



Village India... Head, Heart and Hands



trust
Jeevika
village livelihood in India



Today's India:
Small is *still* Beautiful
Review 2009–2010



Jeevika Trust

Our Vision

An India which is an integrated society without endemic, absolute rural poverty and in which the rural population is free and able to contribute to and share in the growth of national wealth and well-being.

Our Mission

Tackling the roots of poverty in India, embracing E.F. Schumacher's concepts of economic development and social change, through:

- ✦ Revitalising rural communities
- ✦ Promoting inclusive, harmonious sustainable development
- ✦ Creating and sharing appropriate knowledge.

Our Values

We are a value-based organisation. We seek to practise and promote the values of head, heart and hands—taking inspiration from E.F. Schumacher, the Buddha and Mahatma Gandhi. We find energy in *Sambodana* (Compassion), *Sewa* (Service) and *Sangha* (Cooperation).



The Schumacher Centenary

E.F. (FRITZ) SCHUMACHER, author of *Small is Beautiful*, was born in Germany 100 years ago. Along with our sister Schumacher organisations across the world, we celebrate that birth, because it gave all of us a man who, while versed and practised in mainstream Western economics, would still have the humanity and

common-sense to see that only another kind of economics could help those millions whom Fanon called the 'wretched of the earth'. That kind of economics means that the starting point is not at the top but at the bottom, it demands multiplicity, diversity and a degree of fallibility, it is composed of smaller initiatives and energies, it thrives on the intrinsic value of good work and the spirit of voluntarism, it engages head, heart and hands. Schumacher was familiar with big government, big economics and big organisations yet, in seeing that the challenges faced by India's huge rural population would not be solved that way, he was not just ahead of his time — he is still of our time today.

Schumacher's photo courtesy of Practical Action





Welcome

The years **2010 and 2011 are rich in anniversaries** for us. The 100th anniversary of Fritz (E.F.) Schumacher's birth in 1911 is celebrated on the previous page, while 2010 was the 40th anniversary of our own birth as 'India Development Group' and the 5th anniversary of our change of name to 'Jeevika Trust'. And we have much to celebrate: our village livelihood activities have expanded beyond recognition in these five years—as we explain in the **Jeevika Story 2005–2010** on page 4—and we have more and more supporters raising money for us in increasingly imaginative ways.

This issue of our biennial Review has been extended to 16 pages in order to focus better on the texture of our work on the ground in rural India. On our middle pages 6 to 12, we are offering you more detail than previously about our partners and the projects we have been running with them. **These partnerships are our key pathway to 'touching lives'** in village India: we look forward to strengthening each of them and continuing to learn from each other in the process.

We are particularly grateful to broadcaster and story-teller **Michael Wood** for finding precious time—having already donated to us in 2010 a fascinating lecture on classical Tamil civilisation at the Royal Geographical Society—to share with us his own personal experience of 'the two Indias'.

Of the two financial years under review, ending in March 2010, the second was exceptionally tough for us due to the recession—as you'll see from our Treasurer's Report. But thanks to three-year grants which were already on stream we were able to **keep our projects moving forward** and the remainder of 2010 showed a welcome upturn.

Unless we run into a 'second dip' in the funding environment, I am confident we now have the momentum to keep **growing and multiplying our impact in India**. We have a small but effective team here, robust working relationships with our six partners in India and proven experience with the kind of projects we exist to deliver.

Finally, we are again concluding our Review with a focus on **our Schumacher connections**. In a previous issue we talked to Dr George McRobie, our former Chairman, who was Schumacher's long-term colleague in the international development field. In this issue we come closer to home. Everyone who has a passion for India has their own 'India Story'; here I share mine in conversation with my Jeevika co-Trustee, Richard Hillsdon, and with you.

Thank you to all of our supporters who have weathered the storm with us during 2009 and 2010. We look forward to sharing clearer waters with you in 2011 and beyond.

Volunteer helpers are always vital to us—friends who are willing to share their networks with us, help us with our fundraising events, and even get involved with our partners and activities in India. In the UK we aim to build up our volunteer time from about 50% to 85% of all hours that people work to help us—so please count yourself into that figure by getting in touch with us!

Andrew Redpath

Andrew Redpath
Executive Director, Jeevika Trust



The Jeevika Story 2005–2010

In the summer of 2010 we celebrated our 5th Anniversary as Jeevika Trust — ‘Jeevika’ meaning livelihood in Hindi — having been known since our inception in 1970 as India Development Group (‘IDG’). Our new name had been ceremonially launched by Diana Schumacher on the sail of a boat on the River Thames in June 2005.

However, the stage had already been set in December 2004 by two much more important events in India. First, we had closed down the Schumacher Institute in Lucknow, which had been our sole outlet in India but become overtaken by urban sprawl, in order to concentrate on the new Schumacher Centre Delhi (SCD); and second, the Boxing day *tsunami* had dramatically challenged our and SCD’s resolve to reach for ‘wider horizons’ in India. Eventually during 2005, with funding from Jeevika Trust and excellent coordination by SCD with two large hospitals, we had treated 12,000 injured people on the *tsunami* coast at Karaikal near Pondicherry and, through repair of fishing boats, restored fishing livelihoods to 500 families.

This established our model of working with and through local Indian NGO partners to plan and deliver on-the-ground livelihood projects, which has been our *modus operandi* since then. We are now working directly with six partners — developing project concepts, securing funding, planning and supporting implementation, and monitoring and reporting on results and outcomes. We’ve put £300,000 — worth up to five times that amount in rural India — behind over 20 projects in four states, directly touching nearly 50,000 people in 30 villages and enabling 3,000 women to set up Self-Help Groups (SHGs). Of these projects:

- Ten have involved **women’s training** and organisation for **income-generation**: bamboo-craft, fish-cultivation, crab fattening, goat-rearing, bee-keeping, coir rope-making, votive candle-making, and pickle-making for local consumption, have improved the lives of up to 21,000 family members.

- Five have focused on **providing reliable village water**: installing rainwater-harvesting systems, restoring traditional ponds, cleaning wells, establishing water-users committees, and improving sanitation facilities have together provided water for drinking, cooking, hygiene, sanitation and tree & vegetable cultivation to several thousand villagers.
- Two have **improved environmental awareness and practice in schools**: rainwater-harvesting, water storage tanks, sanitation facilities, school Eco-clubs and tree-planting have benefitted 1,000 pupils and their teachers.
- Six have **boosted household nutrition and income-generation** through secondary initiatives: individual organic kitchen gardens and training in vermicomposting techniques and marketing.

To drive our partner-relations and fund these programmes, we look mainly to grants from trusts and institutions in the UK and Europe: **Mark Roberts** is in charge of funding strategy and securing these programme grants. **Judith Crosland** has worked with us for 15 years with responsibility for all aspects of the projects themselves, and visits them regularly. In 2009, we saw the need for a permanent representative in India and appointed **Priya Anand** to maintain contact with the partners, carry out monitoring and evaluation, assist them with their reporting obligations and organise periodic Stakeholder Workshops for them.

Meanwhile at the UK end **Rosemary Waller** is in charge of fundraising and communications through fundraising events like our ‘Walk for Water’ and Jeevika Lectures, and developing our network of friends. Mark, Judith and Rosemary all work with us part-time, and have been with us as our core team since 2006, each working closely with our voluntary Executive Director Andrew Redpath.

So these five years have seen us accomplish a radical change both in our structure and our impact in India, and we enter 2011 with a clear path before us.



Vital Volunteer: Richard Hillsdon

“Jeevika drew me in because it’s such a hands-on organisation.

It gets in there and makes a difference to real people. But most of all, what I get out of it is seeing villagers seize the

livelihood opportunities our work makes possible.”

Civilian occupation: Organisational consultant and Jeevika Trustee

Hometown: Walton-on-Thames

How Richard helps Jeevika: Richard was thrown in at the deep end by joining Jeevika Director, Andrew

Redpath, on a two week tour of our projects in March 2007, but he was hooked straight away. Richard became a Trustee soon after and is now a regular contributor to events. Richard also shares his professional skills as an organisational consultant to help Jeevika run smoothly and build new relationships.



The Two Indias: *Small is still Beautiful*

By Michael Wood — filmmaker, historian and broadcaster

ABOUT TWENTY-FIVE YEARS AGO I filmed in India for the first time. We were staying in Kolkata (Calcutta as we called it then). One night a Bengali friend proposed that we should visit a friend of his who lived in the south of the city, near Tollygunge. These days the city is on the rise, but back then with its massive problems of poverty, there were areas that looked like refugee camps after an earthquake, hung with a veil of acrid smog. That night we took a battered taxi down to Kalighat and then walked through *bustees*, along a canal whose oily black surface glinted in the fitful glow of sodium lamps. Past street-sleepers' fires, we came into an open space, a camp under canvas, beautifully swept clean where many people sat around talking and a line of poor people queued at tureens of *dhal*. It was there that I met Shastri Baba. A former merchant seaman, cricketer ("good offspin and middle order bat") who though never a rich man, once his kids were married and in good jobs, had founded an ashram here to help the poor... "*This is the greatest thing*" he said, "*to do something for the world*".

In that pool of light, in the most unpromising of urban wastelands, I had my first encounter with one of India's oldest traditions. This was a small place, but with donations from his family and friends, and from acquaintances across the world like my friend, Shastri Baba fed a couple of hundred every night, offered basic medicines for the sick, and gave shelter to one or two homeless people who were mentally ill. With his red kerchief round his head, his large *chillum* and his pet dog 'Grandpa', he made quite a picture, coloured by hilarious tales of his past life in the East End of London!

It was my first encounter at grass roots with Indian charity, and over the years filming and travelling in India I have often encountered it since: in the temple cities of the South and East, at the great festivals across the north, in Haridwar, Varanasi and Ayodhya. But of course simple food and sustenance cannot address the long term endemic causes of poverty in India. Since 1992 and the opening up of the economy we have seen 'India Shining', with gleaming shopping malls from Gurgaon to Chowringhee and Chennai. The population has gone up to more than 1.15 billion, three times what it was at Independence only sixty years ago. But in that incredible spurt of growth, the gap between rich and poor, between town and countryside, has become dauntingly huge. The near three hundred million middle class consumers are matched by three hundred million rural poor living below the poverty line in often desperate conditions.

No question there have been great achievements: after all it is only sixty years since British rule ended, leaving the subcontinent in turmoil and penury. But the fact is that there are still two Indias. While property prices in Mumbai can exceed those in London, conditions in rural Bihar (as we saw recently filming our 'Story of India') are often appalling. While millions of young people continue to drift towards the cities in the hope of finding work, the numbers of rural poor still dramatically outweigh the urban poor.

"Rural India—for so long the very foundation of her civilization—is now being called the world's biggest single poverty trap."

Fifteen years ago, the Indian government announced a goal for the country: the eradication of poverty by 2005. But this has not happened. In 2003, the ruling BJP party made its manifesto slogan 'India Shining' as if India were no more than its rulers and its middle class. In a great display of people power the rural masses voted them out: even in the 'cowbelt' of UP, the Hindutva heartland. Since then, the Congress-led coalition has promised much, but achieved little, in alleviating rural poverty. Given its deep-rooted historical legacies of inequality, the goal of a socially integrated India is not a task to be achieved in the short term: it is no surprise that it has so far proved beyond the reach of government alone. Leaving it to the market forces which are so enriching India's upper classes will clearly not do either. Electricity and clean water are still basic needs, along with primary education, health care and birth control. The task is beyond the power and scope of government, and its stated goals are only achievable by harnessing the compassion and energy of countless voluntary organisations, like Jeevika Trust's Indian NGO partners, who are active at the grass roots of rural India. This is what inspired E.F. Schumacher in the 1960s, and this is why the work of these organisations is out of all significance to their size. The truth is, in today's world, Small is *still* Beautiful.

As for Shastri Baba, with whom my tale began, I used to take him small donations whenever I was back in Calcutta, and I saw him at odd *melas* over the years: at the soup kitchens in Haridwar, at the Kumbh. I haven't seen him for quite a while now, but recently some Bengali friends said he was still around, still working for the great cause of charity. For as he said: "*We must all do something for the World*". We should indeed.



Multiplying our Impact

The past four years since we started to set up new partnerships with carefully chosen Indian NGOs have shown **what a 'multiplier' such partnerships can be**. Through each partner we have found access to new places and people, new needs and opportunities which have brought a new diversity to our activities and aspirations in rural India. Each partner brings its own constituency of villagers and its particular experience and strengths; as these strengths develop, each partner's reach and effectiveness expand and the benefits of their work multiply. In turn, Jeevika Trust can offer not only progressive funding for new projects, but also better disciplines for measuring and sustaining their impact.

"The support of Jeevika Trust has not only increased the capacity and credibility of JRP in India and abroad but has brought dignity and self-esteem to about 5000 Scheduled Castes and Tribal people in rural and tribal Orissa by providing them gainful employment and decision-making power to improve quality of life. Without the support of Jeevika we would not be able to achieve our strategic goals for the period of 2008–2012."

—Dr Manoranjan and Madhusmita Mishra, Directors, Jeevan Rekha Parishad, Orissa

Building the Organisational Capacity of our Partners

Integral to our work is an initiative to strengthen project delivery by our partner organisations, especially our smaller partners. During 2009–10, Jeevika Trust held three **Stakeholder Workshops** for our partners to help them perform better, sustain that performance over time, and remain resilient during times of change. While allowing our partners a chance to network with organisations similar to themselves and share best practice initiatives, project ideas and successes, the workshops have focused on Project Monitoring & Reporting; Self-Help Group Development & Microfinance Development; and Organisational Development & Accountability.

Where we work

 Current projects  Past projects

A Schumacher Centre

Location: New Delhi and Bhubaneswar, Orissa

Founded: 2001 **Director:** Dr D.K. Giri

Main Focus: Village livelihood, climate change, and forest & tribal affairs.

Joint mission: Together we aim to build awareness of E.F. Schumacher's thinking and values in the context of India, especially his understanding of rural poverty, and promote his ideas for rural livelihoods, the role of women, and skills & technologies appropriate to village needs and resources.

C Women's Organisation for Rural Development (WORD)

Location: Namakkal, Tamil Nadu

Founded: 1991

Director: Mrs Sivakamavalli Muniyandi

Main Focus: Single women, the elderly and children, including those with HIV/AIDS.

Joint mission: With WORD we focus on Self-Help Group formation and the training of marginalised women, for income-generation and savings & loan schemes.

E Annai Mary Foundation (AMF)

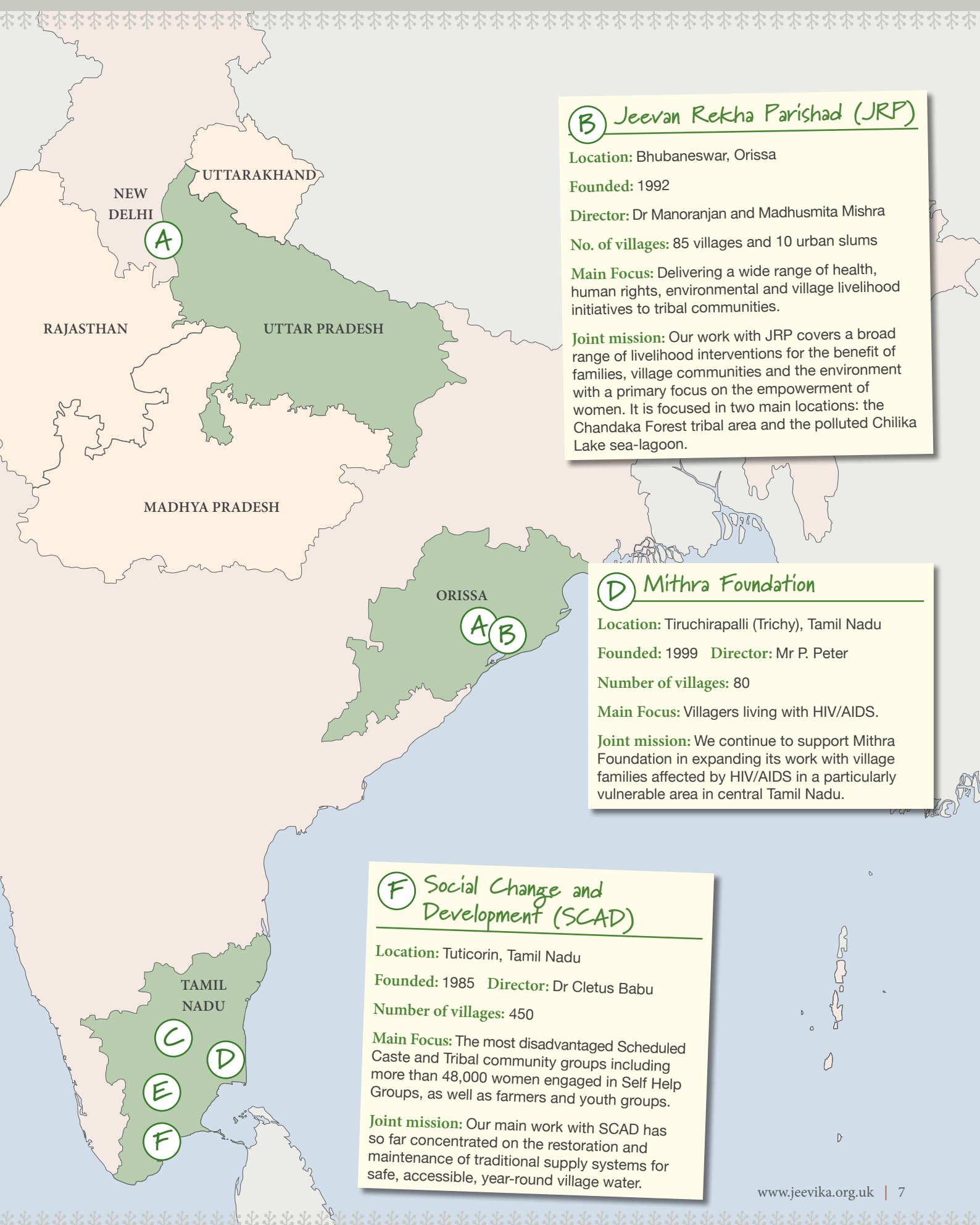
Location: Madurai, Tamil Nadu

Founded: 1996 **Director:** V. Denees Amaladas

Number of villages: 60

Main Focus: Disadvantaged rural women, particularly Dalit and Tribal women.

Joint mission: AMF's involvement with Jeevika Trust is mainly dedicated to the training and support of women in Self-Help Groups (SHGs) to generate income and savings: it is focused on three villages west of Madurai.



B Jeevan Rekha Parishad (JRP)

Location: Bhubaneswar, Orissa

Founded: 1992

Director: Dr Manoranjan and Madhusmita Mishra

No. of villages: 85 villages and 10 urban slums

Main Focus: Delivering a wide range of health, human rights, environmental and village livelihood initiatives to tribal communities.

Joint mission: Our work with JRP covers a broad range of livelihood interventions for the benefit of families, village communities and the environment with a primary focus on the empowerment of women. It is focused in two main locations: the Chandaka Forest tribal area and the polluted Chilika Lake sea-lagoon.

D Mithra Foundation

Location: Tiruchirapalli (Trichy), Tamil Nadu

Founded: 1999 **Director:** Mr P. Peter

Number of villages: 80

Main Focus: Villagers living with HIV/AIDS.

Joint mission: We continue to support Mithra Foundation in expanding its work with village families affected by HIV/AIDS in a particularly vulnerable area in central Tamil Nadu.

F Social Change and Development (SCAD)

Location: Tuticorin, Tamil Nadu

Founded: 1985 **Director:** Dr Cletus Babu

Number of villages: 450

Main Focus: The most disadvantaged Scheduled Caste and Tribal community groups including more than 48,000 women engaged in Self Help Groups, as well as farmers and youth groups.

Joint mission: Our main work with SCAD has so far concentrated on the restoration and maintenance of traditional supply systems for safe, accessible, year-round village water.

Enriching Village Life

Just as we seek to work with new partners, we seek to develop with them new approaches to village needs. Through deeper consultation with village communities we can plan to identify and respond more effectively to their priorities. From the three main priorities outlined over these five pages, new directions will evolve into areas such as renewable energy. Among the projects described here, some are pilot projects which once tested and proven will lead to expansion i.e. into neighbouring communities, or replication i.e. into new areas with other partners. Others are mature projects for which the community is equipped and prepared to take over on-going responsibility.



Water — The First Condition of Livelihood

Everyone knows that water is life—for humans, animals and plants—but for most of us who enjoy water plenty, real water poverty is unimaginable. Without accessible safe household water there can be no broader livelihood. Unsafe water can be used for hygiene, sanitation and kitchen gardens, but for cooking and drinking it leads to water-borne diseases which kill countless young children every year.

Key benefits from these projects include:

- **Women and children are relieved of the burden of walking long distances for daily water collection** for up to six months during the annual dry period freeing them up to keep kitchen gardens and vermicompost pits, cultivate fish for local consumption and generate income and savings
- **Restoration and maintenance of traditional rainwater-harvesting systems** provides accessible safe water for households, livestock and agriculture and the means for fish production for household use and income-generation
- **Recharging the water table via ponds and streams** increases existing basic water levels improving kitchen garden production, agricultural livelihoods and water sustainability
- **Training of village artisans** in design and installation of rainwater-harvesting systems for communal buildings and sanitation facilities for schools and households enables artisans to utilise these techniques in other villages
- **Women, as traditional collectors of water, are trained in water management**, and are empowered to contribute to village decision-making through their status within Self-Help and Water User Groups
- **5% of income generated by women's Self-Help and Water User Groups** from selling their surplus produce goes into a Village Development Fund to help maintain water-related systems and equipment
- **Safe water and sanitation facilities** improve health and hygiene standards, eliminating defecation in public spaces
- **Eco-clubs for school children** have started to promote understanding of water needs and good practice from a young age



“Once you get older like me, you can’t carry heavy pots of water”

— Karuppi



Karuppi is 70 years old. She lives in a small village close to Tuticorin in Tamil Nadu. She explained the change in her family’s life since Jeevika Trust, with the help of partner organisation, SCAD, helped to revitalise traditional ‘rainwater-harvesting’ structures in her village — meaning that a large source of clean water is now on her doorstep.

She says: “Before we had our own pond we had to travel to the next village for our water. It was a 3 km journey which was exhausting in the heat. Once you get older like me, you can’t carry heavy pans of water back from that distance. I would have to pay to take the bus which would be half full of people and half full of pots and pans for the water. It cost me 3 rupees for the return journey and 2 rupees to take my water pot on board. It was eating my money. Now I’m so happy that we have our own water. Everything is different.”



Project Summary



Project Mousmi

Partner: Jeevan Rekha Parishad
Location: Sundarpur and Baramana villages in Chandaka Forest tribal area, Orissa
Beneficiaries: 1,600 villagers with benefits for a further 1,500 in three nearby villages
Activity: Providing direct access to safe water, and household sanitation
Focus Group: Tribal women and their families



Project Pani 2

Partner: Jeevan Rekha Parishad
Location: Kendupatna High School campus, Kendupatna village, Orissa
Beneficiaries: 600 pupils and 50 women villagers
Activity: Installing a water storage tank with rooftop rainwater-harvesting; building school latrines; supporting fish cultivation in Kendupatna village pond; and pupils’ Eco-Club
Focus Group: School pupils and women from the local tribal community



Project Pisces

Partner: Social Change & Development (SCAD)
Location: Three villages near Tuticorin, Tamil Nadu
Beneficiaries: 970 families or over 6,000 villagers
Activity: Fish cultivation and ongoing access to rainwater-harvesting in three traditional village reservoirs (*ooranies*)
Focus Group: *Dalit* women villagers and other marginalised village groups



Project Goharra Pond

Partner: Schumacher Centre
Location: Goharra—Babarpur Panchayat in Agra District, Uttar Pradesh
Beneficiaries: 400 villagers
Activity: Revival of a polluted village pond and diversion of household drains for improved sanitation, water for households & livestock and restoring the water table
Focus Group: Scheduled caste women and their families





Women — The Great Untapped Resource

The huge pressures and uncertainties afflicting India's agricultural sector fall mainly on the menfolk—whether landless labourers or farmers; the position of women in family and village life has been transformed over recent decades and yet their energies, skills and aptitudes are still very largely untapped through lack of opportunity.

Income and savings generated through activities like those described on the opposite page can transform family life: receiving organised training in 'appropriate' skills, participating in Self-Help Groups (SHGs), engaging with rural banks, setting-up market links—all these can be a truly empowering process for women previously excluded from economic processes.

Moreover, women's income from these activities is often more stable than the agricultural income of the menfolk which is typically seasonal, and male family members who are seasonally out of work frequently collaborate in the women's activities to help generate extra income for the family or the SHG.

Key benefits from these projects include:

- **Income in women's hands** makes a more reliable contribution to family and household needs and the care, nutrition, health and clothing of children
- **Women are empowered** as Self-Help Group members, small enterprise owners, family members and participants in village decision-making
- **Microcredit from rural banks and microsavings & loan schemes** provide safer and cheaper access to finance than traditional money-lenders and build financial responsibility and confidence
- **Improved health levels** through consumption of honey, fruit, vegetables and goats' milk
- **Bee pollination** helps fertilise agricultural crops, medicinal herbs, kitchen gardens and nearby forest flora
- **Other villagers** are motivated to become involved in skills-acquisition, income-generation activities and microsavings
- **Environmental sustainability** is supported by vermicomposting



*“With any extra money,
I want to buy more
beehives”* — Salma

Salma is 27 and lives in the Chandaka Forest tribal area of Orissa, India. Because her family couldn't afford to send her, Salma had virtually no schooling and is illiterate. Salma's mother suffers from TB and her father is alcoholic so between them they are only able to get work very occasionally earning a meagre 4500 rupees, just £65, a year.

Jeevika Trust's partner in Orissa, Jeevan Rekha Parishad, recently helped the women in Salma's village to form Self-Help Groups — Salma, along with the rest of the women, was taught how to keep bees and process honey.

Salma and her mother now have six hives and in their first harvest they got 7.5kgs of honey. With this help Salma was able to sell all of her honey in the local market for almost £15. Salma told us: *“I am so happy that I am now able to help my family. With any extra money, I want to buy more beehives — I've already been able to help my mother get treatment for her TB; one of my brothers has gone back to school and we have been able to repair our home.”*



Project Summary



Project Namakkal

Partner: Women's Organisation for Rural Development
Location: Five villages near Karur, Namakkal District, Tamil Nadu
Beneficiaries: 220 villagers (180 women and 40 adolescent girls)
Activity: Vermicomposting, organic farming, coir rope-making, and tailoring & embroidery
Focus Group: Dalit women villagers and adolescent girls



Project Annai Mary

Partner: Annai Mary Foundation
Location: Three villages near Madurai, Tamil Nadu
Beneficiaries: 150 women and their families or over 900 villagers
Activity: Beekeeping, vermicomposting, kitchen gardens, goat-rearing, and pickle & soap-making
Focus Group: Tribal and Dalit women



Project Madhu

Partner: Jeevan Rekha Parishad
Location: Three villages in the Chandaka Forest tribal area, Orissa
Beneficiaries: 150 women and their families or over 900 villagers
Activity: Beekeeping, vermicomposting and kitchen gardens
Focus Group: Forest tribal women



Project Eco

Partner: Jeevan Rekha Parishad
Location: Mahinsa Island, Chilika Lake lagoon, Orissa
Beneficiaries: 750 islanders
Activity: Conservation of the lagoon eco-system, crab & fish cultivation, mushroom & groundnut cultivation, and fruit tree production
Focus Group: Tribal women





“For the first time in my life since I was diagnosed with HIV, I have found a purpose for living.” — Mariamma

Murugan is six years old and lives with his mother, Mariamma, near Trichy in Tamil Nadu. Murugan regularly misses school due to side effects of the treatment that he just started — Murugan and Mariamma are both HIV+.

After his father passed away Murugan’s father’s family decided they wanted nothing to do with him or his mother. Mariamma is unable to work and so cannot pay for Murugan’s schools fees, nutritious food Murugan needs to keep side effects at bay or the twice monthly trip to the hospital by bus.

But Murugan is now one of 100 HIV+ children being supported by Jeevika Trust and our Tamil partner, Mithra Foundation. Murugan attends a crèche where he is fed nutritious food and looked after while Mariamma has been taught to earn money by making up to 10kgs of candles a day to meet the inexhaustible demand from local temples. She has also received training to provide support for others in the same situation — *“For the first time in my life since I was diagnosed with HIV, I have found a purpose for living. I have now decided that I will counsel and act as a role model for others who have HIV.”*

Living with HIV/AIDS — Drugs are only Half the Answer

Our present focus on health is directed at villagers living with HIV/AIDS. Through our partnership with Mithra Foundation we have deepened our understanding of the vulnerability and needs of whole families whose lives are affected by HIV/AIDS. The state government’s role is limited to free supply of drugs, but this is only a start: we focus funding on the need for sheltered work opportunities, for transport to clinics, for supervision of children, and care for women infected by their husbands and homeless when the husband dies. The role of nutrition is especially important for people with weakened immunity, and we help to address this through kitchen gardens, seed packs and cultivation & vermicomposting techniques.

Key benefits from this project include:

- ✦ **Countering HIV/AIDS myths and discrimination issues** within the wider community
- ✦ **Filling the gap left by State medical services** who prioritise availability of drugs over other desperately needed support
- ✦ **Enabling income-generation** from self-employed activities without which HIV/AIDS sufferers, once

identified, are generally unable to secure any but rough manual work within the wider community which is difficult for them to physically sustain

- ✦ **Improving levels of health** as a result of non-discriminatory and tolerable work conditions with access to vitamins from their own organic produce

Project Summary



Project Mithra

Partner: Mithra Foundation
Location: Three village clusters comprising nine villages in Tiruchirappalli District, Tamil Nadu

Beneficiaries: 180 villagers and their families or over 1000 villagers

Activity: Beekeeping, vermicomposting, kitchen gardens, goat-rearing, pickle & soap-making and child care

Focus Group: Families living with HIV/AIDS



Note: No photographs of individual beneficiaries are being included in this section in order to protect their identities.



How Can You Help?

OUR SIZE IS ONE OF OUR GREATEST ASSETS — no matter how you help us, you will be able to see exactly where your money goes. We welcome every kind of support and in return we will help you in your initiative to the very best of our ability.

Helping us to plan ahead

Setting up a Regular Donation

A simple gift of £5 a month can make a real difference to our work and the lives of the people we work with. The security of your regular donations allows us to plan for the future, to plan more projects to help more people in different parts of India. Setting up your regular donation is very simple, and it can be as often as you like, for as much or as little as you would like.

Sharing your skills

Volunteering with Jeevika Trust

There are more ways to help Jeevika Trust than just by giving money. Do you have some skills you'd like to either share or develop with us? We are looking for enthusiastic and committed people to join our team in the UK—from business champions to event organisers, new media and social networking gurus to community networkers—we need your help!

You and your Business

Corporate Social Responsibility and Support

Collaborating with Jeevika Trust in a mutually beneficial partnership is a way of ensuring your corporate social responsibility objectives are met in a direct and highly effective way, maximising shared rewards. We work with our partners at every stage to ensure that you achieve your

corporate social responsibility objectives, while helping us to build and sustain individual, family and community livelihoods across India.

There are so many ways for your company to support us —there is something to suit everyone: sponsoring an event or publication, cause-related marketing, Charity of the Year schemes, staff fundraising and volunteering, gifts-in-kind, displaying collection tins and leaflets.

Having Fun

Organising an Event or doing a Sponsored Challenge

From a small curry night with friends to a cycle ride across Rajasthan, a sponsored silence to a Christmas ball—your event or challenge could be anything, the sky's the limit (how about a sponsored skydive?!)

Raising money with your friends and local community, whether it's at a school, place of worship or local pub, or even in your own home, is a great way to raise our profile but also for you to have fun and meet new people. We can provide you with help, support and ideas—you will not be 'going it alone'—so why not get a group of friends together and organise something great?

Talk to Us

If you have an idea of how you might like to help us support village livelihood in rural India, why not have a chat with a member of the team today? Call the office on +44 (0) 20 8973 3773 to discuss your idea or drop us an email at info@jeevika.org.uk. You can find full details about the many different ways of supporting us on our website—www.jeevika.org.uk.

Vital Volunteer: Sophie Brooke

"I went to India on my GAP year and was completely in awe of the sense of community that still existed against all the odds. When I first heard about Jeevika I was struck by how crucial community and building on village livelihood was for this charity and this really resonated with me. I thoroughly enjoy being a part of this exciting charity and am always

learning new things when I attend their events."

Civilian occupation: Actress

Hometown: London and Bath

How Sophie helps Jeevika: Sophie is a regular fixture at our events. A passionate person, with the gift of the gab and a friendly smile, she is often the person you'll meet first at

our events. She loyally turns up to help sell tickets, raise money and tell our supporters what we're doing and how they can help. Sharing her professional energy, Sophie was also the voice of our DVD in 2007 and has stayed with us ever since.



Photo: John Clark



Treasurer's Report

The two financial years up to March 2010 reflected mixed fortunes for Jeevika Trust: 2008/09 saw continued growth in income, but the difficult financial environment precipitated a sharp 50% fall in income during 2009/10. This resulted in a temporary reduction in support to our partners interrupting a pattern of steady growth established over the previous five years. Fortunately the first half of 2010/11 has already seen a considerable improvement in both income and project-support. While we are fairly confident that income growth has been restored, the uncertain economic climate remains a concern. Our strategy of building up a network of UK and EU supporters while building good relationships with trusts and institutional funders continues to make progress. Administration and overhead costs are kept to a minimum and, except for 2009/10, have been a declining proportion of our overall expenditure. Developing a higher profile among our UK and EU audiences continues to be a priority, and Jeevika has continued to develop its regular programme of fundraising events to attract new supporters.

In India, while continuing to support our Indian partner organisations' projects directly, Jeevika has now also started to strengthen links between them through a very successful series of training and capacity building workshops held in Orissa and Tamil Nadu. Our intention

is that this will increase the long-term commercial viability of the growing range of women's livelihood projects which we seek to both strengthen and replicate as one of our key strategic priorities. In 2011 and beyond we will be raising project funding on the basis of a stronger management framework, better able to present high quality data demonstrating the transformation in social and economic prospects of the impoverished groups of Scheduled Caste and Tribal women and families with whom we work.

Our aim to support and strengthen our partners will enable them to have a clearly measurable and ever greater impact on the lives of India's rural poor and make a significant contribution towards the achievement of the Millennium Development Goals.

Graham Kirk
Treasurer, Jeevika Trust

Please note: highlights of our financial activities, if not enclosed, are available on request along with our Statutory Accounts.



Vital Volunteer: Laxmi Sachan

"Jeevika Trust is very close to my heart, it linked me to my roots while my husband was working in the UK. Working with Jeevika was very satisfying both professionally and personally. Very enriching experience indeed!"

Civilian occupation: Mum to two young boys

Hometown: Wokingham, Berkshire but originally from Delhi, India

How Laxmi helped Jeevika:

Laxmi has given Jeevika much more than just her time; she's shared a skill. She joined us after responding to an advert for help with building

a database. In the UK for three years because of her husband's job, Laxmi needed to be able to work around her two young boys but was also looking to expand her experience and find some links to home. Jeevika now has a tailor-made database that helps us keep track of all of our supporters — a real legacy.



On Horseback Through High Passes

Richard Hillsdon, a fellow Trustee of Jeevika Trust, here talks to its Director Andrew Redpath, with whom he visited India in 2007.

I know you had direct links with India long before 2003 when you took over as Director of Jeevika Trust: when did your relationship with India begin?

My first seven years were spent there, which obviously influenced me deeply. In October 1939, my father had been appointed Assistant Political Agent in Gilgit, high in the Himalayas facing the Soviet Empire; so aged six months I was carried on horseback through the high passes before they were closed off by winter snow. I came back to post-War England in 1946.

When did you start to go back there?

20 years later when I joined a multinational company (Gillette), I couldn't have foreseen it would give me a bridge back to India; but in 1972 I started to become a regular visitor to try, with others of course, to re-start the nation-wide business the company had lost in the 1950s. That quest, in the face of entrenched local interests and daunting government obstacles, took nearly 15 years; but it created a business which has never looked back. I was very fortunate to stay with it and see more and more of India.

What has been the impact on you of E.F. Schumacher's thinking?

Very strong: no-one can read *Small is Beautiful* without respecting this voice. For a leading Western economist to advocate the upside-down visions of 'Buddhist Economics' and 'appropriate/intermediate technology' was already a brave step of enduring value. But it's his compassion and common sense which strike one, and how he clearly saw that the problem of India's huge rural population was one of truly global significance, which would come to haunt India unless tackled systematically at village level.

How do you mean?

The fact that the Indian government is still putting its money on market-led growth, urban explosion and top-down approaches to rural poverty, represents for me a dismal neglect of Schumacher's vision and warnings. So it falls more than ever to the voluntary sector to help villages build the capacity and the resources for rural prosperity from bottom-up.

For many years Jeevika worked exclusively through a single institute in Lucknow, but since 2005 has widened its activities through partnerships with local NGOs in other parts of India: what, for you, is special about Jeevika's way of operating?

I would sum it up as 'strong enough to have an impact, and small enough to be personal' — one of the many meanings of *Small is Beautiful*. In India, these partnerships give us reach and diversity, along with direct access to village communities. I like Jeevika's focus; I like the directness of the ways we can channel money with visible results; and especially I like our potential to keep growing this impact.

How does Jeevika tap into these Indian NGOs?

Regular visits by myself and my colleagues, typically in spring and autumn, give us time to get to know our NGO partners better and to work out future project concepts. And of course, the visits are our chance, under our partners' auspices, to engage with the village women and families involved with our projects. This is the heart of our business: all our UK fundraising and events are a means to this end.

Much of Jeevika's effort is directed at improving the lives of village women: do you see this as including a more active role in village decision-making?

Absolutely: the scope for them to generate livelihoods, respect, stronger family life, and robust village communities, is endless. They are now benefiting from profound changes in social and gender reforms, including officially a one-third say on village councils. So we see a huge opening to put energy, confidence and resources behind women's Self Help Groups (SHGs), helping them to play a real part in village affairs.

Where do you see Jeevika Trust in ten years time?

My 2020 vision, my dream, for Jeevika Trust is that we will have meaningfully touched a million lives in rural India and made a small but valued contribution to the reversal of 'urban drift'. Every young person who looks at his or her life in the village — its facilities, its opportunities and its values — and decides not to migrate to a city is a mark on India's most important social score-board.



