

SHIVIA

Winter Newsletter



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Venquis Team participating in the Extraordinary Leadership Journey



Olly Donnelly (CEO) and Chandrani Banerjee (Head of Livelihood Programme) with a home-farmer, West Bengal



A home-farmer with her ducks, West Bengal

Dear Friend of Shivia,

I feel very positive about 2014. You can read about our operations, impact and plans in our latest Annual Report which was published in December and printed pro-bono by **Clifford Chance**. If you would like a copy, please email charlotte@shivia.com.

I have just returned from an excellent trip to West Bengal to see our Nirdhan team, visit the home-farmers and launch the **Extraordinary Leadership** pilot. I was accompanied by **Chris Langridge**, our new Finance Director, and **Garlinda Birkbeck** who continues to take photos of Shivia's work on a voluntary basis.

I was delighted with what the team has achieved and the continued positive results from our poultry programme. We are now helping over 6,000 home-farmers and heard first-hand what a difference the project is making to their lives. Team morale is high and they have plans to help a further 8,000 home-farmers this year; all we need to do is raise the funds accordingly! They are introducing our second livelihood enterprise in April, Agri-Management Services, to help our existing home-farmers in a deeper, more integrated way.

The **Extraordinary Leadership**

Journey was a remarkable success led by **Jefferson Cann** and piloted by the **Venquis** management team; they would be delighted to share their experience and encourage others to arrange a trip.

Work in Gujarat continues to thrive and 476 slum-dwellers have now been trained through the Livelihood Construction Training Scheme and a further 1,880 borrowers are engaged in microfinance activities. Results from our Social Impact Assessments in Nepal show that the 1,233 borrowers we support are more financially literate and their household income is increasing.

I am pleased to welcome our two new board directors: **Christopher Langridge** and **Nishant Lalwani** and Nirdhan welcomes **Mr. Sundaresan Radhakrishnan** to their board.

Vasant Subramanyan (Chairman of Nirdhan) came over to London in November and attended our "thank you event" kindly hosted by the **Artemis Charitable Foundation**. It was a wonderful evening and gave us the chance to update our closest supporters.

We hope our new website (www.shivia.com) will be up and running in the next few weeks so do have a look and tell us what you think!

Christopher Langridge, Finance Director, Shivia

Having experienced many aspects of life in India over the last 10 years, I wondered how to devote some of my time to helping the rural poor. Then by chance I met Olly! Delighted to be able to help ensure the benefits of the Shivia initiatives are maintained and offered to an increasing number of villages.

Garlinda Birkbeck, Photographer

I have photographed Shivia's work for several years now. I do it because I have seen how these communities in India and Nepal live and I believe Shivia's work enables them to improve their lives in a significant way. I hear the stories first-hand from the very poor when we are out in the villages and I hope my photographs create awareness as well as raise funds to continue and expand Shivia's excellent work.

Highlights

Page 2: Launching second enterprise, Agri-Management Services

Page 3: Venquis Extraordinary Leadership Pilot

In the meantime, I wish you all the best for 2014 and thank you for your continued interest and support,

Olly Donnelly, Chief Executive

Events

Past events:

We would like to thank **Artemis Charitable Foundation** for hosting our Diwali evening in November to thank close friends and supporters. It was a special evening attended by Nirdhan's Chairman, **Vasant Subramanyan**, which gave **Olly Donnelly** and **Vasant** the chance to update guests on the impact of our work.

Future Events

We will be holding an event to tell interested parties about the recent **Extraordinary Leadership** journey to India (Familia, Shivia's operations and Kolkata). If you or your company are interested in a different and inspiring leadership development course, please

contact charlotte@shivia.com. Date and location of event to be confirmed.

Chris Langridge will be participating in the **Blenheim Triathlon** for Shivia on 7-8th June. Please sponsor him generously at his JustGiving site: www.justgiving.com/Chris-Langridge

Garlinda Birkbeck will be holding a photographic exhibition in aid of Shivia, following the recent trip to West Bengal. Date and location of event to be confirmed.

The New Year is the perfect time to pick up a new hobby, set yourself a goal and do something for charity. So why not consider doing an event for Shivia! Sign up now for:

British 10km London run 13th July
(www.thebritish10klondon.co.uk)



Venquis participating in the XL Journey in West Bengal



Chris Langridge, Olly Donnelly, Chandrani Banerjee, home-farmers and two Nirdhan LSPs.

The Projects...

1. West Bengal, India

Livelihood Programme

The whole Shivia team is proud of the number of people we have now reached but more importantly the impact that the poultry programme has had on their lives and communities as a whole. To date, we have delivered 6,441 toolkits to 6,000 home-farmers – indirectly impacting the lives of around 35,000 people.

Olly Donnelly and **Chris Langridge** have just returned from India and heard many wonderful stories from the home-farmers: women feel empowered, several can now



Chandrani Banerjee, Head of the Livelihood Programme, with a home-farmer and LSP

afford the books and uniforms to send their children to school, one woman has been able to buy herself a second sari having only ever had the same one, one man had injured his leg and so cannot work in the fields anymore – he is now supporting his whole family solely from the sale of his chickens and/or their eggs. Many of the challenges they faced last year – such as marketing - have been overcome due to their own experience and improved training from our LSPs. We were most encouraged by the number of home-farmers who would like to buy repeat toolkits, although it will be interesting to see how they respond to our new pricing strategy - introduced in January - aimed to improve the financial sustainability of the programme.

The plan this year is to expand the poultry programme into two new locations, with the first in April and the second in October. Both locations have been identified and are within 45km from Kolkata.

We are also launching a second enterprise in April – agri-management services (AMS). We continue to have a needs-based approach and those home-farmers with land tell us that

they would like more help in this area; those without land emphasise goat-raising. Given our home-farmers are the very poor, their plots of land are typically small or of poor quality. The idea of the project is to help them utilise their land better, increase productivity and household income. Initial research and feedback from the home-farmers show they are keen to register for a fee of 100 Rs (approximately £1). We will work with the same home-farmers as with the poultry to help them in a deeper, more meaningful way. We will also use the same LSPs who the home-farmers trust from the close, pre-existing relationships.

The plan is to train 1,000 home-farmers between April 2014 and March 2016, approximately 300 in the first year. The livelihood organisation, **BASIX**, will help us initiate the project as with poultry project.

2. Gujarat, India

Partners Programme

Chris Langridge, **Joe Rao** (General Manager, Nirdhan) and **Chandrani Banerjee** (Head of the Livelihood

Programme) have just returned from a visit to Gujarat. They were able to see first-hand the impact that both the loans and the training scheme are having on the lives of the slum-dwellers, as well as attend a graduation ceremony from the training scheme.

To date, 1,880 loans have been made and 476 trainees have graduated from the Livelihood Training Centre. Currently, 60 people are receiving training in masonry and as electricians; there is a huge demand for these trades in the local market. We have heard from the graduates that their income has increased between 20-50% following completion of the training and they are very keen to refer their friends/relatives to join this course.

Unsurprisingly, given that Gujaratis are renowned for being micro-entrepreneurs, the repeat SIAs are showing that most of the borrowers are reinvesting their profits back into their enterprises to expand further.



Chris Langridge attending a graduation ceremony from the Livelihood Construction Training Scheme, Gujarat

3. Western Nepal

Partners Programme

We are delighted that BASE has received permission from the government to transition its microfinance cooperative into a bank. This means that the work Shivia initiated with BASE will be able to scale significantly in Nepal and continue to reach many more very poor people way beyond what we

set up.

In terms of our work, BASE has now made 1,233 loans to the same number of borrowers in Dang district. The repeat SIAs are showing that nearly half of the borrowers on their second or third loan are earning between USD 2-3 per day – giving them access to better education, three meals a day, and the possibility of saving – all of which they previously could not afford.

BASE, at their own cost, has started training the women in enterprises such as weaving, mushroom growing etc. and are helping farmers connect with markets. After completion of training, the women utilise the loan from BASE-Shivia to invest in starting one of these new enterprises.

The two water pumps have made a significant difference to the borrowers although, despite much effort, the remaining six pumps remain idle.

New Initiative

In January, **Extraordinary Leadership (XL)**

(www.xleadership.com) piloted an Extraordinary Leadership Journey in West Bengal to help coach **Venquis's** management team on leadership development skills. **Jefferson Cann** was the coach and **Barnaby Parker, Steve Garner** and **Claire Eades** all came out to West Bengal for the week. We were most grateful for the generous donation the team made to Shivia at the end of the week.

Having had several coaching sessions in London, they arrived in India and immediately went to the rural areas where **Familia** is. They spent 3-4 days interacting with children from Familia Home and Familia School, as well as visiting Shivia's operations. They taught in the classrooms, initiated a sports afternoon and embarked on several very different team bonding exercises! They then went to

Kolkata for 2 days and had a wonderful tour of the city given by Nirdhan's General Manager, **Joe Rao**.

The week was a huge success and our hope is that other individuals and companies will sign up for a similar life-changing experience.

If you are interested in learning more please email charlotte@shivia.com

Our objective at Venquis for going on the XL Journey to Kolkata was to create a unique leadership development programme that would inspire others. Thanks to Shivia, Jefferson of XL and the children of Familia we achieved more as individuals and a team than we could have dared to hope for. We all felt that we made a genuine contribution to the village communities and had a deeply felt and life enhancing experience ourselves. Without question I would recommend this course to anyone who is serious about developing authentic leadership for themselves or at the core of their organisation.

Barnaby Parker, CEO, Venquis

How you can help ...

Extraordinary Leadership

Persuade your company – or come as an individual – to attend an XL journey out in India, where proceeds from the trip are donated to Shivia. Encourage your company to host our XL event so that we can promote the journey.

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.

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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London
W1J 5JA

Email:

info@shivia.com

Website:

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
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: charlotte@shivia.com

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

Thank you!

