

# SHIVIA

## Winter Newsletter



SHIVIA  
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Poultry training, Livelihood Programme,  
West Bengal



Bella Heathcoat-Amory  
(Director, Shivia UK) with  
a home-farmer,  
Livelihood Programme,  
West Bengal



Chick distribution, Livelihood Programme,  
West Bengal

Dear Friend of Shivia,

A very Happy New Year!

We are pleased to announce the publication of our 2012 Annual Report. If you would like a hard copy sent to you, please email [charlotte@shivia.com](mailto:charlotte@shivia.com).

The last few months have seen much progress: Nirdhan received its temporary FCRA number from the Indian authorities in December 2012 and we welcomed two new directors to the Indian board of Nirdhan, **Mr. Deepak Daffry** and **Mr. Amitabh Rai**. **Mr. Joe Rao**, formerly Head of the Partners Programme, was appointed as full-time Acting General Manager in October 2012, shifting the day to day running of Shivia from London to Kolkata.

**Ms. Olly Donnelly (CEO)** and **Mrs. Bella Heathcoat-Amory (Director, Shivia UK)**, visited the operations in West Bengal in September 2012. Results are showing that home-farmers are increasing their household income by up to 30% from sales of eggs; an encouraging figure. The programme is going from strength to strength and has seen the number of home-farmers registered double in the last 3 months to reach over 2,100 and we are well underway to reach our target of delivering toolkits to 3,000

home-farmers by March 2013.

In Gujarat we have commenced reassessment of the first set of borrowers' Social Impact Assessments; results show that 75% are reinvesting their profits to expand their business rather than spending it on consumption purposes, and the Livelihood Training Scheme is now underway.

In West Nepal, we are pleased that the second water pump is up and running; the two water pumps are helping 400 people in irrigation.

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!

We are looking forward to our **Music Concert on Tuesday 12th February** at **St Peter's Church** in London and I do hope to see as many of you there as possible.

I would particularly like to thank **Venquis** for co-hosting our Diwali event in November 2012 at Chinawhite.

As always Shivia is very grateful to all of our friends for their interest, support and invaluable ideas – keep them coming!

Thank you!

### Professor Malcom Harper

Shivia is small, modest and clearly focused on reaching very poor people. Not with charity or hand-outs, but with the tools they need (and can pay for) to enable them to begin to climb out of poverty. Shivia deserves our support as an institution which gets things done, at least cost and in ways which are sustainable for those whom it assists.

### Mrs. Claire Tester

Having now visited India myself, and seen the life-changing work that Shivia is doing, I am delighted to be organising the upcoming concert within the beautiful setting of St Peter's, Eaton Square to help support their continuing work.

### Highlights!

**Page 3:** Our Regular Giving Scheme

**Page 3:** Details of **concert on 12th February** at St Peter's Church, Eaton Square, London



*Olly Donnelly,  
Chief Executive*

## Events

### Past fund-raising events:

#### London

In November Shivia teamed up again with **Venquis** to host our second Diwali fundraising event. The evening was a success, with 150 people coming along to China White to support us. We are especially grateful to those who donated and bid for items in our auction; we raised around £6,000 from the event.

### Future events:

#### London

A reminder to you all for the upcoming concert - the scholars from Farnborough Sixth Form College are an immensely talented and versatile group of musicians, and it promises to be

an exciting, varied evening of music, encompassing everything from Bach to jazz. The concert takes place at St. Peters Church, Eaton Square on **Tuesday 12th February 2013** at 7.30pm. Admission is **free** and will be followed by a drinks reception; donations to Shivia will be gratefully received. Invitations have been sent out, but if you didn't receive one and would like one, please email [charlotte@shivia.com](mailto:charlotte@shivia.com).

We have two upcoming evenings that have kindly been donated to us at the Royal Albert Hall: Shivia will be hosting an evening at Cirque du Soleil on **8th February** and Swan Lake on **18th June**. Tickets for Cirque du Soleil have gone but there are 10 tickets available for Swan Lake. If you would like further details email [charlotte@shivia.com](mailto:charlotte@shivia.com)



**Bollywood Dancing,  
Diwali Event 2012**



**Practical masonry training,  
Gujarat**

## The Projects...

### 1. West Bengal, India

#### Livelihood Programme

The Livelihood Programme has picked up pace over the last four months: we have distributed 1,916 toolkits to 1,598 home-farmers across two locations since July 2011, 748 of those in the last quarter. A further 325 home-farmers will be receiving toolkits in January.

We continue our efforts on providing training and subsidised toolkits so that the home-farmers can make significant returns from backyard poultry farming as well as contribute towards and value the product and service we offer. The



**Distribution of chicks,  
Poultry Programme,  
West Bengal**

training is geared towards increasing productivity in terms of bird live-weight and eggs laid as well as decreasing bird mortality. If the home-farmers keep half their birds, they can increase their annual income by up to 30% which makes a huge difference to their lives - they can afford to buy books and uniforms so their children can attend school, they are empowered, have food and a source of security. We are now seeing that additional to income earned is money saved; the consumption of eggs and meat is a valuable source of protein and poultry litter is a good source of manure.

One of the biggest challenges facing the home-farmers is the rising price of grain. We are looking into solutions, such as buying grain in bulk and storing it; more training is being given to home-farmers in growing azolla - an alternative feed source - to reduce their financial output.

In December, Nirdhan received its temporary FCRA licence, facilitating the transfer of funds from the UK to India. We are now shifting management of the day to day operations as well as accountability,

from London to India; it is difficult to manage and implement an operation effectively from 5,000 miles away. **Mr. Joe Rao** was appointed Acting General Manager in October with a remit to build up his own team locally and gradually extend operations as funds allow and build the reputation of Nirdhan as a first class operation.

**Ms. Donnelly** and **Mr. Stuart Tester**, (Chairman, Shivia UK) will visit West Bengal in February when **Mr. Rao's** position will be made permanent.

### 2. Gujarat, India

#### Partners Programme

We are pleased with the success of our partnership with SAATH. To date, SAATH has disbursed 1,318 loans and completed the same number of SIA's, with no defaults on repayments.

The new reporting system is finally working! SAATH has been able to complete 167 repeat SIAs for the Programme's first set of borrowers. 75% of the borrowers made a profit from their loan and have reinvested

it into their business; this is encouraging since it shows that training on long-term financial and business planning is working.

We are delighted to report that SAATH's Livelihood Construction Training Scheme started in December 2012. There are currently 57 people undergoing training as electricians or in masonry, of which 12 are women; the next intake will be starting shortly. SAATH aims to train 1,000 people over the next 24 months in three trades, namely electric repairing, masonry and carpentry.

**Mr. Tester** and **Mr. Rao** will visit Ahmedabad in the first week of February to see the progress of the Livelihood Training Scheme and hear from the trainees the difference they feel the scheme will make to their prospects of finding work. They will also attend the certification ceremony of the first batch of trainees; these certificates are vital to present to future employers.



**Microfinance at work, BASE, West Nepal**

### 3. Western Nepal

#### Partners Programme

The staff at BASE have put considerable effort into training borrowers in the importance of saving, encouraging them to save certain amounts to financially plan and meet certain expenditures. Between January and December 2012 savings deposited at BASE

increased by almost 80%. The net loan book at BASE is now greater than the original loan made to them by Shivia. We are delighted with the impact that our interest-free loan to BASE is having on the lives of the borrowers and the number of borrowers the partnership is able to reach. There are currently 977 group members and 40 groups in Dang district. We have made 1,091 loans to the same number of borrowers and all have completed SIAs since May 2009.

There are now two Shivia water-pumps operating in two villages providing 75 households (400 people) with a method of irrigation. The remaining six will shortly be moved to villages with 4-phase electricity supply; we will ensure that BASE makes suitable alternative arrangements for the villages from where the six pumps have been taken.

## 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 between now and 1<sup>st</sup> July 2013. Whoever raises the most for Shivia by *doing something* wins a flight to Kolkata to see our work out in West Bengal.

Why not run a marathon, do a skydive, hold a cake or plant sale, have a fundraising dinner, organise a concert, take part in the 3 Peaks Race or arrange a swishing party.

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

### Everyclick

Use [www.everyclick.com](http://www.everyclick.com) as your search engine, choose Shivia as your charity of choice and raise money for us for free.

### Giveasyoulive

Thousands of stores will donate money to Shivia every time you shop online!

Go to [www.giveasyoulive.com](http://www.giveasyoulive.com) and chose Shivia as your charity of choice. Paying your bills, buying your weekly shopping, booking holidays etc. will all raise money for Shivia and help the poor in India and Nepal lift themselves out of poverty.

### 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:

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 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!*

