

SHIVIA Spring Newsletter

May 2017 Issue 21 www.shivia.com



In April, representatives from The Artemis Charitable Foundation visited our operations in West Bengal and met many of our PDS and AMS farmers

Dear Friend of Shivia,

It gives me great pleasure to welcome **Dr Yasmine Hilton**, former Chairman of Shell India, to Shivia's board of trustees. Yasmine was ranked **6th most powerful business woman in India in 2016 by Fortune Magazine** and we are delighted that she has chosen to use her knowledge, experience, contacts and leadership to help Shivia in our pursuit to change the lives of some of the world's poorest people.

I write this message following an exciting trip to India with colleagues from our key supporter, **The Artemis Charitable Foundation**. We were delighted to welcome four members of staff and three of their children for what has been described as an eye-opening and life-changing experience. I was proud of the team on the trip and in general for what we have achieved this financial year.

In PDS, we planned to distribute 8,830 toolkits yet we succeeded in delivering 9,720 and we have documented thousands of life-changing stories accordingly. In AMS, we planned to "go it alone" independently of BASIX who helped us to get our programme going. Not only have we done this successfully but we now have over 1,000 farmers benefitting significantly from the programme and operating in groups which will in turn inspire next steps in our PDS model. We demonstrated great resilience in the face of the goat pox in November and our pilot resumes, across two locations now to minimise future risk. We have identified our fourth enterprise – fish-farming – and will be starting the research this month.

We set out to start fund-raising locally in India and Nirdhan (Shivia India) has secured the Income Tax 80G licence and appointed our first fund-raiser to the Nirdhan team. Details of all the above will be found in our 2017 Annual Report due to be published in June when our General Manager, Joe Rao,

and Head of Livelihoods, Chandrani Banerjee, will be visiting the UK to meet Shivia supporters and continue to plan for the future. If you would like to see them, do let Victoria or me know!

I am grateful to all those of you who have supported Shivia and always feel particularly motivated to galvanise further support when I have seen first-hand the difference your contributions have made. On our recent trip, I felt very encouraged by some of the female farmers who in the past spoke from behind closed doors; they are now out in the community telling their positive stories since joining our PDS programme. And I was heartened to participate in some of our AMS group meetings and to see farmers coming together, pooling resources and benefitting from group bank accounts.

To all of you who go out of your way to fund-raise for Shivia, you are making a profound impact to some of the world's poorest people. Thank you. I would particularly like to mention **Stewart McAndie** from **Ashmore** who ran the London Marathon for us; it was our first marathon place and he did it in 2 hours 52 minutes! I doubt I will be able to run the Royal Parks Half Marathon in October in the same time.....we have two places available if anyone would like to join Victoria and me (see page 4 for details).

I hope you enjoy reading our news below and please let us know if you would like a copy of our Annual Report.

With my thanks, as always, for being part of our life-changing work,

Olly

Olly Donnelly, Chief Executive

News from West Bengal: reporting back from our latest field visit

POULTRY DEVELOPMENT SERVICES (PDS)

We have just returned from a visit to West Bengal to see, at first hand, how our poultry-farming programme is progressing. On this occasion we were joined by a small group of supporters representing The Artemis Charitable Foundation, one of Shivia's major corporate donors over the last five years. Despite the increasing temperatures in and around Kolkata, we had a very successful trip and the whole group took away some key messages about how a small flock of chickens can help people living on the poverty line in these rural villages make a better life for themselves.



The impact is predominately felt by the women who take up the enterprise and their children who tend to be the beneficiaries of the extra income earned by their mothers when she sells the produce - the eggs from her hens and the mature male birds for meat.

"It is quite staggering how a clever toolkit practically administered can act as such a powerful catalyst to give individuals the hope and means for a better future."

Elaine Gordon, Head of Institutional Business, Artemis Investment Management LLP

Over the course of three days, we visited 15 farmers, all women, who have been raising chickens and using the money earned to support their family. Like all of the people we have been working with over the last six years (nearly 9,000 families), every one of the women we talked to has an individual and uplifting story to tell about how chickens have changed her life. In this newsletter, we want to tell you just a couple of those stories, both of which highlight how our poultry programme has encouraged two very hard working women to become micro-entrepreneurs in their local communities.



The first is Tinku – she is 38 years old and married with two children aged 11 (pictured) and 16. With the extra income she has earned by selling eggs and chickens, Tinku has been able to pay for some private tuition for her boys. By our standards, this might sound unaffordable for a family living in poverty in rural India, but in her small village where the government schools are not providing a good education (often due to teacher absenteeism), the goal of many parents is to seek and pay for some extra tuition for their children. A good-sized chicken or a tray of fresh eggs can pay for one of those valuable lessons. Like parents the



world over, Tinku and her husband know that a good education is the starting point to success in later life.

Using her experience of raising chickens for money, Tinku has developed her sales skills to start a second micro-enterprise. She is now buying inexpensive saris (see photo) from a local wholesaler and selling them for a small profit in her village. She is managing to earn an additional £12 a month as a result of her efforts.

Our second example is Shila who has also used the money from selling her eggs and chickens to pay for her son's education. He is 16 years old and has just finished his first public examinations, which means he will be able to go onto higher education. Shila hopes her son will leave school with good results and be able to get a well-paid job in the city. PDS has also allowed Shila to buy a gas stove (pictured), which will significantly improve their living conditions – most families in the village burn wood or charcoal for cooking which produce a toxic smoke, causing significant respiratory problems. Shila also has the entrepreneurial spirit and is selling some of her chickens to local families for festivals, weddings and other celebrations. She keeps a mental record of future events to ensure she has enough stock to fulfil her orders.



"I was impressed not only by the professionalism of the local team and the profound impact that the poultry toolkits appear to make, but also by the meticulousness with which the programme's effectiveness is being measured."

Peter Saacke, CIO, Artemis Investment Management LLP

News from West Bengal: reporting back from our latest field visit

AGRI-MANAGEMENT SERVICES (AMS)

During our field visit in April we spent time with a number of farmers who are registered on our AMS programme, hearing about how they have been able to decrease their input costs for seeds and fertilisers and increase their crop yields. Joe Rao was able to explain exactly how the programme works to our visitors representing the Artemis Charitable Foundation and we all witnessed at first hand the positive results, as we walked through fields of rice paddy, aubergine, chilli peppers and mustard seed, to name a just few. Here's a word from Joe about how the AMS programme has progressed in the last year, taken from his latest Management Report:

'We have a total of 1,006 registered members who are organised into 58 Farmer Interest Groups (FIGs) and we are working across 57 villages at our Familia location. With the added facilitation of government agricultural schemes and associated benefits, our AMS programme is gaining immense popularity and momentum at a rapid pace. Presently we are working with all 1,006 registered farmers with whom we have built a good reputation. Their confidence level in us for the training we are providing is very high. In the last month alone we have added 76 new members to the AMS programme and formed five new FIGs. We are happy to report that 33 of the FIGs have opened bank accounts and are saving money on a regular basis to invest in their farming enterprise. A typical investment will a water pump that might also require a bank loan and this is only possible once the farmers are working within a group. It is worth pointing out that opening a bank account in the rural areas where we are working is extremely difficult and time consuming, so we are very encouraged by the efforts made by these group members to pursue this goal. Our plans for AMS include rolling out the programme in two other locations in 2017. We will register 300 new farmers during FY 2017-18 to increase the total number of farmers to 1,300. Together they can form a Farmer Producer Company (FPC). Farmers within an FPC can apply for government schemes, subsidies and bigger bank loans and gain access to other financial services. The group will have greater bargaining powers with suppliers and buyers.'

You can see the results AMS is producing for our farmers in a short video (2mins) we recorded during the field visit. In the clip, Joe talks to Peter Saacke from Artemis about the increased yields of rice one farmer has witnessed since his training with Shivia. You can watch the video on YouTube here: <https://youtu.be/c6fliYsoXzM>



Photos from left to right: AMS farmer inspects his paddy field; Joe Rao with AMS farmer who is growing mustard seed; young boy proudly shows us his family's cauliflower crop.

UPDATE ON GOATERIES

The pilot programme we launched in January 2016 is continuing with 18 families in our Familia location. Despite a set-back when a severe goat pox struck the area last year, our farmers are happy with the programme and 20 goat kids have been born to the female goats we supplied to each family. We will be rolling the programme out in our Kolaghat location this month with another small group of 10 families as we continue to monitor the success of our goat-farming model in this pilot phase.

How to support Shivia

There are many ways to support Shivia....

- Make a donation for one or more £15 Poultry Toolkits
- Set up a regular monthly donation
- Introduce Shivia to a corporate or family foundation
- Organise a fundraising event
- Undertake a sponsored challenge
- Champion Shivia where you work
- Give As You Earn

Please visit: www.shivia.com/donate

CONTACT US

For details about any of the events listed opposite please email: victoria@shivia.com

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- Instagram: [@shiviacharity](https://www.instagram.com/shiviacharity)



CALENDAR OF SPECIAL EVENTS

Prepare for your financial future

TAX & PENSIONS PLANNING IN 2017 & BEYOND

Shivia's ambassador Max Patel is hosting this informal evening on

Tuesday 6th June

Drinks & canapés from 5.30pm
Presentation 6pm-7pm
33, Holborn EC1N 2HT

**Book a private box at
The Royal Albert Hall**

TCHAIKOVSKY GALA

Tuesday 20th June 2017 at 7:30 pm

You can book the whole box (10 guests) for a suggested donation of £600 or pairs of tickets for £60 each.

100% of your donation will go to support our programmes in West Bengal

Run with the Shivia team

ROYAL PARKS FOUNDATION HALF MARATHON

**Race day is
Sunday 8th October 2017**

We have 2 places left...book yours now and help support Shivia with your fundraising