and farming enterprises which will enable more families in rural areas to earn a regular income and work their way out of poverty.

The whole team visited the newest location for our Poultry Development Services, **Kolaghat** (70kms south west of Kolkata) where we launched operations in December 2014. We have **employed six local people** to date, including one woman, to be our Livelihood Service Providers (LSP) there. They are all fully trained to successfully deliver the service to our new home farmers. We are pleased to report that they have got off to a fantastic start and are **distributing over 100 poultry toolkits** every month, a figure that will continue to grow throughout the year. Their success is largely due to the training and guidance they are receiving from

their Field Supervisor, Santu Dhara. We recruited Santu as our very first LSP back in 2011 at our Kanchrapara (Familia) location and promoted him to Field Supervisor for Kolaghat so we could take advantage of his extensive knowledge and experience of PDS over the last four years. The successful launch of PDS at Kolaghat shows that our model is working well and is a good blueprint for easy roll out in new locations.

We were able to see the impact PDS is making very clearly when we visited our three more established locations. On meeting our home farmers from there, we heard many positive stories of how lives are changing as a result of their poultry enterprise. Many told us about the **new spending choices** now available to them, particularly with regard to their children who have better access to school with money for uniform, shoes and books. Some people are **starting a second enterprise** with profits from their poultry business. For example, we met Sabera Begum who used her profits to set up a small local shop selling home cooked food and drinks. She is delighted with her new business and the extra income it is bringing for her family, allowing her to keep her children in school and look after her ailing husband and parents.

Our second enterprise, **Agriculture Management Services (AMS)** is progressing well at Kanchrapara (Familia). We have 240 registered farmers and the quick and positive results from our training in crop management and production are clear to see. Nirdhan's General Manager, Joe Rao explains our approach with AMS as follows:

"We are taking a holistic approach to solve the basic problems faced by small scale farmers. The first step is soil testing and, based on the results, we advise on crop selection and use of bio-fertilizers. We also discuss pest management, focusing on bio-products, to help reduce costs and minimize loss of end produce for our farmers. We have formed a number of farmer interest groups that enable our farmers to have greater bargaining power and better market access,

plus access to institutional credit and banking services, which are vital requirements for most agriculturalists to allow for business development and growth. With market linkage for agri-inputs (seeds, fertilizers and pesticides) and agri-outputs, we are able to offer our farmers all the support they need to establish a thriving enterprise that very quickly becomes sustainable."

NEW DEVELOPMENTS at Shivia include the start of our **social franchising model**. Shivia India (Nirdhan) is advising and training third party NGOs to start PDS in new areas. This is a paid-for service that will help us to become self-financing in the future. Finally, we are actively working on new methods to improve the way we **measure our social impact**. The results from our social impact assessments allow us to determine whether our model for livelihood development is working and drives all our future strategy.



Joe Rao, General Manager for Shivia India (Nirdhan), explains about increasing crop production with AMS

THE LIVELIHOOD DEVELOPMENT PROGRAMME:

Our impact in numbers.....

- We are working in 560 villages in West Bengal with 5,423 home farmers in poultry (PDS) and 240 farmers in agricultural management (AMS).
- We have distributed over 13,800 poultry toolkits since 2011 – that means 138,000 chickens!
- We train all members of the household how to raise chickens, from the youngest children to the elderly grandparents. As a result, our reach has extended to over 30,000 people.
- We have created jobs for 37 local people as Shivia (India) Livelihood Service Providers and Field Supervisors.

SHIVIA EVENTS

9th June 2015: Aston Martin test drive and factory tour

With generous support from St James's Place Wealth Management, we are delighted to be able to offer this exclusive experience at Aston Martin's HQ in Gaydon, Warwickshire. The day includes 2 test drives of the latest Aston Martin models, a tour of the production facility and museum, plus a delicious buffet lunch. The day is limited to 16 guests at £400 each with all proceeds going to Shivia and 100% matched by St James's Place Wealth Management. To book a place(s) please email Victoria here: victoria@shivia.com



24th June 2015: Music Concert at St Peter's, Eaton Square (7.30pm)

Following the success of their previous concert for Shivia, music scholars from Farnborough Sixth Form College will once again be performing a range of solo and ensemble music from Baroque and jazz to violin and marimba. A drinks reception will follow, all within the wonderful setting of St Peter's, Eaton Square. Our special thanks go to Claire Tester and Cara Belcher for organizing this event. We will send more information soon but please save the date for now!



BECOME A SHIVIA 'REGULAR GIVER': A standing order with your bank makes it easy to give a regular sum. Please contact Victoria Denison for our bank details: victoria@shivia.com

DONATING ONLINE: You can do this securely via our Just Giving page. You can either make a one-off donation or become a regular giver: www.justgiving.com/shivia. Or you can donate via Makerble, a charity projects subscription service that allows for secure online giving to the causes you care most about: <https://www.makerble.com/projects/help-provide-backyard-poultry-for-livelihood-development>

TEXT DONATION: It is easy to send us a donation by text via JustText Giving. To make a donation of £10 just text **CHIC35 £10** to **70070**. You can text a smaller amount too - £1, £2, £3, £4 or £5 – just put the amount you would like to donate after CHIC35.

DONATE BY CHEQUE: Please send your cheque, made payable to Shivia, to EFG Private Bank, Leconfield House, Curzon Street, London W1J 5JA.

GIFT AID: If you are a UK tax payer please don't forget to tick the Gift Aid box when donating online. If you are donating by cheque, we can send you a Gift Aid form and reclaim an extra 25% on the gross amount of your donation. Thank you.

DONATE ONLINE (from outside the UK): We also have a partnership with Global Giving enabling us to be connected to donors and receive support from around the world. You can visit our project page to donate here: <http://www.globalgiving.org/projects/livelihood-development-for-400-rural-indians/>

FRIENDS OF SHIVIA USA: If you are a US resident you will soon be able to make tax efficient donations via The Centre for Community Economic Development (CCED). Please contact victoria@shivia.com for more details.

Other ways to help.....

CORPORATE GIVING: We would love you to pick Shivia as your charity of choice to support your company's charitable giving and CSR objectives. Please get in touch with Olly Donnelly if you would like more information about how to help Shivia in this way: olly@shivia.com

BECOME A SHIVIA AMBASSADOR: You may want to organise a fund-raising event, run a marathon or climb a mountain on our behalf. Or just spread the word about Shivia at home, at work or on social media – anything you do will make a difference to a family living in poverty in India.

PRO BONO SUPPORT: If you can offer your time, goods or services we would love to hear from you.



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