

Yes! I want to support the work of Jeevika Trust...

Supporting Jeevika Trust couldn't be easier — just 4 easy steps!

Step 1 — Tell us who you are*

Name: _____

Address: _____

Postcode: _____

Telephone: _____

E-mail: _____

*Jeevika Trust will not pass your contact details to any third party.

Step 2 — Tell us how you would like to support our work

I want to support Jeevika Trust with **monthly donations** of:

£15 £10 £5 £ _____

I have completed and sent to my bank the tear-off standing order instruction at the foot of this page.

I want to make a **one-off donation** of £ _____ and

I enclose a cheque payable to Jeevika Trust.

Step 3 — Gift Aid

If you are a UK tax payer, we can claim back 28p for every £1 you give, at no extra cost to you.

Gift Aid all my donations to Jeevika Trust since 6 April 2000 and all future donations until I notify you otherwise.

To qualify for Gift Aid, what you pay in income tax or capital gains tax must at least equal the amount the charity will claim in the tax year.

Step 4 — Return this form

All you have to do now is return this form to Jeevika Trust, Navigator House, 60 High Street, Hampton Wick, Surrey, KT1 4DB and we will do the rest.

Thank you for your support.

Please send this to your bank

To _____ Bank/Building Society

Address _____

Sort Code _____ - _____ - _____

Account No. _____

Please pay from my account the sum of £ _____ on the _____ day of each month with effect from next month to Jeevika Trust at CAF Bank, Sort Code 40-52-40, Account No. 00084842.

Signed _____

Print name _____

Our reference (your surname and postcode)



My village is very happy that we are learning to become beekeepers. It will help our health, we can save for our family needs and the bees will help our crops grow strong.

Salma Murmu
Self Help Group leader and beneficiary
Orissa, September 2007



Jeevika trust
village livelihood in India



Working towards an India without absolute poverty where all people have the opportunity to live with dignity, free from hunger, deprivation and marginalization

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Registered Charity No. 291167

Jeevika Trust

Billions more people could enjoy the fruits of the global economy, and tens of millions of lives could be saved... And for the first time, the cost is utterly affordable. All that is needed is action.

Jeffrey D Sachs, Special Advisor to former UN Secretary General, Kofi Annan, July 2005



JEEVIKA is a Hindi word, best translated as 'livelihood'. For us 'livelihood' goes beyond income-generation and making a 'living', to embrace all the primary conditions for a viable, dignified and hopeful existence.

The roots of poverty, both rural and urban, lie in the 600,000 villages of India. Every year millions of young people drift towards the cities to look for work. This further weakens the village communities and further stresses the already overcrowded cities.

Jeevika Trust is a registered charity that aims to tackle the roots of Indian poverty by revitalizing rural communities. We work with people on the margins of rural society, low-caste and tribal people, especially disadvantaged women, to help them build and sustain their individual, family and community livelihoods.



We have over 35 years experience of working in rural India and over the last decade we have touched more than 100,000 lives through a range of projects in the centre, north, east and south of India. These projects include supporting women in bee-keeping, mint-cultivation, goat-rearing, bamboo craft and similar activities; training community leaders in village democracy, and artisans in low-cost building; and promoting health and gender awareness. We are a heart, head and hands organisation; we care, we think and we act.

By helping to revive village livelihood, we are tackling a poverty that affects the whole of India, both rural and urban.

Why India?



Many people think that Indians are growing rich under globalisation. But these new opportunities scarcely touch the countryside. This is the other face of India. Villagers' access to water, shelter, health, food security, literacy and human dignity is more fragile than ever. Women and children especially bear the burdens of family existence.

For the 280 million people in rural India who live on less than 1 dollar, or 50p, a day — a population almost five times the UK — this poverty means:

- **Poor access** to water and nutrition... women and children walk for miles to find and carry back water for drinking, cooking and washing... *138 million rural people in India do not have access to clean and safe water*
- **Poor access** to affordable shelter... from relentless sun and beating monsoon rain...
- **Poor access** to health services, health education and sanitation... not knowing how to fight off water-borne diseases or prevent malnutrition... *629 million people live without proper sewage systems*
- **Poor access** to literacy... unable to access written information or to educate children in villages far from the closest primary school... *Over 50% of all Indian women, far more in rural areas, cannot read or write*
- **Poor access** to participation in village decision-making... powerless to claim and exercise human and constitutional rights or to have any say in village affairs
- **Poor opportunities** for income generation... not being able to build, or even dream of, a different economic future; no prospect of an escape from discrimination and dependence



How you can help

For some people a dollar a day, just 50p, is nothing. For others it means the world.

The official 'poverty line' in India is living off less than 1 dollar, 50p, 45 rupees a day. For a marginalised village family in India that can buy enough to survive another day – lentils, salt, rice, oil, greens. However, it is not enough to offer safe water, health, literacy, choice, opportunity or hope. **But one more dollar, another 50p, an extra 45 rupees can start to make a difference.**

£20 buys a starter pack of vegetable seeds and two days training

£31 will 'Give a Mum a Goat' with two days training

For most families in Europe, 50p, 1 euro, is nothing. How many times a day do we make a 'fifty pence decision'? An impulse purchase of an evening newspaper, a chocolate bar, a drink?

There is a way to make your 50p go a lot further than just a drink. Fifty pence a day, or just £15 a month will support our projects in India — delivering access to water, health-care, secure shelter, literacy, training.

£80 will repair a village well

Just £15 a month will give a family that extra dollar, 50p or 45 rupees they so desperately need

We believe that revitalizing rural communities is best done through women. We are helping women to bear their burdens, overcome discrimination and build hope and a future for themselves, their children and their communities. Please help us to help them.

By supporting Jeevika Trust today you will be making a real difference to real people. By giving regularly to Jeevika Trust you will allow us to plan for the future more effectively. You can do this by completing the form overleaf. There are more ways to help Jeevika Trust than just giving money. If you want to give us some of your time and help our work by volunteering in the UK, please contact the team via the details overleaf.

Please help today by contacting Jeevika Trust and offering your support. Thank you.