

SHIVIA Autumn Newsletter

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Dear Friend of Shivia,

I am delighted to report that our Poultry Development Services Programme is now operating in over 1,000 villages in West Bengal. We have sold more than 41,000 life-changing toolkits since we started in 2011 and worked with over 10,000 families. During my recent trip to Delhi, Vasant and I had several interesting meetings set up by our trustee Yasmine Hilton, former Chair of Shell India. We explored how to integrate our poultry farmers into the poultry supply chain so they can operate in future without our intervention and tap into the large and increasing demand for poultry products pan-India. This is an exciting space that we will focus on in the coming months. We will also be looking to open our fifth location in West Bengal in April 2018 and Joe is currently assessing various options in line with our new location criteria. Our Agri-Management Services Programme continues to make a significant impact and we now have over 1,000 farmers engaged in it.



Between them they have formed 59 Farmer Interest Groups and opened 40 bank accounts. By the end of the year we will be operating in three of our four field locations.

The Goateries Programme is in the last six months of our 27 month pilot and has bounced back from the goat pox suffered last year. A total of 30 goats – 26 females and four males are alive and well with eleven of the female goats pregnant. A total of 23 kids are thriving and the coming weeks will be a key indicator as to how well we sell them during festival time to make the model financially viable. Our fish-farming research is almost complete and we look forward to sharing feedback with you as to whether we should adapt this as our fourth enterprise. The financial lives of the rural poor are very complicated and they often depend on several income streams for day to day living hence the desire to introduce another enterprise.

I would love to share with you two moments from the last couple of months which have probably been my proudest in the last ten years of Shivia. Vasant and the Nirdhan team organised our first awareness and fund-raising event in India in August. There were approximately 150 guests and a full programme of music and dance along with speeches and presentations about our work. Several of our field staff

came as well as five of our female poultry farmers. They met some initial resistance from their husbands so our field staff brought the whole families to Kolkata to overcome this. It was their first time in Kolkata. Six years ago, Kalyani spoke to Chandrani and me from behind a closed door. On 23rd August – Nirdhan's birthday – she stood on the stage and told the press and the audience about her journey with Shivia and how



her life has changed for the better: with the income from PDS she has bought the materials to weave door mats and now she is sending her children to school. Her daughters are proud of her and she is now a role model to other women and girls in the villages. I flew to Kolkata for the day (in economy!) to offer my support for Nirdhan's first event; I had to go straight back due to childcare issues. With hindsight, I would have flown all the way there and back for ten minutes just to hear Kalyani speak.



The second moment was Shivia winning the Charity Times International Charity of the Year award in October. This came as a real surprise to me but I am delighted that my team's hard work has been recognised and the impact we are making celebrated.

Finally, I would like to congratulate Victoria who has been promoted into a new role at Shivia: the UK Operations Manager. I think you will all agree with me that this is much deserved and should have been done some time ago. I would also like to welcome Jennifer Ruma Gomes who has joined our Nirdhan team as fund-raiser.

I am excited about the positive momentum behind Shivia at the moment and look forward to a bright year ahead. It leaves me to wish you all a Happy Diwali which is indeed the festival of light.

Olly

Olly Donnelly, Chief Executive

News from the UK

CHARITY TIMES AWARDS 2017

It was a great honour to be awarded **International Charity for 2017** at the Charity Times Awards in October. As we arrived at the Park Plaza Westminster for the ceremony we were celebrating the fact that Shivia was included in the final shortlist alongside three other great charities. Winning was not particularly in our sights - we already felt like winners just being there - so the announcement came as quite a shock.

The moment was caught on camera and we've added the short video to our YouTube channel...[you can watch it here](#) and witness the genuine surprise on all of our faces when we realised we had won the award.

The win was particularly meaningful as our guests on the night included **Marisa Charosky**, the Co-ordinator of the Artemis Charitable Foundation, one of our most long-standing corporate supporters, and **Vasant Subramanyan**, Chairman of Nirdhan (Shivia India). It was fortuitous that they both happened to be visiting London that week and we were delighted they could join us for the evening and celebrate with us.



ROYAL PARKS HALF MARATHON 2017

A momentous week for Shivia was topped off on Sunday 8th October when a team of runners took part in the half marathon through London's royal parks. Thanks to our fantastic runners - **Claire, Cara, Caroline (Binks), Mike, Kirsty, Mungo, Robbie, Johanna and Danielle** - who all went the extra mile for Shivia, well 13 actually, and also to **Will** who was ill on the day and will be running his half marathon another time. They collectively raised over £6,000 to support our programmes in West Bengal. We hope to gather another team together for next year's event so if anyone is up for the challenge please do let us know. Rumour has it that Olly and Victoria might be putting on their running hats (and shoes) for this one. Watch this space....

FUNDRAISING DINNER AND AUCTION

The night after winning the Charity Times award we were across the River Thames in the Palace of Westminster for a special dinner and auction hosted by our ambassador **Max Patel** of CMP Financial, principal partner of St James's Place Wealth Management. The evening started with a champagne reception on the House of Lords Terrace and a welcome messages from **Mark Rogers**, Executive Director of SJP, Olly and Vasant.

Our guest speaker for the evening was **Nick Jenkins**, Shivia's Patron. Nick founded Moonpig.com and, until earlier this year, was a Dragon on BBC2's Dragons' Den, making him the ideal candidate to illustrate the importance of having the right product and a market for your product in order to succeed in business, the principle on which all our livelihood programmes are based.



Following on from Nick's speech was the fundraising auction. There were nine fantastic prizes on offer, ranging from a private box at the Royal Albert Hall for the Last Night of the Proms 2018 to a holiday in the Dordogne; sailing off the Dorset coast; exclusive tickets for sporting events; a case of fine wine and fabulous works of art. **Mark Rogers** volunteered to be our auctioneer for the evening and did an amazing job, encouraging the audience to 'dig deep' (he's a rugby man at heart) and put their hands up to raise as much money as possible for our beneficiaries. It worked. Mark's persuasive banter meant that we raised £35,000 from the auction alone. To cap off an extraordinary evening, **Malcolm Cooper-Smith**, Director of the St' James's Place Foundation, announced that Shivia would be receiving £10,000 in matched funding. So, the final amount raised, including donations from supporters who were unable to attend, was just over £48,000.

Our thanks go to everyone who made the evening an unqualified success - our invited guests (present and absent) who donated so generously, our supporters who donated auction and raffle prizes and the team from St. James's Place for their time and effort in organising the event. And finally to **Max Patel** because without her generosity and inspiration this event would never have happened at all.

How to support Shivia

Carols by Candlelight at the Royal Albert Hall

Christmas Eve at 7.00pm

Private box for 10 guests

Minimum donation £60 per ticket

Email victoria@shivia.com to book

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

[Click here to visit our donation page](#)

"We are proud to be longstanding supporters of this fantastic small charity that punches well above its weight, and are delighted that Olly Donnelly and her team have received this well deserved recognition from within the charity sector. Well done Shivia!" **Marisa Charosky, Co-ordinator, The Artemis Charitable Foundation**



CONTACT US

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Meet Tapas Das, Livelihood Service Provider Familia Location

Tapas joined the field team at Nirdhan (Shivia India) in December 2014 and trained as one of our **Livelihood Service Providers (LSP)** for Poultry Development Services. He worked on the programme for 10 months, teaching families, and particularly women, how to raise chickens and earn money from selling eggs and birds in the local markets.

When we launched our second programme, Agri-Management Services, we knew we would need an experienced and highly motivated team in place to make sure the programme was successful right from the start. Tapas was an obvious choice for the role of LSP on the new programme - he's hard working, a quick learner and he's dedicated to helping families in his local community who are living below the poverty line.



When we asked him why he loves his job he said, "When I see the families I am working with become uplifted in society I feel immense joy and pride. There is no other job that could compare with this!"

His parents are extremely proud of Tapas and have great respect for what he is doing. Not only that, they have received numerous marriage proposals for their son since he started working for Nirdhan!

To find out more about Agri-Management Services and how Tapas and the team are helping farmers increase their productivity and income, please visit the website here: <https://shivia.com/programmes/agri-management-services>