Poultry Development Services

A guide to operations

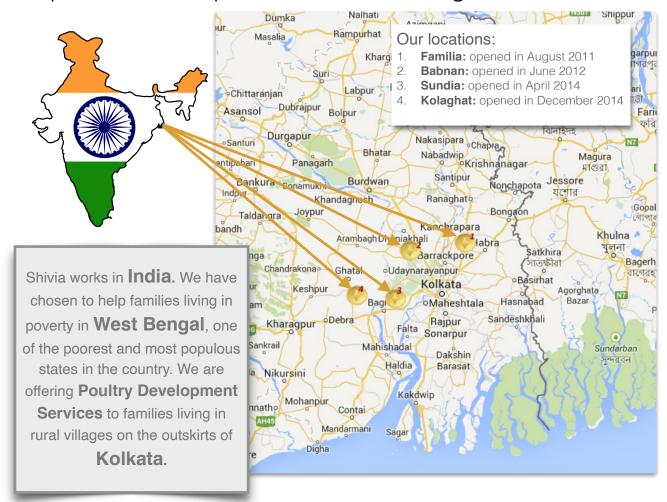**SHIVIA**
LIVELIHOODS WITH DIGNITY

"It's pretty clear to me that just about anyone who's living in extreme poverty is better off if they have chickens…It has been eye-opening for me to learn what a difference they can make in the fight against poverty. It sounds funny, but I mean it when I say I'm excited about chickens."
Bill Gates, June 2016

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Glossary of terms

➡ **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 aims and objectives.

➡ **Poultry Development Services or PDS:** Shivia's flagship livelihood programme in West Bengal, launched in August 2011.

➡ **Agri-management Services or AMS:** training farmers with access to small, unproductive plots of land to increase yields and profits. Also helping farmers to form Farmer Interest Groups.

➡ **Livelihood Service Providers or LSPs:** members of our field team who deliver the tools and training to our beneficiaries. They are recruited from the villages where we work so speak the local language and understand the problems faced by the communities.

➡ **Social Impact Assessment or SIA:** used to assess the families we work with, our SIA has been developed using the internationally recognised Progress out of Poverty Index and asks key socio-economic questions of the household that are relevant in rural India.

➡ **Progress out of Poverty Index or PPI:** a poverty measurement tool developed by the Grameen Foundation.

➡ **Panchayat:** a village council in India

Map of Shivia's operations: West Bengal, India

Our locations:
1. **Familia:** opened in August 2011
2. **Babnan:** opened in June 2012
3. **Sundia:** opened in April 2014
4. **Kolaghat:** opened in December 2014

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 are offering **Poultry Development Services** to families living in rural villages on the outskirts of **Kolkata.**

Introduction

After many years experience, we have written this manual on how to start and run a Poultry Development Services (PDS) Programme. The manual was prompted by organisations asking us how to replicate our model both within India and elsewhere. We feel this is a great opportunity to widen our impact beyond what our own team in India can achieve.

The manual has been developed by Shivia and our partner organisation in India, Nirdhan (Shivia India). It is intended as a guide for NGOs and social enterprises to start and operate a livelihood programme in backyard poultry farming for very poor families.

The manual describes Shivia's PDS model in the rural areas of West Bengal, India. Users of this manual will need to adapt and tailor their particular programme to suit the local, political and cultural context in which they are operating.