

# Agri-management Services

**SHIVIA**  
LIVELIHOODS WITH DIGNITY

*A guide to operations*







“Agri-management Services has the capacity to deliver lasting change for marginalised farmers. I have always felt that it is the farmers who actually feed our nation while they can hardly afford to feed themselves. What an irony. So if my team and I are able to help farmers earn a sustainable income through agriculture, there’s nothing better than this.”

JOE RAO, GENERAL MANAGER, NIRDHAN





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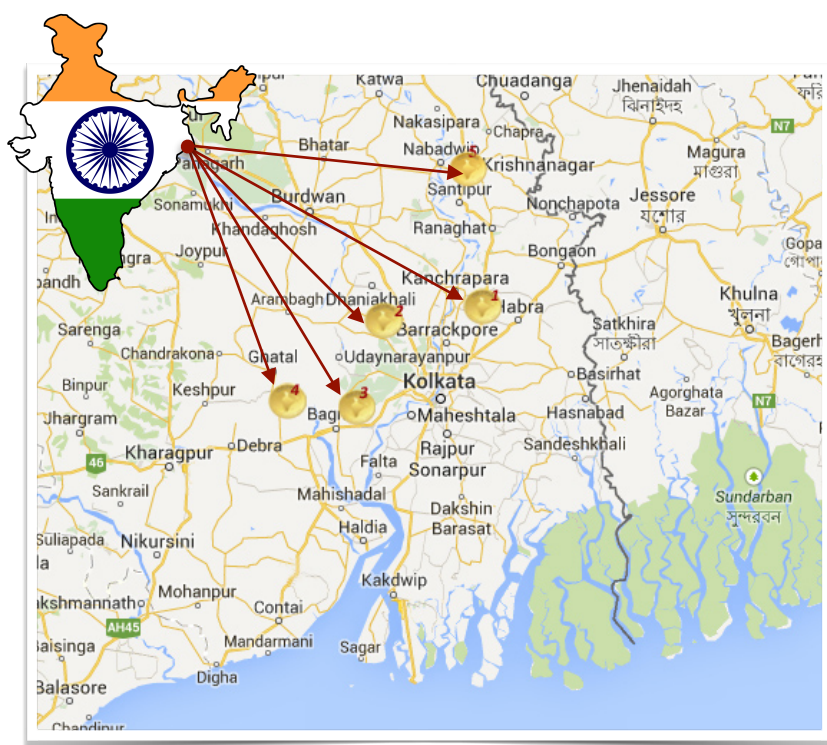
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## Glossary of terms

- **AMS:** abbreviation for Agri-management Services.
- **Agri-inputs:** seeds, fertilisers and pesticides.
- **Bigha:** The bigha is a traditional unit of land in several parts of South Asia. In West Bengal, it is considered to be 1/3 acre (it is precisely  $\frac{40}{121}$  acre).
- **FIG:** abbreviation for Farmer Interest Group.
- **Haat:** a local market.
- **Livelihood Service Provider or LSP:** a member of the field staff for Nirdhan. LSPs are recruited from the villages where we operate. They speak the local language and understand the communities they are working with. They are fully trained to deliver AMS.
- **Nirdhan or Shivia India:** our partner organisation in Kolkata. Nirdhan was set up as a Section 8 company (NGO) in 2011 to manage all our operations in India. Shivia and Nirdhan work in close harmony and share the same mission, values, goals and objectives.
- **Panchayat:** a village council in India.
- **Poverty Probability Index or PPI:** a poverty measurement tool developed by the Grameen Foundation.
- **Social Impact Assessment or SIA:** used to assess the families we work with, our SIA has been developed using the internationally recognised Poverty Probability Index and asks key socio-economic questions of the household that are relevant in rural India.
- Note: all references to costs/prices in this manual are quoted in Indian Rupees (Rs)

## Map of Shivia's operations: West Bengal, India



Shivia works in **India**. We have chosen to help families living in poverty in **West Bengal**, one of the poorest and most populous states in the country. We work in five rural locations on the outskirts of **Kolkata**.



# Introduction

The purpose of this manual is to share knowledge and experience. It is for the benefit of other social enterprises and non-governmental organisations (NGOs) wishing to start and operate Agri-management Services (AMS), a training and advisory programme aimed at rural, marginalised farmers who are dependent on agriculture for their livelihoods.

## Who we are

Shivia is a UK-registered charity working in West Bengal, India. Our aim is to provide the skills and training to very poor families living in rural communities to start income-generating, agricultural enterprises from home. For more information about Shivia please visit [www.shivia.com](http://www.shivia.com)

Nirdhan (Shivia India) is our partner organisation based in Kolkata (a Section 8 registered NGO) and is responsible for delivering the programmes to our beneficiaries. For more information about Nirdhan please visit [www.nirdhan.org](http://www.nirdhan.org)

The programme described in this manual is called Agri-management Services.

Shivia and Nirdhan have been delivering the AMS programme to rural farmers in West Bengal since April 2014.

## Manual use

This manual describes how AMS operates in rural areas of West Bengal, India. Users of this manual will need to tailor their particular programme to suit the local, political and cultural context in which they are operating.

