

SHIVIA Summer Newsletter



SHIVIA
.COM



Mrs. Firoja Bibi, home-farmer,
Livelihood Programme, West Bengal



Graduate, Livelihood Construction
Training Scheme, Gujarat



Toolkit delivery, Livelihood
Programme, West Bengal

Dear Friend of Shivia,

I'm pleased to report that our Livelihood Programme in West Bengal continues to go from strength to strength; in the last quarter we delivered 30% of the total number of toolkits delivered to date and repeat toolkits are the highest yet! **Mr Joe Rao**, General Manager of Nirdhan, is excelling in his role, providing the driving force Nirdhan needs to deliver our plans. We have delivered 4,931 toolkits to 4,613 home-farmers in nearly 300 villages of West Bengal. Most importantly our Social Impact Assessments are showing that our home-farmers are increasing their annual house-hold income by up to 30%.

Mr Joe Rao visited the UK for the first time in July to attend Shivia's board meeting. The trip was a resounding success and shows our efforts to empower the Indian team; making them responsible for operations and us for governance and fund-raising.

The Livelihood Construction Training Scheme in Gujarat is growing; 318 have graduated so far in masonry, carpentry and electrical repairs. 1,709 borrowers are engaged in the microfinance activities and repeat SIAs are showing the majority are

reinvesting their profits to expand their businesses.

In Nepal, we are working with over 1,218 borrowers and feedback from BASE is very positive.

We would like to draw your attention to our new initiative, the **Extraordinary Leadership Journey**, which is set to take place in West Bengal at the beginning of February 2014. This is for executives in different companies to experience a real career-changing leadership development course, using Shivia's operations as a back drop. Email charlotte@shivia.com for more information. There are five places left on this initial trip!

We would like to thank **Artemis Charitable Foundation** for kindly offering to host our thank you event for close friends and supporters in November. We would also like to thank **Ms Mouse Allen** for running her first ever triathlon in aid of Shivia.

Our main need continues to be to raise a steady cash flow for both core-funding and operations; we are keen to develop our **Regular Giving Scheme** - please read more on page 3 and join in!

I will be on maternity leave until the end of the calendar year but in the meantime, I hope you are pleased with what you read. Thank you!

Stuart Tester, Chairman, Shivia

I am delighted to see the positive impact we have made on the lives of the poor within India and Nepal. Hearing first-hand about the transformation our work is achieving has been extremely heartening and makes it all worthwhile. We now plan to expand into further activities to increase our effect on these communities.

Mouse Allen, Friend of Shivia

Shivia's astounding success at enabling the poorest of the poor to work, feel self-worth and importantly a future, deserves more than a corporate jolly. It actually deserves more than my near death in a pike infested lake...

Highlights!

Page 3: Our Regular Giving Scheme

Page 3: Extraordinary Leadership Initiative



*Olly Donnelly,
Chief Executive*

Events

Past fund-raising events:

London

Ms Vin Murria kindly donated a box to Shivia for three fantastic evenings at the Royal Albert Hall to see Cirque du Soleil and Swan Lake; seats were snapped up and we are pleased to have raised £3,500. Thank you to everybody who supported these events.

A huge thank you to **Ms Mouse Allen** who completed her first ever triathlon in June and raised nearly £2,000 for Shivia. What a feat! Anyone else thinking of doing something mad for charity, please consider us.....

Future events:

London

The Artemis Charitable Foundation has kindly offered to host an evening for Shivia to thank close friends and supporters on **6th November**. Nirdhan's Chairman, **Mr Vasant Subramanyan**, will be over for the event. This event is by invitation only.

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 put together an evening where we raise considerable funds, as well as have fun, please let us know.

West Bengal

The **Extraordinary Leadership Journey** for leadership development training takes place in and around Kolkata between **1st – 8th February 2014**. There

are five places left for this inaugural trip; if you're interested please contact charlotte@shivvia.com.



Mouse Allen having finished her gruelling triathlon!

The Projects...

1. West Bengal, India

Livelihood Programme

The Livelihood Poultry Programme has blossomed over the past few months. Mr Joe Rao, General Manager of Nirdhan, is transforming Nirdhan and the Livelihood Programme from a start-up organisation into a proficient and professional one. Each month the LSPs are achieving or beating their targets; they distributed 30% of the total toolkits to date in the last quarter – despite the monsoon season.

4,931 toolkits have now been distributed to 4,613 home-farmers in



Chick delivery, Livelihood Programme, West Bengal

264 villages across Familia and Babnan. Repeat toolkits have also been the highest so far proving that the home-farmers are happy with the programme. Home-farmers are pleased with the excellent training they receive in not just poultry farming but also financial literacy; they are now more aware of their economic benefits from the programme and are able to track them over a period of time and therefore are motivated to purchase more toolkits.

We are delighted that repeat SIAs show that the home-farmers are able to supplement their annual household income by up to 30% from the sale of chickens and eggs. Besides having access to better education by buying school books and uniforms for their children, home-farmers can now afford a more nutritious breakfast with bread and vegetable curry instead of the water-soaked rice from the previous night's dinner. Additionally, this increase in household income leads to an improvement in their social status.

We believe that the team is now starting 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

Through our partnership with SAATH we have been able to help over 1,700 slum-dwellers start to lift themselves out of poverty. Borrowers are now earning, on average, around 300-350 Rs. (£3.50-£4) per day, as opposed to 200-250 Rs (£2.30-£2.90) before the programme started.

Data from repeat SIAs shows that the majority of borrowers are reinvesting their profits to expand their businesses proving that the loans are used for productive purposes and the training they are getting is making a difference.

The Livelihood Construction Training Scheme which is geared towards training local men and women in skills to suit the ever-growing infrastructure and construction industry of Gujarat is well underway. Since December 318 trainees have graduated and 53 are currently receiving training. The trainees are given training in a skill they can make a living out of for the rest of their lives. They are also given financial literacy classes including savings and insurance awareness.

Training includes both practical and onsite courses. On completion of the training they are given certificates, placement assistance and toolkits relevant to their particular trade – carpentry, masonry, electrical repairs or plumbing.

The general feedback from graduates is that the majority of them are earning better wages following completion of their training. In some cases they are now able to fix household problems, for example an electrical defect at their home by themselves rather than calling an electrician, saving their family money.

3. Western Nepal

Partners Programme

Rural Western Nepal is the poorest area of our operations and the impact the loans are having on the lives of the borrowers is without doubt life-changing. To date, our partner BASE has made 1,218 loans to the same number of borrowers in

"Shivia is making a real difference to people's lives by doing microfinance the way it should be done."

Mr Lindsay Whitelaw, Chairman, The Artemis Charitable Foundation.



**Graduation Ceremony,
Livelihood Construction Training
Scheme, Gujarat**

Dang district and all have completed SIAs.

Examples from repeat SIAs include: 75 of the borrowers have built their own toilet with the income generated from the loans; six borrowers are now cooking with gas rather than firewood; four borrowers have dug

themselves a well for drinking and washing purposes. Many borrowers have been able to buy additional livestock from their income and those who can are saving their funds for better education for their children.

The saga with the water pumps continues. BASE continues to encourage villagers to sell or swap the current pumps for smaller ones that can run off 2-phase electricity. This way they will have some benefit from them. The villagers fear that if they give up the pumps they will get nothing in return.



Microfinance, West Nepal

New Initiative

The company, **Extraordinary Leadership (XL)** (www.xleadership.com), is piloting an Extraordinary Leadership Journey in West Bengal in February to help coach executives on leadership development skills; all profits will be donated to 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 with **Venquis** (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 top reviews (see the XL website).

We hope that this pilot will develop into something long-standing as an alternative leadership development course for corporates as well as providing future, regular support for Shivia.

There are five more places available. If you are interested in learning more please email charlotte@shivia.com; we would be delighted if you could help get this going.

How you can help ...

Fundraising for Shivia couldn't be easier!

Regular Giving Scheme

Shivia has set up a Regular Giving Scheme giving 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 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 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.

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:

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; we help
the very poor to earn
additional income*

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
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. 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

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

Thank you!

