£1 goes a long way

MEET MRS RATNA CHAUDRY

iDE
Mrs Ratna Chaudry is one of hundreds of entrepreneurs iDE has supported in Nepal, through our leadership of the BRACED Anukulan (‘resilience’) project.

Our Nepal team has created a system of Commercial Pockets, a hub design that connects farmers to resources and economic opportunities by facilitating training, inputs, markets, technology, and social organisation.

The Commercial Pockets also enable collective planning for climate shocks and stresses and build resilience to disasters through access to water and resources, increase in income, use of climate-smart technologies, early warning systems, and dietary diversity.

Mrs Ratna Chaudry manages a nursery in Nepal that produces high quality cauliflower, cabbage, tomato, broccoli, and chilli seedlings.

The nursery provides a farmer group of 19 women and 6 men with a regular source of sufficient quality seedlings to grow and from which they make a living.

Every pound invested in iDE’s global programmes delivers at least £10 of income for farmers and families.

The seedlings and the high quality, drought and flood resistant vegetable production iDE promotes helps to build the resilience of local communities to climate related hazards.

£1 goes a long way.
IDE is an international development organisation whose focus is helping the world’s poorest rural communities build businesses that provide an income and improve people’s lives.

We believe the right product or service, designed by people closest to the market, will create a profit that can help end the cycle of poverty.

We think and act like a business. We call the farmers, households, and the entrepreneurs we invest in our clients. We monitor and measure everything we do.

Our experience shows us that entrepreneurs are everywhere. We provide the skills and knowledge they need to overcome barriers to success.
Lemecha is an entrepreneur in Ethiopia.

We taught him to farm using small amounts of irrigation water. Now he’s selling nutrient-rich produce that has higher demand and is more profitable than wheat. His new farming practices protect the soil, conserve water, and help maintain the biodiversity of the region by working in harmony with natural resources.
Til Sari Thapa is an entrepreneur in Nepal. She received training in micro-irrigation and organic pest control. In her first year, she earned £100 from vegetable sales. Today she leads a committee that runs the collection centre. This involves bargaining with traders, setting prices, and being an advocate for farmers with government officials.
IN CAMBODIA, BUN PHORS HAS SOLD 20,000 TOILETS to people who used to have to relieve themselves in the bushes. Now he’s able to build a new home and is helping to prevent deaths from water-borne diseases that result from lack of sanitation.
IN OUR FIRST 29 YEARS, WE REACHED 20 MILLION PEOPLE LIKE LEMECHA, BUN PHORS, TIL SARI THAPA, AND MRS RATNA CHAUDRY.

NOW WE’RE ACCELERATING OUR PROGRESS.

WE HAVE ADDED 10 MILLION IN THE LAST SIX YEARS AND PLAN TO REACH ANOTHER 10 MILLION BY 2020.

THROUGH FUNDRAISING IN PARTNERSHIP WITH PROGRESSIVE ORGANISATIONS LIKE YOURS, WE CAN CONTINUE TO TURN EACH £1 DONATED INTO AT LEAST £10 OF INCOME FOR A FAMILY LIVING IN POVERTY.
WE FOCUS MOST ON AGRICULTURAL AND WASH (WATER, SANITATION, HYGIENE) PROGRAMMES, WORKING IN 11 COUNTRIES IN AFRICA, ASIA, AND CENTRAL AMERICA.

OUR PROGRAMMES ARE DESIGNED WITH AN EMPHASIS ON GENDER EQUITY, CLIMATE CHANGE, NUTRITION, FOOD SECURITY AND MICRO-FINANCE, CREATING INNOVATIVE SOLUTIONS SPECIFICALLY TAILORED TO ADDRESS LOCAL ISSUES.

EACH PROGRAMME AND BUSINESS WE SUPPORT HAS KEY PERFORMANCE INDICATORS ATTACHED. WE EQUALLY MEASURE THE GLOBAL IMPACT OF iDE AS A WHOLE.

OUR PARTNERSHIPS WITH ORGANISATIONS INTERNATIONALLY PROVIDE CRUCIAL SUPPORT TO OUR CLIENTS, SOCIAL ENTREPRENEURS WHO HAVE THE ENERGY AND IDEAS TO GROW A BUSINESS, BUT WHO HAVE CHALLENGING BARRIERS TO OVERCOME.

Our Programmes

Just some of our smart thinking and innovations

iDE is dedicated to supporting and creating innovations that improve people’s lives.

Farm Business Advisors  Globally, iDE is facilitating change by supporting networks of Farm Business Advisors, community agents who support small-scale farmers, who are often located in remote areas far away from commercial centres.

Resource-Smart Technology Understanding that small-scale farming families have severe resource limitations, iDE works to help minimise the pressure on labour, income, water, and energy by identifying and re-designing technologies existing at the intersection of these four resources, which can have a life-changing impact on struggling farmers.

Access to Markets  A farmer acting alone will often have to settle for less money in the small window of opportunity she has for selling. But what if this farmer can join with her neighbours, pooling their crops together to share storage and transportation costs, and provide a more attractive package for large buyers? We enable this kind of collective action by bringing farmers together.
AGRICULTURE

The households we work with through our agricultural programmes benefit from an average annual net household increase in income and savings. In our latest monitoring report we confirmed an increase in every region.

WASH

We have WASH programmes in Asia and Africa. Households we worked with in both regions benefitted from an annual net household increase in savings. These are the figures for Africa and Asia taken from our latest monitoring report.

ASIA

£255 increase in annual income

AFRICA

£426 increase in annual income

CENTRAL AMERICA

£168 increase in annual income

AFRICA

£42 increase in annual savings

ASIA

£73 increase in annual savings
We’re committed to supporting your ambitions for a genuine charity partnership.

With our range of programmes and international reach, we firmly believe we can create a partnership that aligns with your business, brand, and sustainability programme goals.

Our commitment is simple and solid. Every £1 you donate we will turn into at least £10 of income for a family living in poverty. We build sustainable businesses and livelihoods.

This means we replace unmeasured and unmanaged corporate giving with a programme of donations that is a genuine investment in the eradication of poverty.

We provide performance data on a regular basis for you to share with your stakeholders, internally and externally.

We also update you regularly with insightful business stories about innovation and inspiration that your employees can learn from and support.

Most of all, we listen and learn from you, and are pro-active about building the partnership you need.

We look forward to working together.

Find out more. Read our stories about entrepreneurs everywhere who are building businesses targeting social needs and creating a sustainable livelihood.

www.ideglobal.org
Meet

IAIN HUNTER
Chief Executive, UK, to discuss how we can work together to support entrepreneurs and your sustainability programme goals:

Email: ihunter@ideglobal.org