

Report back to The Funding Network

1. Name of your organisation and date funded by TFN:

Organisation: Shivia
Date: 21st March 2016

2. What was the project you sought funding for from TFN?

What are its aims and objectives? Have these changed since receiving TFN funding?

We applied to TFN to support Poultry Development Services (or PDS for short), our livelihood development programme operating in the rural villages surrounding Kolkata in West Bengal, India. Our aim is to give very poor families living there the tools and the skills, through expert training, to start a small, market-driven enterprise that will allow them to earn a regular income and work their way out of poverty. PDS allows our beneficiaries, people identified as living on or below the poverty line, to start a poultry farming enterprise from home. The programme is primarily aimed at women who are often the most disadvantaged by poverty. It gives them the opportunity to earn money from home whilst also looking after the family. Through our PDS 'toolkits' that cost £15 to supply, we provide everything our beneficiaries need to start their new enterprise and gain a regular income from the sale of chickens and eggs. The toolkit comprises ten one-day-old chicks (or ducks); vaccinations and medication to prevent disease and mortality; initial feed for two weeks and, most importantly, expert education and training over six months in all aspects of poultry rearing, plus advice on financial management and how to market the produce. Our goal in 2016 was to deliver 10,000 PDS toolkits across the four rural locations in which we operate near Kolkata.

3. Were you able to do this work as you described it in your application and presentation?

We are delighted to report that the funding we received as a result of our successful application and presentation has allowed us to continue our Poultry Development Services programme in West Bengal and reach out to more families living in poverty in the villages where we are operating. In our application we provided details about how we would use a grant of £6,000 and the impact it could make on our beneficiaries. £6,000 allows us to help at least 174 families start and develop a small poultry farming enterprise and earn a regular income from the sale of eggs and birds. This budget is based on each family taking three of our toolkits at a cost of £15 each to Shivia. We ask our farmers to make a small contribution to the cost of each toolkit, 350 rupees which is about £4.00 at today's exchange rate. This income is then reinvested in the programme to provide more toolkits for new farmers.

The auction raised £15,468 for Shivia, over twice the amount we had budgeted and hoped for. We were thrilled with the generosity of audience, which means that we can now scale up our operations to work with at least 500 families, providing them with the tools and training to start earning money from raising chickens.

4. If you were not able, please explain what happened and why?

Can you quantify any changes? Eg ...expanding number of employees, number of projects, geographical scope.

5. Can you measure, assess or describe the change that happened as a result of this work?

What actual change did the funded project generate? What proportion of the project/work did TFN fund (eg all/x%)?

The grant we received from TFN is being directed towards our Poultry Development Services project in West Bengal. The annual budget for this project in 2016/17 was £115,000, so the funding we received represents approximately 13% of the total annual budget for PDS.

In terms of numbers, we are pleased to report that last year we distributed 9,327 PDS toolkits, just under our target of 10,000. The difference was largely due to the incredibly hot summer in West Bengal when, for a short time, some families were reluctant to take the toolkits fearing the chicks may not survive the intense heat. Operations soon returned to normal as the temperatures dropped. In total, we worked with 1,470 families who were new to us in 2016, helping them to initiate their new poultry enterprise. Households in rural West Bengal have, on average, six members as extended families live together, so we estimate that the impact of PDS extended to at least 8,800 women, men and children during 2016. This is in addition to the families we were already working with – 843 previously registered families were actively progressing their poultry enterprise with us last year, taking ‘repeat’ toolkits and benefiting from the expert advice of our field staff in how to care for their chickens and build their enterprise.

Measuring our impact is something we take very seriously and we have developed a variety of ways to do this.

1. **Core data collection:** including number of registered farmers and number of new and repeat poultry toolkits delivered.
2. **Initial Social Impact Assessment (SIA) questionnaire:** Our field staff complete a SIA for each potential new farmer. The 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. A weighted score is obtained from the answer to each question. A total score of 45 or less indicates that the household is living in poverty (defined by the World Bank as living on less than \$1.90 USD per day). These are the families we target for our livelihood development programmes.
3. **Repeat SIA questionnaire:** We complete the SIA on each farmer after one year. A new score is obtained and is used to measure the change in living standards since they started their poultry enterprise.
4. **Baseline Questionnaire:** we introduced a new Baseline Questionnaire in 2016 to conduct in-depth interviews with our PDS farmers. A sample of 715 households took part in the survey which looked in detail at a range of factors including: household profile; assets; occupation and income; savings, loans and debt; food consumption and expenditure; extent of women’s decision-making. The data is currently being analysed to produce a full report on the lives and circumstances of our beneficiaries.
5. **Case study questionnaire:** we collect individual case studies during visits to the villages where we operate. The questionnaire is designed to elicit candid feedback

from the farmers about how they view the PDS programme and the benefits they have experienced.

Using the methods listed above we have been analysing the impact PDS is having on our beneficiaries over the last six years. We can confidently predict the likely impact of the funding we received from TFN in March 2016:

- One poultry toolkit containing 10 chicks can lead to a 30% increase in household income from the sale of eggs. In monetary terms this means a family's household income could increase from c. £270 a year (the average earnings of a casual agricultural labourer in West Bengal) to £351 by keeping the hens for egg production and selling them at the local markets. We budget for an average of three toolkits per family in one year, so the potential to earn is increased accordingly. In addition, the family has a home-grown source of eggs (and meat) for their own consumption. One of the reasons PDS is successful is because Hindus and Muslims eat chicken and there is a huge demand for the produce.
- Women become empowered by the capacity to earn and are respected by their family and their local community. Our Baseline Survey has shown that the incidence of domestic violence amongst our beneficiaries is very low and we are confident that PDS has been a contributory factor here.
- Children benefit from a healthier diet and access to a better education as women invariably spend the income from their poultry enterprise on good food, school uniform and books and extra tuition. This has been evidenced by our Baseline Study and numerous case studies where mothers tell us that their priorities are their children's education and health.
- The whole family can get involved in the enterprise and learn new skills. Children benefit from a sense of responsibility and stewardship of the chickens.
- PDS can be a stepping-stone to new opportunities when money earned is used to start a new enterprise. We have heard many stories of this happening, for example, buying a second hand sewing machine to earn money from tailoring; starting a small grocery shop or café; fixing a broken rickshaw and starting a delivery service.

6. As a result of presenting at TFN, did you experience any of the following;

- new subscribers to your mailing list
- new volunteers to your organisation
- further funding from individual donors
- further funding from institutional funders
- an introduction that benefited your organisation (e.g. to an individual, business or other organisation)
- other benefit (please describe)

2016 was a successful year for Shivia in terms of fundraising and the boost we gained from TFN so early on in the year was very significant. We have actively reported on our successful presentation and the amount raised from the auction in our communications to donors and funding applications since then. There is no doubt that the positive endorsement from TFN of Shivia and the work we do has helped us secure further donations and grants from both individuals and institutions.

7. Could you give us an estimate of how many people have been reached by the TFN funded project/work and by how much?

We keep very thorough records of who and how many people we are working with. This data is collected via our team of Livelihood Service Providers from our organisation in West Bengal, Shivia India (known locally as Nirdhan). The team of 35 men and women are all recruited from the villages where we work and they deliver the PDS toolkits and training to our farmers. As highlighted above (section 5), we registered 1,470 new farmers on the PDS programme in 2016. We also continued working with 843 farmers who were already registered on the programme. These farmers are taking 'repeat' toolkits, ie. ten more chicks plus medicines, vaccines and feed, and continuing with the training programme where necessary (training is offered for at least six months). As each family has on average six members, we estimate that PDS had a beneficial impact on the lives of over 13,800 people last year.

8. Can you tell us any personal stories to highlight the value of funding from TFN?

We have access to significant amounts of data about our beneficiaries from our Social Impact Assessments (carried out annually) and the Baseline Survey that was conducted in June 2016. However, it is the personal stories and anecdotes we get from our farmers that can really illustrate the impact of PDS on the ground.

Here are just a few examples:

HARI is four years old and his mother has recently been told that he has a hole in his heart. Without surgery his life expectancy will be greatly reduced. Hari lives with his mother, grandparents and his older brother in a village about 50kms from Kolkata. The family is very poor and the cost of the life-saving surgery Hari needs is way beyond their means. But through the success of his grandmother's Shivia poultry enterprise, Hari now has the chance of getting some of the medicines that will increase his life expectancy. **Shefali Biswas**, started her poultry farming enterprise with Shivia in 2014 and is using the money she is earning from selling eggs and chickens to pay for the medicines Hari needs to control his heart condition. She has also paid for a weaving loom, which her daughter-in-law (Hari's mother) uses to make saris and earn extra money for the family.

SUPARNA looks after her extended family of seven members including her sons, daughters-in-law and now her first grandchild. Money has always been tight and she tried a number of ways to earn enough to feed the whole family, mainly piecemeal work such as assembling umbrellas. She registered with Shivia in 2013 and has bought six subsidised poultry toolkits since then and has received all the training she needed from her Shivia Livelihood Service Provider **Arup Kumar Mondal**. She is really happy with her poultry enterprise, which allows her to support her large and growing family with a more regular income. Recently she spent some of her income to buy a second hand bicycle for her youngest son so he can cycle to school (saving the cost of the bus fare). She has also been able to pay for the extra study books he needs. As is so often the case with our farmers, Suparna is delighted to be earning money to help her child succeed at school.

PUTUL lives in a one-bedroom house with five other family members. They share a shabby kitchen with a neighbouring family. Like her husband, she worked as a casual labourer in the fields near her house but the work did not provide a regular income and they quickly fell into debt and were prey to the local, unscrupulous moneylenders.

Desperate for another source of income, Putul decided to register with Shivia's Poultry Development Services programme after she heard about it at a local community awareness meeting. Being in debt meant that Putul was keen to earn money from her poultry toolkit as quickly as possible so she raised the chicks and sold the birds for meat at the local market. With the profit she was able to pay off the loan to the moneylender and invest in a second toolkit.

A few months after starting her poultry enterprise Putul is in a much better place financially and is really making her small business work for her and the family. She has built up a flock of over 40 birds. Her 12 year-old daughter has been able to stay at school and hopes to finish her studies and become a school teacher one day. Many young girls in the villages are married as young as 13 and Putul is very happy that she can afford to send her daughter to school and offer her a different way of life. She is delighted with the outcome of her poultry enterprise and is saving to buy a sewing machine so she can develop a tailoring business from home too.

And a quote from Chandrani Banerjee, Head of Livelihoods, Shivia India (Nirdhan):

"We were thrilled to hear that the TFN audience was inspired by our work. It motivated us to work even harder to better the lives of some of the world's poorest people through our Poultry Development Services. Together we are creating brighter futures, especially for the next generation children and youth who are benefitting from their parents' enterprises. Thank you for believing in us and helping us to help people who are less fortunate than us"

9. Since presenting at TFN, has your organisation undergone any significant change(s) which our donors would be interested to know about (these changes do not need to be related to the experience of presenting at TFN).

We have two new developments we would like to highlight.

The first one is the appointment of a new colleague at Shivia India (Nirdhan) who will be responsible for fundraising within India for all our livelihood development programmes. It has always been our goal to secure funds for our projects locally in West Bengal and from organisations based in India. We are also actively progressing opportunities for our farmers to form co-operative groups and participate in government programmes that will allow them to develop their enterprises and become self-sufficient in the long term and no longer dependent on the charitable subsidies that Shivia UK currently provides.

The second new development is that we are in the process of writing a Poultry Development Services Manual. Based on the model Shivia has developed over six years of operation, this is a guide for other NGOs on how to set up a poultry farming programme for the rural poor in other areas, both within India and other countries. We are delighted to report that we have been in conversation with the Gates Foundation about PDS since Bill and Melinda Gates set up their own poultry programme in Sub-Saharan Africa in 2016. The Foundation has asked for a copy of our PDS Manual as soon as it is published. We hope that other NGOs will benefit from our shared experience and that our model for livelihood development through poultry can be replicated far and wide.

<https://www.gatesnotes.com/Development/Why-I-Would-Raise-Chickens>

10. Do you have any other comments regarding TFN funding?



We were delighted to have the opportunity to present to TFN and thoroughly enjoyed the experience. Needless to say, we were also thrilled to have been so generously supported by the audience on the night. We would gladly come and report back on the impact of the donations at a future TFN event.

11. Can you please include any relevant photos or clips that may relate to the project.