

SHIVIA

empowers the poorest to create livelihoods,
boost income and inspire permanent change



Annual Review
2017-2018

"When I visit poor communities and speak with women about their lives, they tell me about the daily struggle to give their children a chance at a better life than they had. And a lot of times, one of the most powerful weapons in that struggle is a small flock of chickens."

**Melinda Gates, Co-chair of the
Bill and Melinda Gates
Foundation**



Contents

4	Welcome notes
6	About Shivia: our mission and values
7	Our organisation in the UK and India
10	Highlights of the year 2017-18
12	Year in review
14	Poultry Development Services (PDS)
15	PDS: progress report 2011-2018
16	Meet our PDS farmers
18	Agri-Management Services (AMS)
19	AMS: progress report 2014-2018
20	Meet our AMS farmers
22	Goateries
23	New ideas
24	Financial health check
25	Funding our ambitions
26	A word from our supporters
29	A word of thanks and how to support Shivia
30	Shivia's journey

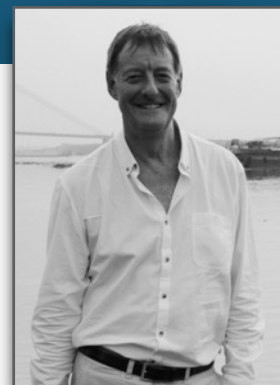
Welcome notes

Stuart Tester | Chairman | Shivia

A note on governance and relevance...

The poor of India still need our help. India is making rapid progress in helping the poorest rural communities by improving their infrastructure markedly: mains electricity, sanitation and tarmac on roads have all appeared in many of our villages. The Government has distributed bottled-gas stoves to replace traditional wood-fired cooking, although the use and acceptance of this new technology will take time. All this progress was visible when I visited India this February. However, the reality of everyday life for most village dwellers remains at the most basic level. What is still missing are opportunities to develop sustainable ways of generating an income to support their family. This is where Shivia's contribution continues to be so marked and has been so successful. Working with our partner, Nirdhan, in 2017 we transferred £103,150 to fund the operations. We have now reached nearly 11,000 families and improved the lives of over 60,000 people. During the year Shivia completed an update of our policies manual and we have taken appropriate steps to be compliant with the new GDPR requirements. Our reserves remain at a satisfactory level but, as with all charities, fundraising remains a key focus for the future. Finally, I believe all organisations need to constantly renew themselves to stay relevant to the future and, after ten years with Shivia, I have decided it is time to move on. I am delighted that my fellow trustee, Dr Yasmine Hilton, will take over my role as Chair, with the unanimous support of the other trustees. I am sure she will do an outstanding job and I look forward to seeing Shivia continuing to make a major contribution under her leadership.

"What is still missing are opportunities to develop sustainable ways of generating an income to support their family. This is where Shivia's contribution continues to be so marked and has been so successful."



Olly Donnelly | CEO & Founder | Shivia

A note on mission and fund-raising...

This year, news about exploitation and misuse of power in the charity sector shocked and saddened us all. But it was also a wake-up call for everybody in the charity, humanitarian and development sectors to be reminded about who we employ and who we are working for – the welfare and safety of our beneficiaries has to be at the forefront of our efforts at all times. At Shivia and Nirdhan, I believe we have set a culture whereby all our staff always act in the best interests of our beneficiaries to achieve our mission of **empowering the poorest to create livelihoods, boost income and inspire positive, permanent change**. Our team in the UK and India, including trustees, now totals 63, of which 43 are field staff in rural West Bengal. Our field staff are responsible for delivering our programmes to thousands of vulnerable people each year. They are recruited from the villages where we work so they understand the culture and situations of those we are serving. And to support our work, we rely on donor generosity, staff commitment and the will of the beneficiaries to get themselves out of poverty; at Shivia I believe we have created this winning combination and I hope that together we can continue to achieve great things, especially as we move into our second decade. We had a successful year with fund-raising totalling £315,532 and we also raised our first funds in India. These were small amounts following our first fund-raising event in Kolkata but it is a step in the right direction. We have now researched and identified foundations in India that we can apply to and I am hopeful that we will see some good results this year. In terms of pro-bono services, we received the equivalent of £82,788 in time and skills for which we are most grateful.



"At Shivia and Nirdhan, I believe we have set a culture whereby all our staff always act in the best interests of our beneficiaries to achieve our mission of empowering the poorest to create livelihoods, boost income and inspire positive, permanent change."



Joe Rao | General Manager | Nirdhan

A note on operations...

Last year as we sat around the table discussing plans, I was excited to encounter the new challenges set and, by the end of the year, to taste the sweet nectar of success. Although there were new strategies and plans to be tried out, I had confidence that my team would deliver as their capability is what has led to all the success we have had so far. For our poultry programme, we have reached out to more very poor families in our current locations and expanded to our fifth location to reach out to the very poorest of the poor. We are still exploring ways to integrate our farmers into the supply chain and work in groups so that they can operate in future without our intervention. Our Agri-Management Services has excelled in performance. We have expanded to three locations from one and reached out to almost 350 new farmers totalling 1,352 farmers. I am confident that our team will achieve the addition of another 1,000 farmers by the end of March 2019. Our initiative to sell vegetables to Bengali populations in Delhi to fetch better prices for our farmers worked but due to the lack of appropriate infrastructure we could not sustain this linkage. We are exploring other options to see if this can be made possible in future. Our Goateries programme has completed the pilot phase and bounced back from the goat pox suffered in 2016. We are planning to scale this programme from 17 to 250 families this year. I look forward to another bright and successful year ahead and am thankful for all the support I receive every day.

"We are still exploring ways to integrate our farmers into the supply chain and work in groups so that they can operate in future without our intervention."

Vasant Subramanyan | Chairman | Nirdhan

Forging ahead...

This year we identified a fifth location for our livelihoods services. This means we can extend our reach to an entirely new geography and continue to make an impact on more and more poverty-stricken people in rural Bengal. This apart, we have been steadily working on identifying a new set of ideas to respond to the needs of the poor such as micro fish-farms for which our desktop and field research is now over. As we progress with our programmes, we realise that we need

"...we need to expand the depth of our interventions to the rural poor and create sustainable yet low-cost and high-yield models."



to expand the depth of our interventions to the rural poor and create sustainable yet low-cost and high-yield models. The needs of the rural poor are changing and keeping up with these needs will be crucial to our long-term sustainability. My fellow Board Members and colleagues have excelled, as always, in keeping costs under control while delivering admirable service quality to our beneficiaries as well as remaining in compliance with regulation and statute.

'Salaam' and 'namaste' from the very heart of West Bengal!

About Shivia

Shivia was founded in 2008 as a UK registered charity. The board of trustees and two executives are responsible for governance, strategy and fund-raising.

OUR MISSION

Shivia's mission is to empower the poorest to create livelihoods, boost income and inspire permanent change.

Our goals:

- to help people living on or below the poverty line in rural West Bengal earn an income from home
- to provide people in need with the tools and training to start a market-driven enterprise
- to innovate and develop our programmes to ensure the best outcomes and impact for our beneficiaries

OUR VALUES

- Excellent governance and transparency in all that we do
- Responsiveness to the changing needs of our beneficiaries
- Sustainability for Shivia and our beneficiaries
- Regular impact measurement and reporting to donors



"I am delighted to be the patron of Shivia. I wholeheartedly support the approach that people should be given the tools to help themselves out of poverty. Through years of practical experience Shivia has developed a really robust livelihood development programme which is making a significant difference to the quality of life of families in West Bengal. Furthermore, they continue to move towards the ultimate goal of any development organisation which is to hand over the management to local people with the passion and drive to take it onwards and upwards" **Nick Jenkins, Patron**

Our organisation in the UK and India



Patron

Nick Jenkins

Founder

Olly Donnelly

Trustees

Stuart Tester (Chairman)

Olly Donnelly (CEO)

Chris Langridge (CFO)

Tim Neslen

Nishant Lalwani

Deepak Arora

Yasmine Hilton (Chair elect)

UK Operations Manager

Victoria Denison

For more information about us
please visit our website

shivia.com

Yasmine Hilton on the impact of our programmes during her visit to West Bengal in February 2018....

"I have witnessed first-hand how Shivia has not just changed, but transformed people's lives, with its livelihood programmes. It made me appreciate just how hard people in the UK and India work together, to the highest ethical standards, to make the difference real."



"I've been involved with Shivia now for eight years in different governance roles and I have been very proud to be associated with this wonderful organisation over that time. I work with a number of NGOs but what's unique about Shivia is the blend of passion and real thoughtfulness which they bring to their work. There's an incredible humility which Olly and the team have, which goes through all of their work and that's combined with a really rigorous analysis of what's working and what isn't and how they can really empower the lives of the poorest in West Bengal."

NISHANT LALWANI, TRUSTEE

Our organisation in the UK and India

In 2011, we set up our partner organisation in Kolkata in order to manage our operations in India. Shivia India, known locally as **Nirdhan**, is a Section 8 company (NGO), with permanent FCRA status enabling Shivia UK to transfer funds at any time. Our two organisations work in close harmony and share the same aims and objectives in all that we do.

Nirdhan is governed by a board of six directors (trustees) who employ a team of five staff to manage our operations. The field team is made up of five Field Supervisors and 36 Livelihood Service Providers who deliver toolkits and training to our beneficiaries. There are also two data entry operators who capture all our social impact data.



Chairman

Vasant Subramanyan

Directors

Shourya Mandal

Deepak Daftari

Amitabh Rai

Sundaresan Radhakrishnan

Rajlakshmi Syam

General Manager

Jogeshwar Rao (Joe)

Head of Livelihoods

Chandrani Banerjee

Head of Finance

Aloke Saha

Operations Consultant

Habib Reza

Fundraising Assistant

Jennifer Gomes

For more information about us please visit our website

nirdhan.org

"I have made significant contact with my farmers over the years. They respect me as a woman working with them and have gained more confidence from this. They tell me that they are excellently served by Nirdhan and are very happy. That makes me very happy too."

Majeeda

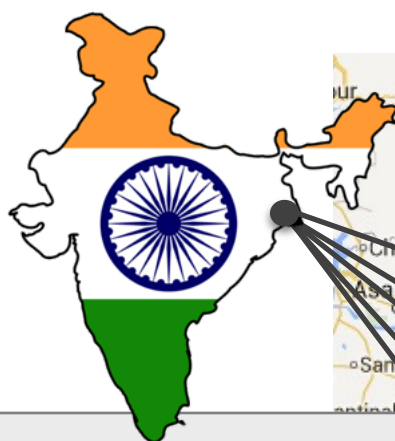
**Livelihood Service Provider
Familia Location**





"I am proud of my job as I can see farmers buying new things for the family, a bicycle perhaps and clothes for the children. The men are able to take their produce to markets further away and get better prices for them. I can definitely see the positive impact in the families. Shivia is a true friend to very poor families in my village." SYED, LIVELIHOOD SERVICE PROVIDER, BABNAN

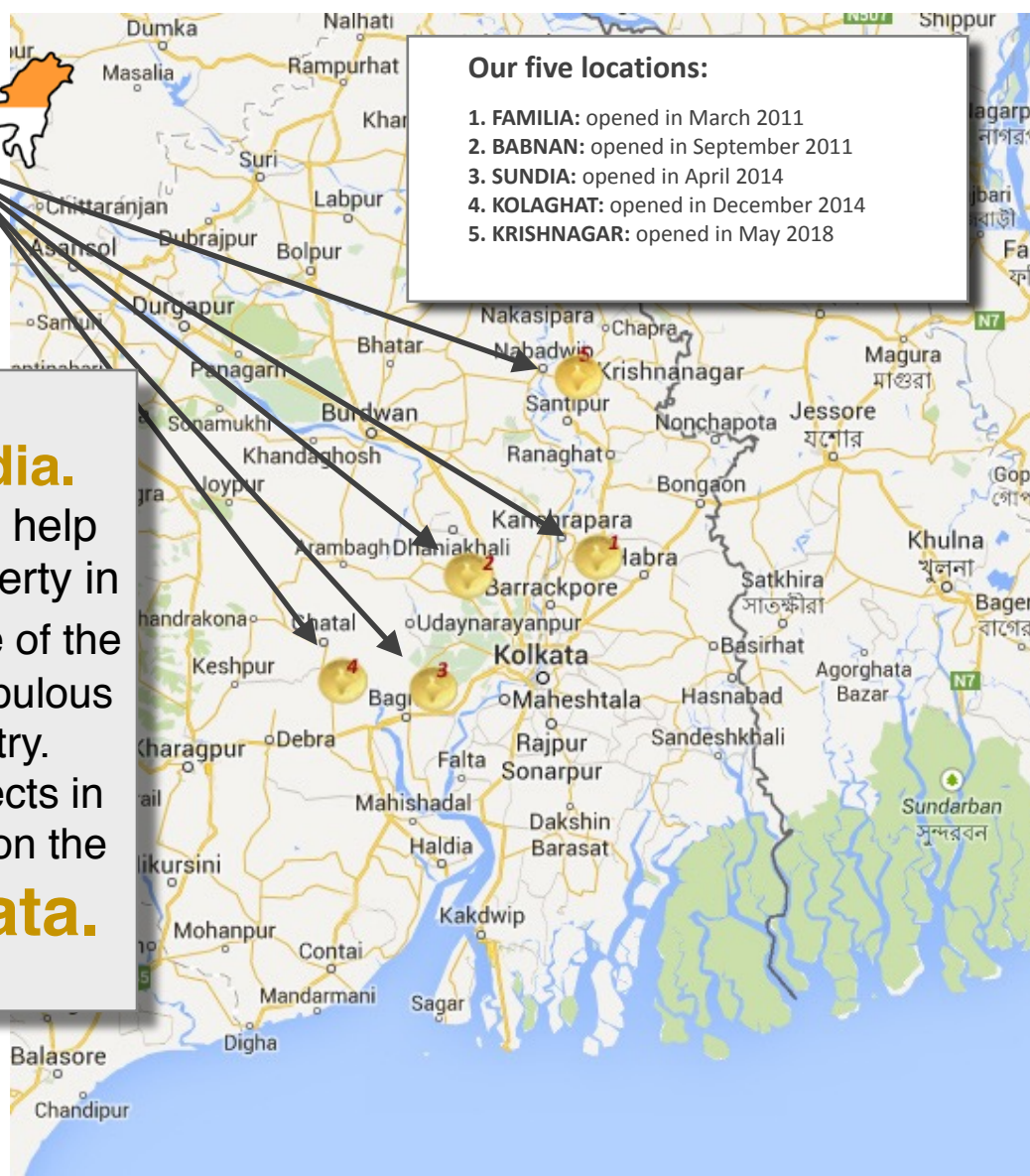
Our programmes are delivered by our team of **five Field Supervisors and 36 Livelihood Service Providers**. They are all recruited from the villages where we work. They speak the local language and understand the problems faced by the communities. Above all, our beneficiaries know and trust them.



Shivia works in **India**. We have chosen to help families living in poverty in **West Bengal**, one of the poorest and most populous states in the country. We are running projects in over **1,000 villages** on the outskirts of **Kolkata**.

Our five locations:

1. **FAMILIA**: opened in March 2011
2. **BABNAN**: opened in September 2011
3. **SUNDIA**: opened in April 2014
4. **KOLAGHAT**: opened in December 2014
5. **KRISHNAGAR**: opened in May 2018



Highlights of the year: 2017-18



Poultry Development Services: We distributed 15,277 poultry toolkits compared with 9,720 in 2017 and piloted the group distribution model. We also produced our definitive guide to PDS for other NGOs to replicate our model.



Agri-Management Services: We now have 1,352 farmer members and have formed 77 Farmer Interest Groups, 43 of which have opened a group bank account. We also researched and piloted supply chain links.



Goats: We expanded our goat farming pilot programme to include 250 families and started selling the goats raised by existing farmers.



Fisheries: We completed our research into fish-farming as a potential new enterprise for our farmers.



Launch of new location: After detailed research we identified a new location for operations in West Bengal - Krishnagar in the district of Nadia. PDS scheduled to launch here in May 2018.



Income: We raised £315,532 to support our annual plan and budget.



Fundraising in India: Nirdhan hosted their first Annual Day Celebration to create awareness and promote fundraising in India.



Governance: Yasmine Hilton to take over Chairmanship in October 2018. We reviewed all our policies in the UK and India and ensured we are compliant with new GDPR. Nirdhan appointed a new Director, Mrs Rajlakshmi Syam.



Corporate engagement: We launched a new idea for corporate engagement with the first Family Field Visit to India including employees from Artemis each accompanied by one of their children.



Recognition: We were delighted to receive the Charity Times 2017 award for 'International Charity of the Year'



“The Artemis Charitable Foundation has been supporting Shivia for over seven years. Throughout this time we have been constantly impressed by the sustainable impact of Shivia's work in some of the poorest communities in India, alleviating poverty by helping people gain the skills and materials and confidence to provide for themselves and their families. Some of their work is truly ground-breaking, setting down a blue-print that other charities will likely follow. Although a relatively small charity, the standard of governance is of the highest order and the quality of reporting back to the donors exemplary.

We have visited Shivia's operations in India and found the quality of people and their commitment to be commendable. Our view is that Shivia has the organisational structure in place to be a significantly larger charity without compromising on quality or the impact of their work.

As with all charities a key factor is the founder, and in Olly Donnelly, the founder and Chief Executive, there is unstinting commitment and effective professionalism and a driving force for maximum positive impact in the communities in which Shivia operates.”

**Lindsay Whitelaw, Chairman,
The Artemis Charitable Foundation**

Year in review

April 2017

- First Family Field Visit to Shivia in India - three representatives from Artemis took part, each accompanied by one of their teenage children, plus Jamie Jardine, trustee of The Artemis Charitable Foundation.
- We started planning for the launch of our Agri-Management Services programme in two other locations, Sundia and Kolaghat.
- Stuart McAndie ran the London Marathon for Shivia, raising over £8,000.



May

- Yasmine Hilton formally elected as Trustee for Shivia UK. Previous to this appointment Yasmine was Chairman of Shell Companies in India for four years, retiring in 2016.



June

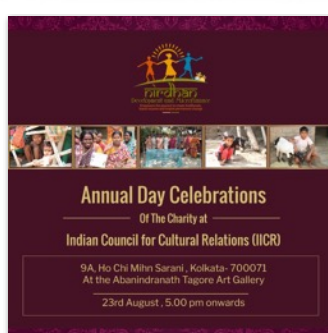
- Joe Rao and Chandrani Banerjee arrived in London to meet key donors and attend strategy meetings, plus a Shivia board meeting and AGM.
- Shivia presents to The Funding Network for a grant from their Strategic Funding Group.
- Shivia's annual reception for donors and friends of Shivia is hosted by Artemis.

July

- To coincide with the publication of our year end accounts and Trustee Report, we also published our first Annual Review, for circulation to our donors, friends of Shivia and to support our fundraising programme.
- After researching a group model for PDS operations, we started running a three month pilot programme at Familia location to test the model.
- A representative from the Global Giving India Field Team visited our operations in West Bengal and reported back on a very successful trip to witness the impact of our programmes.

August

- Nirdhan hosted their first fundraising and awareness event in Kolkata and some of our farmers travelled from the villages to tell their stories. Olly Donnelly attended from London.



September

- We crossed the threshold of working with 10,000 families in 1,000 villages.
- Olly Donnelly and Vasant Subramanyan travelled to Delhi for meetings to link our AMS farmers to markets aimed at the Bengali diaspora.
- Jennifer Gomes is recruited to Nirdhan in Kolkata to research fundraising opportunities within India.



October

- We were awarded International Charity of the Year at the Charity Times Awards.
- We launched AMS at two further locations, Sundia and Kolaghat.
- Max Patel from CMP Financial, principal partner of St James's Place Wealth Management, hosted our second fundraising dinner and charity auction at the House of Commons, raising nearly £50,000.
- Ten supporters ran the Royal Parks Half Marathon, raising over £6,000.



November

- We conducted a review of our risk register.
- We published our bespoke manual, Poultry Development Services - Guide to Operations.
- We expanded our Goateries pilot programme to a second location, Kolaghat.

December

- We launched a pilot programme within AMS to supply our farmers' produce to markets in Delhi.
- We completed research into a potential new enterprise for farmers, fish-farming.

January 2018

- The Nirdhan team carried out research and initial surveys in West Bengal to expand our operations to a fifth location.

February

- UK team (Olly, Stuart and Yasmine) visited India for fundraising meetings and also captured video footage for our 10th anniversary film.
- Shivia and Nirdhan conducted a full review of company policies following scandals within the charity sector.



March

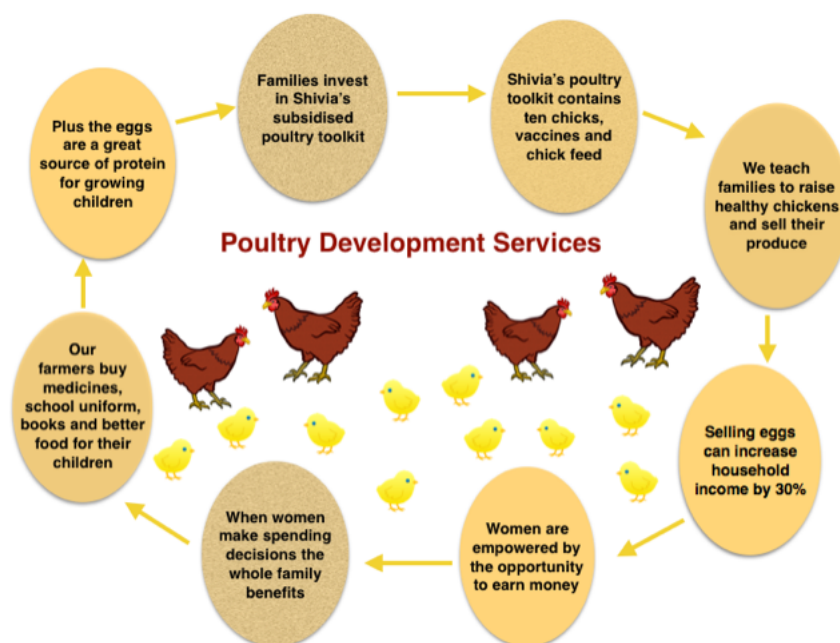
- Nirdhan Chairman, Vasant Subramanyan, visited the UK for strategy meetings around Shivia's 10 year anniversary.

Poultry Development Services

Poultry Development Services is our 'flagship' programme. It provides the tools and training - *the 'toolkit'* - for families living in poverty to start a small enterprise from home by raising chickens and selling the produce.

THE £15 TOOLKIT SHOPPING LIST

- 1) Delivery of 10 one-day-old **CHICKS** or **DUCKS** (£4)
- 2) **CHICK** vaccinations and medicines to prevent disease (50p)
- 3) 2kg bag of **CHICK** feed to last two weeks (£1)
- 4) **SIX MONTHS** training in poultry rearing; coop building; producing feed; disease prevention; sales & financial advice (£9.50)



"It is quite staggering how a clever toolkit practically administered can act as such a powerful catalyst to give individuals the hope and means for a better future."

Elaine Gordon
 Head of Institutional Business
 Artemis Investment Management



PDS: progress 2011-2018

STEADY AND SUSTAINED GROWTH

Since 2011, we have distributed 47,982 toolkits and for the year under review 15,277 toolkits compared with 9,720 in 2017. This has been to a total of 10,761 families with 3,439 families this year. The number of toolkits was nearly 60% higher this year due to piloting our group distribution model rather than delivering on an individual household level. We have achieved these figures with a steady PDS field team averaging 36 staff: four field supervisors, 30 LSPs and two data entry operators. Each year they become more effective and efficient, delivering an average of 42 toolkits per month rather than 27 in the past. We cap the number of farmers we work with at 20% per village so they do not flood the market with chickens and eggs. Each time we expand into a new village we can reach out to new farmers. We are currently working in 1,077 villages across our four locations which will expand to five in 2018.

OUR TRAINING PROGRAMME

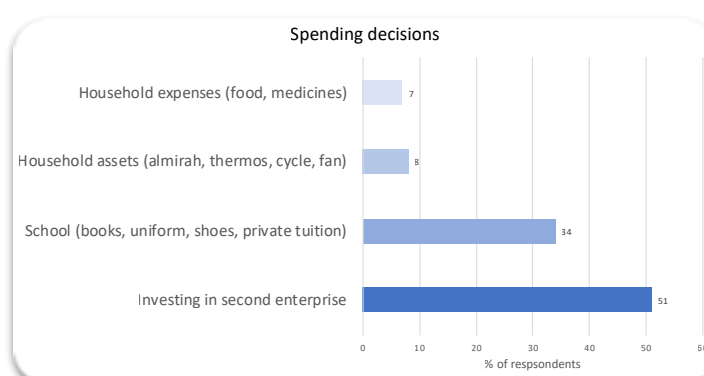
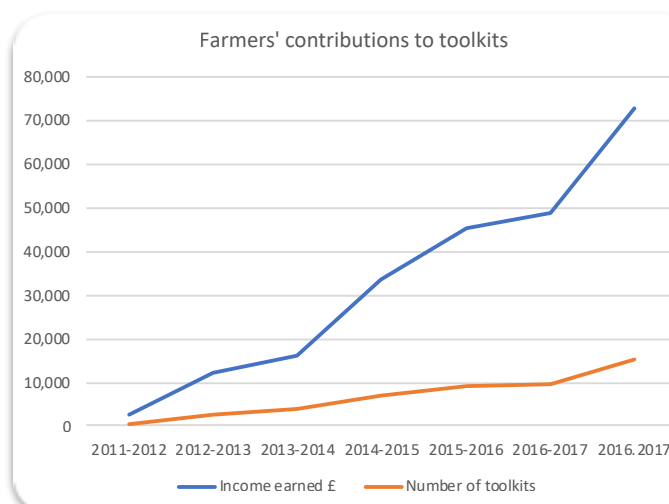
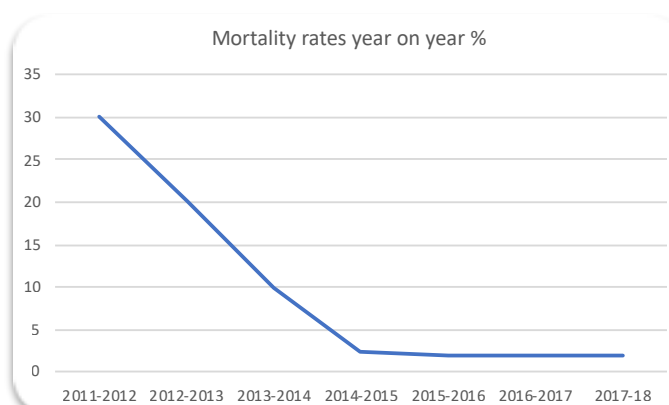
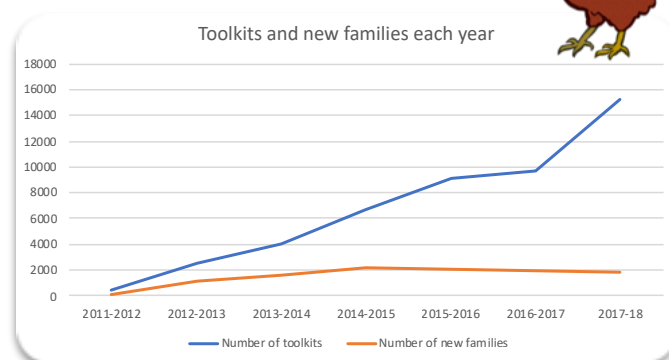
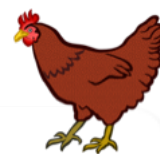
Our superb training is reflected in the mortality rates of the chicks declining every year from 30% in our first year of operations to less than 1.5% this year and 2% for the last four years. We train our farmers in how to build a coop relevant to their house and plot, how to vaccinate and medicate the chicks, how to feed the chicks cheaply but well and how to look after them especially given the dramatic changes in climate from the very hot summers to the cold winters and then the rainy monsoon season in between. We also train them in how to save, grow their enterprises or invest their additional income into other enterprises.

CONTRIBUTING TO FINANCIAL SUSTAINABILITY

Our farmers contribute the equivalent of £5 towards each toolkit whereby the actual cost is £15. This is the level they can afford and are able to find the money from family and friends rather than going to money lenders. Contributing towards the toolkits mean they have a sense of ownership, turn up for training and look after their birds with pride. It also contributes to the financial sustainability of Shivia enabling us to distribute more toolkits. Since 2014 we have increased the price of the second toolkits from 350Rs to 400Rs hence the increased income.

A PATH TOWARDS PERMANENT CHANGE

Farmers typically take 3-4 toolkits per year and from 2018 onwards we will only work with them for two years. We believe they can then either graduate into one of our other programmes and operate on their own after some time or continue with another enterprise altogether due to income from PDS, increased confidence and know-how to do so. When we have overcome the challenges of the group distribution model, farmers will also have the option to continue with poultry without our intervention. Our data shows that 51% of farmers use their additional income to start a second enterprise. Second to that, women invariably spend their income on educating their children, including their daughters. These outcomes are leading to permanent change.





“Raising chickens has improved my family’s life and means of income. Now I can buy many things for us and we eat good food regularly. I am very happy that I can earn some money to pay for extra tuition for my child and keep her in school. I am very interested to start another farming enterprise and I want to start raising goats one day.”

**ANAWARA, PDS FARMER,
FAMILIA**

**78% of our
farmers live below
the poverty line**

From West Bengal

Meet the PDS families
who are earning money
from raising chickens



Shivia focuses on
agricultural
enterprises that will
boost income and
give farmers the
chance to work their
way out of poverty



“I cannot thank Shivia enough for giving me this opportunity. I am extremely happy that your team held my hand and provided me with excellent training. I now have the confidence to carry on with my poultry enterprise on my own.”

**PUTUL, PDS FARMER,
KOLAGHAT**





"I had nothing to do before Shivia introduced me to poultry farming. Now I am a full-time income earner for my family and I am very proud of my achievement."

KAMALA, PDS FARMER, SUNDIA



85% of our farmers are women

56% of our farmers are involved in agriculture to earn money

18% work as agricultural labourers picking and planting paddy, earning as little as \$1.90 a day



91% of our farmers use wood or coal for cooking

Only 6% have access to a proper toilet

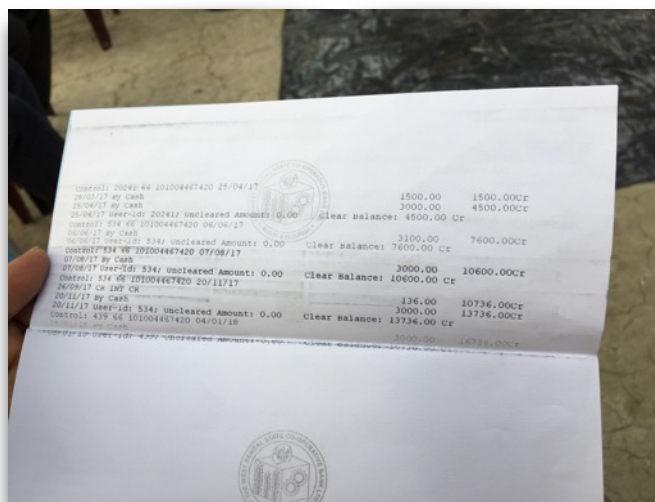
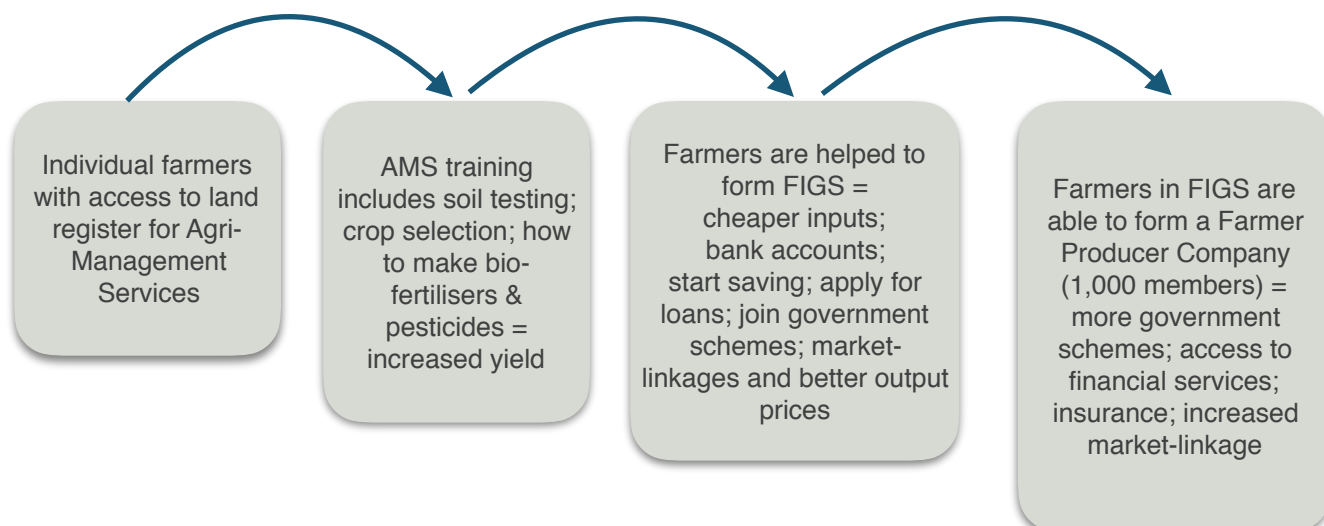
"When my husband passed away I had no money coming into the house. Now I am raising chickens and selling birds and eggs. I have even started a small roadside café selling omelettes. Thank you Shivia! Long live Shivia!"

SABERA, PDS FARMER, BABNAN



Agri-Management Services

Agri-Management Services (AMS) provides training and advice to farmers who have access to a small but unproductive plot of land, usually on lease. The programme includes: soil testing; crop selection; access to wholesale markets for inputs (e.g. seeds); advice on how to make inexpensive or free bio-fertilisers and bio-pesticides; and the formation of **Farmer Interest Groups (FIGS)**. Each FIG has 10-15 members. AMS enables farmers to develop a sustainable agricultural enterprise and earn a living from local land.



"I registered for AMS and now I am a member of a Farmer Interest Group. We have saved money into a group bank account and paid for a water pump for our paddy field. This would have been impossible on my own."

Pradip, AMS Farmer, Familia location

AMS: progress 2014-2018

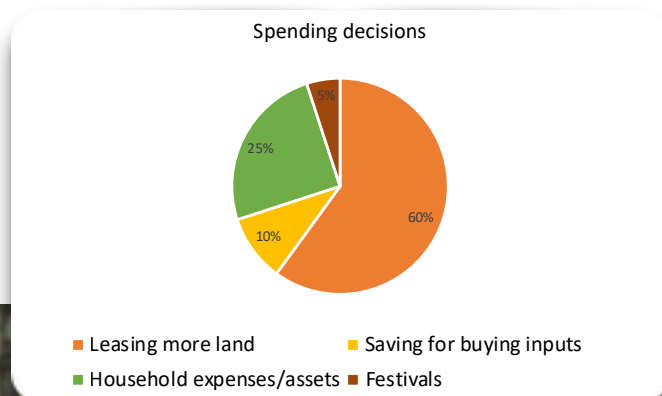
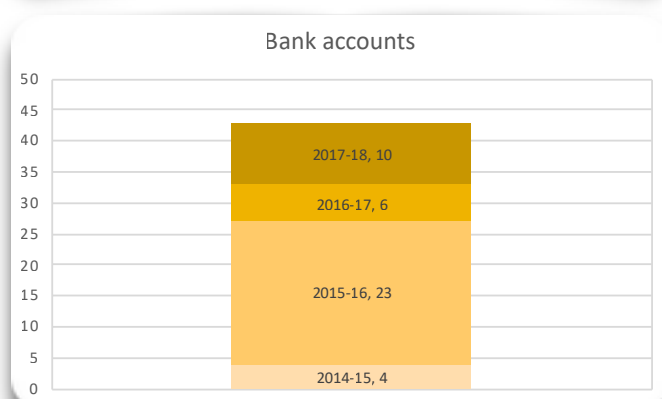
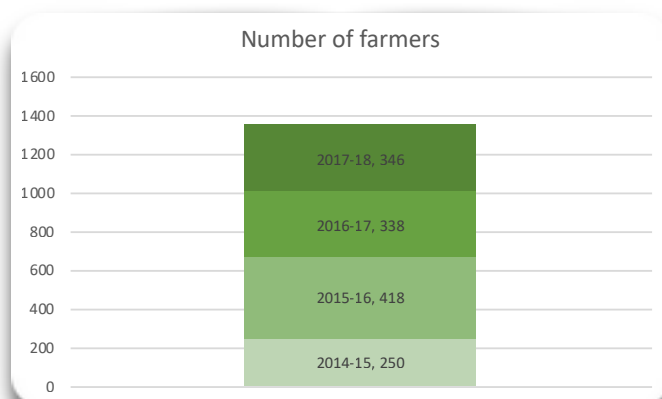
AMS continues to make a great impact for the 1,352 farmers we serve through decreased input costs (bio-fertilisers and bio-pesticides) and increased yields. This year we added 346 farmers to the programme. To support and train them, we have six Livelihood Service Providers dedicated to AMS.

The farmers are now in 77 Farmer Interest Groups. 43 of the groups have opened bank accounts, allowing them to save effectively and gain access to banking facilities previously denied.

Typically, each farmer will be leasing a small plot of land of about 1/6 acre. Our data shows that, on average and before our intervention, a farmer earned about £270 a year from three crops. After our intervention, farmers are now earning an average of £390 a year from three crops – a nearly 45% increase.

This year, we introduced our farmers to numerous government initiatives that they were not previously entitled to or aware of: 461 farmers were provided with free seeds, fertilisers and pesticides; 116 received crop insurance and 119 received training in how to grow jute, maize and paddy more efficiently, resulting in a 25% increase in income from selling their produce.

With the additional income earned from AMS, our data shows that farmers are typically reinvesting in expanding their enterprise by leasing more land or buying more inputs. Both these outcomes position the farmers to thrive in the future without the need for further assistance from us.



"The best moment for me in the last ten years has been always helping the farmers. I feel that it is the farmers who actually feed the nation, while the farmers are dying because of hunger. What an irony. So if my team and I are able to help the farmers to earn a living through agriculture, there's nothing better than this."

JOE RAO, GENERAL MANAGER, NIRDHAN



"I am farming on leased land but hope to be the proud owner of a small piece of land one day. I know the AMS programme will help me achieve my dream"

Keyamat Ali
AMS farmer, Familia



"I have definitely seen an improvement in yield and my input costs are down too. All this means extra money for the whole family....and a better life for our children which makes me very happy."

Yunus Mondal
AMS farmer, Familia

From West Bengal

Meet the farmers on our
AMS programme who
are earning money from
the land

Over 1,300
farmers have
joined AMS since
we launched in
April 2014





"I am managing to save more money since joining AMS. I have learned how to reduce my farming costs so my profits are up. I bought my wife a sewing machine and she has started her own tailoring business. Thanks to the Nirdhan team for helping us change our lives!"

Krish Ghosh, AMS farmer, Familia



"My harvest has increased by 20% and input costs are down by 25%. I can use this extra income to pay for my children's education and now they will have a better future."

**Rabin Mondal
AMS farmer, Familia**

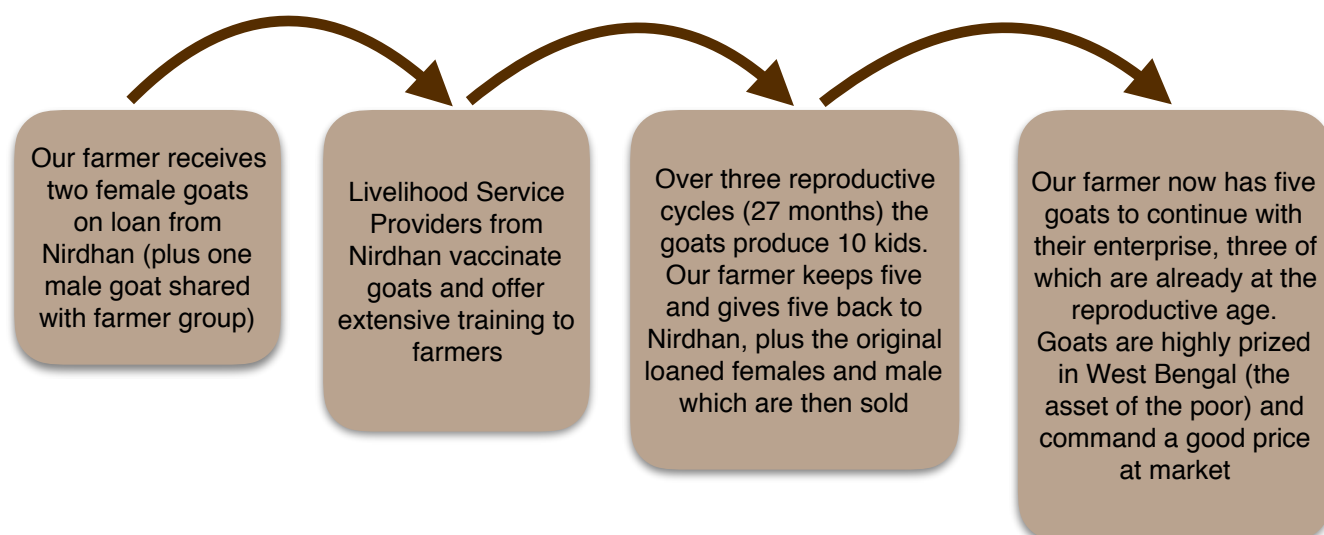


"I have joined an all women Farmer Interest Group with 15 members. We opened a bank account and have started saving every month so we can invest in our joint enterprise. My family and community have shown great respect for me and I feel very proud of everything our group has achieved as a result of the AMS programme with Nirdhan."

Serina, AMS farmer, Familia

Goateries

In January 2016 we added a third enterprise to our portfolio, **goat-farming or 'Goateries'** as we like to call it. We conducted extensive research before launching a pilot phase of the programme with a small group of families at our Babnan location. The model allows our farmers to start and maintain a profitable goat-farming enterprise whilst also generating an income for Nirdhan, making the programme financially sustainable in the long-term.



Progress report

Our 'Goateries' programme has bounced back after a set-back in 2016 when the worst outbreak of 'goat-pox' occurred across West Bengal. Although a number of the goats being raised by our farmers were affected, very few died and our farmers remained confident, particularly as our programme includes livestock insurance.

At the time of writing, we have 277 families participating in the programme at two of our locations, Babnan and Kolaghat. The female goats are reproducing well and farmers are getting good prices for their stock at the local markets.

The model, as highlighted above, is becoming financially self-sustaining as farmers re-pay us in goat kids (which we then provide to new farmers) and give back the original adult goats which we sell at the market.



New ideas for...

...helping our beneficiaries

We are always looking at new ways to help our farmers to improve their lives. For example, fish is a significant part of the Bengali diet and in the villages there are many small ponds, albeit they are often polluted with rubbish. So, we recently conducted research into the possibility of adding fish-farming to our portfolio of livelihood enterprises. Using the research findings, we will be able to draw conclusions as to the viability of fish-farming for our farmers and design a pilot programme to test the model.



We are also aware of the potential risk to health from the way people in the villages cook their food. A survey we conducted in 2016 showed that 91% of our beneficiaries cook using a basic clay or stone oven, burning wood, coal or cow dung as fuel. The smoke from these fuels can have a very detrimental effect on the lungs, especially for the women and children. With the pro-bono help of an environmental pollution consultant, we are looking at whether we could offer a healthier cooking solution for the families we are working with.

...staff engagement with donor organisations

2017 saw a new initiative for Shivia as we partnered with Artemis for their staff charity engagement programme. We organised the first **'Family Field Visit'** to India, when three Artemis employees travelled to West Bengal to witness the impact of our work at first hand, each accompanied by one of their teenage children.

Lindsay Whitelaw, Chairman of the Artemis Charitable Foundation, explained how this came about...

"A lot of staff members have talked to me about how their children are growing up in quite a privileged environment and wondered how to keep their children grounded. So Olly and I talked about this and it developed quite quickly into a terrific idea - why don't we organise something in India with parents and a child of theirs going out into West Bengal and actually experiencing what it's like to have less material



goods and to experience the richness of the culture in terms of the relationships and the connections that the people have in that environment. It would have remained just a good idea had Olly not picked it up and ran with it, and, with a lot of work, made it a reality. So thank you for doing that because the feedback we have had from the first trip was very strong. I think we both agree that you are never quite sure what the implications of a trip like that are, particularly on the young people, but it does have impact and it could be very valuable experience for anybody that goes on it."

Financial health check

“As the trustee responsible for the financial control and corporate governance of Shivia, it gives me great pleasure to say that following the outstanding efforts of Olly and Victoria, the charity is in a much stronger financial position than it has ever been. Equally the adherence to the ‘*best in class*’ corporate governance policies is a key outcome delivered by the Board as a whole. It is a privilege to be a trustee of such a successful and well-run charity.”

Chris Langridge, CFO & Trustee

"Clifford Chance has been a supporter of Shivia since it was founded in 2008. During that time, we have provided Shivia with extensive pro bono advice and a number of grants. Originally, the relationship was led by a senior partner in our Corporate practice and when he retired it was easy to find another partner to take on the leadership role. Our lawyers are always keen to work with Shivia. We see Shivia as being strategic, smart, dynamic, responsive and brilliantly led. It is exactly the type of NGO that we want to work with in order to be able to achieve some social impact."

**Tom Dunn, Pro Bono Director,
Clifford Chance**

For a copy of our statutory accounts please visit www.shivia.com

Income (2017-18)



Corporate foundations: £ 86,181

Family & other foundations: £ 34,355

Events: £ 93,749

Everyday giving: £ 18,372

Interest: £ 97

Pro bono support: £ 82,778

Programme income: £ 73,543

TOTAL (less programme income): £ 315,532

Expenditure (2017-18)

Charitable activity: £ 140,390

Fundraising: £ 17,832

Governance: £ 110,623
(includes £82,778 of pro bono services)

TOTAL: £ 268,845

Reserves

Allocated reserves: £ 18,655

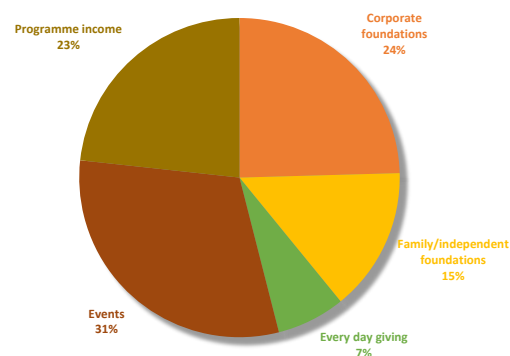
Non-allocated reserves: £ 211,224

Funding our ambitions

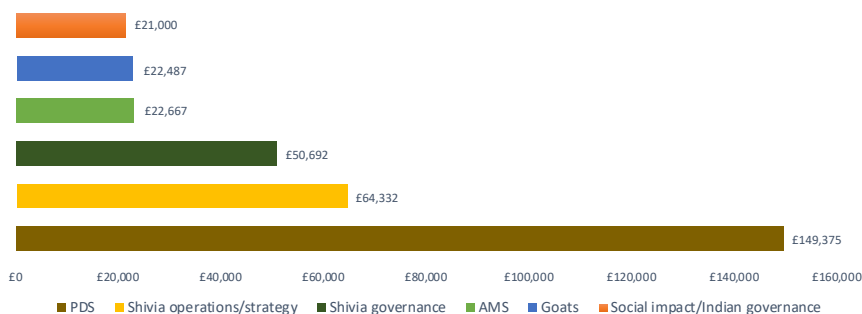
To achieve our plans for the year 2018-19 and retain reserves in line with our policy we need to raise £338,350. The actual cost of the period is budgeted at £408,936 but we will earn £70,587 from farmer contributions towards our three programmes PDS, AMS and Goateries.

We will pitch to a range of corporates and family foundations, high-net worth individuals and every-day givers. We hope to attract two new corporate partners in the year. We will also raise funds through our **10/10 Multiplier Campaign** to mark our ten year anniversary in 2018, making our projected events' income at 31% rather than 22% last year.

FUND-RAISING PLANS IN 2018-19



Programme Budget 2018-19



In terms of pro bono services, we hope to benefit again from the superb skills and services of organisations such as Clifford Chance; Skadden; Salesforce and EFG Private Bank which for the year in review totalled £82,778. A large part of this was due to the full review of our policy handbook.

Vasant Subramanyan, Chairman of Nirdhan, on why people might want to support Shivia: *"It all begins to make eminent sense as to why you need to do something like this when you look at what you have in comparison to people who have really next to nothing. How do you then start identifying a programme which does what it says, is effective, has got indices which are measurable, has got a team which is dedicated to creating value and the vision to follow through with what they say. And now I know I'm blowing my own trumpet but I think that we at Nirdhan and Shivia do a brilliant job."*

So, just as we get people to agree to walk towards us when we offer them livelihood models, I do believe that we have reached a maturity in our model when donors would like to walk towards us and say, 'yes, these people know their stuff, know what they are doing, they do create a difference and these are the palpable changes that they make in terms of changing lives."



A word from our supporters....

Martin Stamp, Managing Director, Alpha Terminal (Ionic Information Ltd)

"We know we can't change the world overnight but it is important to be heading in the right direction. Rural poverty in India is not the fault of the people living there – they have few or no avenues for improvement. Shivia gives them a chance to take more control of their lives: to improve their finances, to improve their nutrition, to improve the prospects for their children and to improve their own status and confidence. And very often it works; allowing a step change in the prospects for a whole family. I spent 3 years living in India much of it in rural areas. In my experience the average villager is proud, independent and generous; they work almost non-stop. They need to be helped in a way that works for them and I believe that Shivia does this extremely effectively. Ionic Information is proud to be supporting Shivia's Poultry Development Services programme and I am very happy that for each new data terminal we install five families in West Bengal will get this opportunity."

Skadden, Arps, Slate, Meagher & Flom LLP

"Here at Skadden we are proud supporters of Shivia because the work that they do really does change people's lives and it's incredible how much they have achieved in India over the last ten years."

Peter Englander, Chairman, Apax Foundation

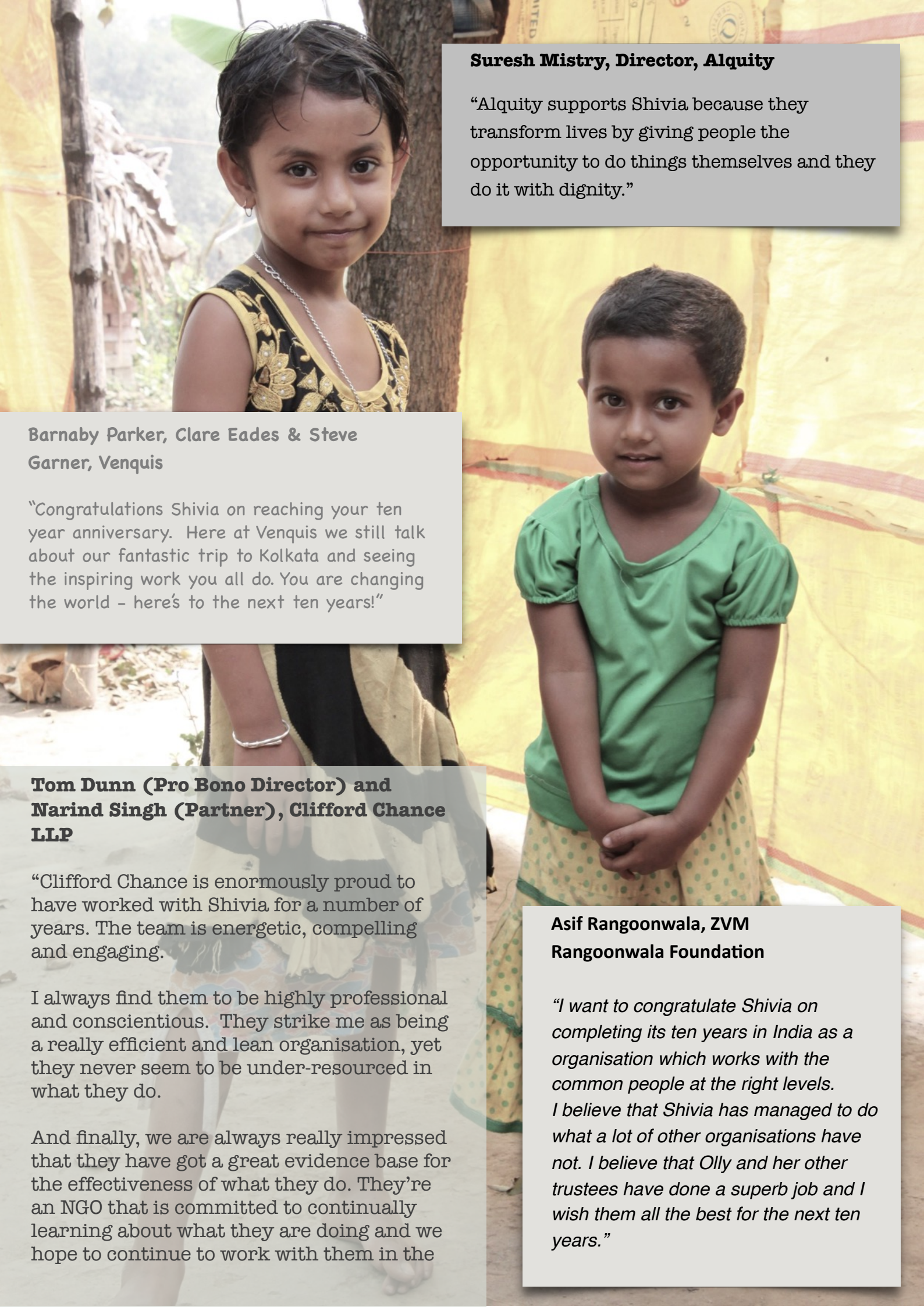
"It was a great pleasure to be involved in Shivia at the early stages and we are very proud at the Apax Foundation that we were. We picked Shivia primarily because we were impressed with Olly – impressed with her enthusiasm, impressed with what she had done, impressed with her ideas and she just gave a really dynamic presentation about what she wanted to achieve in India and what she saw Shivia becoming."

Cari Cardew, Principal Solution Engineer, Salesforce

"I chose to support Shivia because of their work providing chicks, feed and training to the poorest families in India and particularly women. The difference they've made to so many lives already in the last ten years is inspiring. So here's to another successful ten years....go Shivia!"

Mark Rogers, Executive Director, St James's Place Wealth Management

"I got introduced to Shivia and to Olly and Victoria just over two years ago having been asked to be involved in the House of Commons fundraising dinners and one of the things that struck me immediately is just how friendly and grounded the charity is. There are also just stunning results in terms of what they are achieving in India. They are inspirational – they're doing incredibly impactful work, changing the lives of communities both in terms of the sustainability but also the educational factor. They are making a sustainable change; they are impacting lives and they are doing it with a smile on their face which is fantastic."



Suresh Mistry, Director, Alquity

“Alquity supports Shivia because they transform lives by giving people the opportunity to do things themselves and they do it with dignity.”

Barnaby Parker, Clare Eades & Steve Garner, Venquis

“Congratulations Shivia on reaching your ten year anniversary. Here at Venquis we still talk about our fantastic trip to Kolkata and seeing the inspiring work you all do. You are changing the world – here’s to the next ten years!”

Tom Dunn (Pro Bono Director) and Narind Singh (Partner), Clifford Chance LLP

“Clifford Chance is enormously proud to have worked with Shivia for a number of years. The team is energetic, compelling and engaging.

I always find them to be highly professional and conscientious. They strike me as being a really efficient and lean organisation, yet they never seem to be under-resourced in what they do.

And finally, we are always really impressed that they have got a great evidence base for the effectiveness of what they do. They’re an NGO that is committed to continually learning about what they are doing and we hope to continue to work with them in the

Asif Rangoonwala, ZVM Rangoonwala Foundation

“I want to congratulate Shivia on completing its ten years in India as a organisation which works with the common people at the right levels. I believe that Shivia has managed to do what a lot of other organisations have not. I believe that Olly and her other trustees have done a superb job and I wish them all the best for the next ten years.”



Chandrani Banerjee, Head of Livelihoods for Nirdhan, on the impact of Poultry Development Services (pictured centre): “Women who previously did not want to pose for a single photograph and stayed behind the curtains are now actually coming forward and telling me their stories, their hopes and their dreams. There was one woman who told me it was her dream to educate her daughters. She never thought that would be possible seeing she is uneducated herself. Now she has an income of her own and her children are going to school - the girls are continuing their education and she is so, so proud...and that is the proudest moment for me, ever, ever and ever.”

A word of thanks...

We are grateful to the many individuals who donated personally to Shivia in 2017-18, helping us to help others in need. We are also thankful to the organisations that contributed so significantly to ensure we reached our fund-raising targets, including:

The Artemis Charitable Foundation
 Alquity Transforming Lives Foundation
 Atlantic Trading Charitable Trust
 St James's Place Foundation
 Clifford Chance Foundation
 The Marr-Munning Trust
 Nick Jenkins Foundation
 B&J Lloyd Family Trust
 The Gibbings Family Trust
 The Meyer Foundation
 The Sisi & Savita Charitable Trust
 Milton Walker

PRO BONO SUPPORT

Clifford Chance LLP
 EFG Private Bank
 Salesforce
 Skadden, Arps, Slate, Meaghan & Flom LLP

How you can support Shivia

There are many ways you can support us including:

♦ Corporate giving



♦ Regular monthly giving



♦ Sponsored events



♦ Join our 10/10 Multiplier Campaign

♦ Shop online with GoRaise and Amazon Smile



♦ Volunteering and pro-bono services



♦ Foundations and grant givers



♦ Find out more at www.shivia.com/donate

Shivia's journey: 2008-2018

OPERATIONS

GOVERNANCE

2008

Incorporation of **Shivia** as UK registered charity

Appointments (UK)

- Chairman: **Stuart Tester**
- Trustee: **Olly Donnelly**

2009

- Launch of Microfinance '**Partners Programme**' with BASE, West Nepal

Formation of **Shivia India Trust**

Appointments (UK)

- Trustee: **Tim Neslen**

2010

- Partners Programme: started working with SARS in West Bengal and SAATH in Gujarat

Appointments (UK)

- CEO: **Olly Donnelly**

2011

- Launch of **Livelihoods Programme** in West Bengal.
- **Poultry Development Services (PDS)** is launched at Familia location
- Completion of microfinance programme with SARS, West Bengal

Incorporation of **Nirdhan (Shivia India)** as Section 25 Company (NGO) in India

Appointments (India)

- Chairman: **Vasant Subramanyan**
- Director: **Shourya Mandal**
- Head of Livelihoods: **Chandrani Banerjee**

2012

- **PDS** continues at Familia location
- **PDS** is launched at second location, Babnan
- Research into new livelihood programme, Mushroom Cultivation, proves that it is not a viable enterprise
- Launch of skills training programme with SAATH, Gujarat

Appointments (India)

- Director: **Deepak Daftari**
- General Manager: **Joe Rao**
- Head of Finance: **Aloke Saha**
- Operations Consultant: **Habib Reza**

2013	<ul style="list-style-type: none"> • PDS continues at Familia and Babnan • Team building includes appointment of first Field Supervisor for Nirdhan at Familia location 	<p>Nirdhan converted to Section 8 company under Companies Act 2013</p> <p>Appointments (UK)</p> <ul style="list-style-type: none"> • Trustee and CFO: Chris Langridge • Trustee: Nishant Lalwani <p>Appointments (India)</p> <ul style="list-style-type: none"> • Director: Sundaresan Radhakrishnan
2014	<ul style="list-style-type: none"> • Launch of our second livelihood programme, Agri-Management Services (AMS) • Launch of PDS at two new locations, Sundia and Kolaghat • Completion of microfinance programme with BASE, West Nepal • Completion of microfinance and training programme with SAATH, Gujarat 	<p>Appointments (UK)</p> <ul style="list-style-type: none"> • Executive Assistant: Victoria Denison
2015	<ul style="list-style-type: none"> • Livelihood programmes continue: PDS at four locations and AMS at Familia • Research into new livelihood programme, Goateries, proves successful. • Close of Shivia India Trust so all operations now run by Nirdhan 	<p>Appointments (UK)</p> <ul style="list-style-type: none"> • Patron: Nick Jenkins
2016	<ul style="list-style-type: none"> • Launch of Goateries pilot programme at Babnan • Baseline Survey conducted on 715 families on PDS programme at Familia 	<p>Nirdhan gains permanent FCRA status to receive foreign funds</p> <p>Appointments (UK)</p> <ul style="list-style-type: none"> • Trustee: Deepak Arora
2017	<ul style="list-style-type: none"> • Research into potential new livelihood programmes, Fisheries and tapping into Skill India 	<p>Shivia wins International Charity at Charity Times Awards</p> <p>Nirdhan gains income tax 80G certificate for local fund-raising</p> <p>Appointments (UK)</p> <ul style="list-style-type: none"> • Trustee: Dr Yasmine Hilton • UK Operations Manager: Victoria Denison
2018	<ul style="list-style-type: none"> • Identified a new location for operations in Krishnagar. PDS launched there in May. • Goateries pilot phase expanded to 250 families. • Completion of research into fish-farming. 	<p>Shivia 10 year anniversary</p> <p>Shivia nominated for The Charity Awards - International Development & Aid</p> <p>Appointments (UK & India)</p> <ul style="list-style-type: none"> • Stuart Tester to retire as Chairman in September. Yasmine Hilton elected as new Chairman. • Nirdhan Director: Mrs Rajlakshmi Syam

**Shivia empowers the poorest to create livelihoods,
boost income and inspire permanent change**



SHIVIA

www.shivia.com

Email us: info@shivia.com

Twitter: [@shiviatweets](https://twitter.com/shiviatweets)

Facebook: [/shiviacharity](https://www.facebook.com/shiviacharity)

Registered charity: 1126444

Registered address: % EFG Private Bank, Leconfield House, Curzon Street,
London W1J 5JB

Kindly printed by Clifford Chance LLP

