

TFN Impact Report

Name of your Organisation:	Shivia
Name of the project TFN funded:	Empowering Shivia's female poultry farmers to be self-sustainable
Date Funded by TFN:	12 June 2017
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>Our objective in this project was to pilot 500 of our 10,000 farmers into 40 groups so that they can operate on their own in future without Shivia's assistance. This was a hugely important strategic move for us in transitioning our model from working on an individual farmer basis to one where we train them and distribute toolkits through groups, as well as allowing them to buy the toolkit parts themselves and sell the produce further afield at greater prices.</p> <p>Given we raised £28,443 at TFN's Strategic Funding Group we were able to form 59 groups instead of 40 and this was for 530 of our farmers instead of 500. Through these groups we distributed 3,245 toolkits between the grant being received and September when the pilot ended.</p> <p>We learnt from the pilot that we were indeed able to distribute more toolkits than on an individual level and saved £3,827 by doing it this way rather than on a house by house basis. It therefore ticked our goal of being more financially sustainable than our traditional model. Training also seemed more effective collectively than on a household level as the women were able to talk and share their experiences and challenges which was great for confidence building.</p> <p>However, there were some challenges that we need to address before we scale the group model to all 10,000 of our farmers and so we are working on these at the moment. They include:</p> <ul style="list-style-type: none"> • Distribution of chickens – Access problems for the supplier KEGG to get the chickens to the group distribution point. They tend to arrive in vehicles unlike our LSPs who travel by motorbike. The farmers and LSPs need to carry chickens to their houses from a certain drop point which posed a problem as they are used to our LSPs bringing their toolkits to their door even in the remotest and most inaccessible areas. • Distribution of feed – A sack of feed weighs 50 kg. This is dropped at a particular point by the supplier, at that point the LSP has to make 2kg packets by opening the sack. This is a logistical issue as the weighing and packing of 2kg packets has to be done on the roadside rather than previously in our offices and delivered door to door.

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	<ul style="list-style-type: none"> Typically the poorest farmers are scattered and live quite far for each other which means there is a problem in turning up to group trainings and distributions. This is particularly the case in Muslim families when the women cannot travel far from the home. Infrequent and differing demands from group members is also an issue. Some members want chickens every 1.5-2 months while others want after 3-4 months while some want to keep the adult birds for eggs. This is a problem for the group to maintain the consistency of demand and also coordinate their production and selling timings. <p>We are working to address each of the above especially when we open our fifth location in April 2018 and start distributing toolkits in July. The pilot has been instrumental for Shivia in the transition from the individual model to the group model and farmers are excited by the prospect of being able to carry on their enterprise in time without our intervention.</p>
What portion of the project did TFN fund?	124% (we requested £23,000 and received a grant of £28,443)
How many direct beneficiaries did the TFN funded project reach?	530
How many indirect beneficiaries did the TFN funded project reach?	3,180
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	It is hard to ascertain the amount but we put the TFN success on various application forms which asked for recent donors and one TFN member who was at the SFG has donated to us again since the event.
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	Yes
If yes, please can you provide details of the support you received?	We received useful introductions to organisations measuring social impact effectively.
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding

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<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>No but we have produced a PDS manual which documents how to start and run a Poultry Development Services programme. This has been very well received by other organisations in our field and is a great example of sharing best practice in the industry and not reinventing the wheel.</p> <p>We will also be opening a new location - location number five - in April 2018 and the plan is to work with farmers in groups right from the start to avoid any of the challenges with transitioning individual farmers into groups.</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>We love TFN and think it is a brilliant model!</p> <p>It was a shame that only very few people were able to attend the SFG we pitched at. We were, however, delighted with the result and the net grant of £28,443 that we received.</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>Tinku is 38 years old and married with two children aged 11 and 16. With the extra income she has earned from selling eggs and chickens, Tinku has been able to pay for some private tuition for her children. 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 key to success in later life. Tinku is excited that through the groups funded by TFN she is working with like-minded women and will be able to expand her enterprise in time.</p> <p>Aside from raising chickens, Tinku has used her newly found skills to start a second micro-enterprise. She buys inexpensive saris from a local wholesaler and sells them for a small profit in her village. She is managing to earn an additional £12 a month as a result of her efforts.</p> <p>Kamala Nayak is 36 and has three children, one of whom has a brain tumour. Her husband is a daily-wage labourer and prior to her poultry enterprise with Shivia their household income was very low.</p> <p>Kamala registered for PDS in 2012. After the initial training sessions from her Livelihood Service Provider, Prenundu Biswas, Kamala received her first poultry toolkit of 10 one-day old chicks. Prenundu continued to help Kamala and her family, teaching them how to build a coop and raise healthy chickens. He also helped her with some financial advice and how to market her produce.</p>

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Kamala now has a regular income from selling eggs and chickens and has laid the foundations for a much bigger coop to expand her business. She is also able to pay the medical expenses for her sick child.

Hens start laying eggs when they are about four months old and Kamala was very proud when one of the hens from her toolkit laid the very first egg. She presented that beautiful, fresh egg to Chandrani Banerjee, Shivia's Head of Livelihood Programme, insisting that she take it back home to Kolkata on the crowded train and give it to her daughter for breakfast. Chandrani, our Head of Livelihoods, obliged and the egg (poached for breakfast the next day) was delicious!

One of the challenges was that Kamala had been with Shivia for five years and both we and she wanted to ensure that she could operate in future without us. She was excited to join one of our first groups which gave her the opportunity to buy the toolkit parts herself and in time when the group is more advanced, she will be able to sell her products further afield for better prices.