

SHIVIA

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



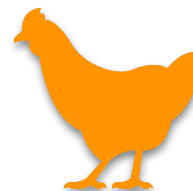
**Annual
Review
2018-2019**



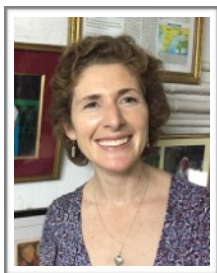
"The chicken business, they say, 'gives the woman farmer an income from her labour while giving her the dignity and control of an owner.' Dignity and control. These prerequisites of empowerment can be hard to come by for women in developing countries. But when women are able to express their dignity and seize control, sometimes with the help of their chickens, they transform their lives — and the lives of everyone around them." **Melinda Gates, Co-chair of the Bill & Melinda Gates Foundation**

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Welcome notes



Mission and fund-raising

Olly Donnelly, CEO, Shivia



For decades India was home to the largest number of people living in extreme poverty of any country in the world, partly due to its enormous and expanding population. Although recently supplanted by Nigeria, India still has 70.6 million people living in these conditions - more than the population of the United Kingdom. These people remain destitute, with thousands of farmers committing suicide every year and nearly 40% of Indian children under five being short for their age, a sign of chronic undernutrition. In this context, Shivia's mission to empower the poorest to create livelihoods, boost income and inspire permanent change feels as relevant as ever and we have positioned ourselves exceptionally well to address several of the Sustainable Development Goals, especially the very first one, "no poverty". We are extremely grateful to all our supporters who helped us raise £313,634 in 2018-19 to enable our programmes to excel and I am delighted that we also received our first two significant donations from within India itself, totalling £12,000. We were provided with superb pro-bono support totalling £18,899 for which we are most thankful. In 2019, we have ambitious plans to transform the lives of thousands more families we can reach in West Bengal through our own team as well as to inspire other organisations to replicate our models elsewhere with the use of our Poultry Development Services and Agri-management Services manuals that we have developed over the last two years.

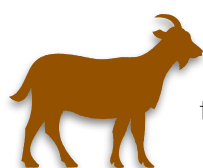
From the field

Joe Rao, General Manager, Nirdhan

I am filled with pride and delight to report that 2018-19 was a year of "fulfilling dreams and ambitions" for our farmer families. We opened our fifth location and introduced our group model to the poultry programme, something we have been researching and debating for months. This was particularly important as it means our farmers can operate independently of us in future and integrate better into the poultry supply chain. I am extremely happy to report that three of our poultry groups comprising fifty families are now operating completely independently of Nirdhan's support; the female farmers are ordering the inputs of day-old chicks, feed and vaccines directly from the suppliers and earning additional income by planning their sales better. Agri-management Services has once again excelled.

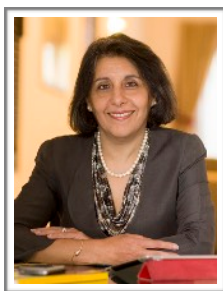


We have rolled the programme out to three of our five locations and trained three times as many farmers as last year. As usual we have kept our costs low by engaging the same number of field staff as last year but we have trained them to be more effective and efficient. They are gaining confidence all the time and are set to achieve the plan of adding another 2,000 farmers to the programme by the end of March next year. We expanded our Goateries pilot and partnered with Sanjevani Goats to ensure the supply of good quality livestock, excellent training and good social impact tracking systems. One of my proudest moments in 2018-19 was when Nirdhan received £12,000 from donors within India. We have a long way to go with fundraising in India but the team is working very hard to achieve this. I look forward to another bright and successful year ahead and am thankful for all the support and encouragement we have received from our friends.



Governance and relevance

Yasmine Hilton, Chairman, Shivia



In India today there are over 70 million people living in extreme poverty and they all need help and support to improve their lives in sustainable ways. Farmers and villagers in rural India are particularly vulnerable and the work Shivia does is so very relevant to these impoverished communities. Last year we transferred £181,096 to our Indian partner Nirdhan to support our portfolio of over 16,000 rural families engaged in our three programmes, Poultry Development Services, Agri-management Services and Goateries. The model whereby our services are provided by locally employed staff enables us to build strong working relations and



trust with our beneficiaries and deliver world class sustainable development solutions. We aim to continue to grow in this way as well as remain responsive to the changing needs of the poorest. In the last year, we also focused on stringent safeguarding standards, refreshing our risk and investment management processes, full compliance with GDPR legislation and improved board representation with two new trustees, Narind Singh and Sudeshna Mukherjee, both with close ties to India. While our reserves remain healthy, we need to continue raising funds so that we can provide our existing beneficiaries with additional income-generating opportunities and enter new locations. I would like to pay tribute to Stuart Tester who was Chairman of Shivia for ten years and set us on the right path. With your generosity and support, for which we will always be grateful, we can continue with our ambitious plans to provide many more livelihood opportunities in the coming years.

The road ahead

Vasant Subramanyan, Chairman, Nirdhan

India is changing and rapidly. However, there is a deep problem that is not reflected in the top line numbers relating to GDP and size of the economy et-al. Rural India, the home to over 65% of the staggering 1.37 billion people who populate India, is at a crossroads. On 23rd May, the Bhartiya Janata Party (BJP) won an unequivocal mandate to rule India again from 2019 till 2024. There is a strong belief that food production and rural economics will occupy the primary focus of the government. Mr. Modi in his address to Parliament stated that for him there are only two types of citizens who matter – the poor and those who help the poor. This statement is probably going to be the biggest “lift millions out of poverty” call to action and we at Nirdhan (Shivia India) are at the very centre of this call. Given this backdrop, we will have to be nimble, agile and open to the changes that we are certain will sweep rural India and specifically West Bengal where we operate. While we are not fully apprised of the changes that will happen, we are certain that the way in which we respond will determine whether as an organisation we continue to remain relevant



or not. We will have to consider whether to expand the number of livelihood options we offer or whether to adopt different models of intervention that resonate with the demands of a rapidly changing scenario. Due to our deep focus on the core issues that we address, our excellent boards in the UK and in India, the unquestioned dedication of my colleagues and co-workers, I am very upbeat as to where we will be in twelve months time and God willing I shall have the pleasure of presenting my thoughts to you again! We are aware that all our efforts would be absolutely

impossible without the generosity and dedication of our donors. As the Summer sun bakes the lands of rural Bengal and all of us await the onset of the Monsoon, may I wish you and your families well.

About Shivia

OUR VISION

Our vision is a world where everyone can create opportunities for themselves and earn a livelihood.

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



Our organisation in the UK

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.



Patron
Nick Jenkins

Founder
Olly Donnelly

Trustees
Yasmine Hilton (Chairman)
Tim Neslen (Vice Chairman)
Olly Donnelly (CEO)
Chris Langridge (CFO)
Deepak Arora
Narind Singh
Sudeshna Mukherjee

UK Operations Manager
Victoria Denison

For more information about us
please visit our website

shivia.com



Shivia's work contributes towards the delivery of the
UN's Sustainable Development Goals, specifically:

- ✓ Goal 1: No Poverty
- ✓ Goal: 4: Quality Education
- ✓ Goal 5: Gender Equality
- ✓ Goal 8: Decent Work and Economic Growth
- ✓ Goal 12: Responsible Consumption and Production

Our organisation in 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. Shivia and Nirdhan work in close harmony and share the same mission, values, goals and objectives.

Nirdhan is governed by a board of six directors (trustees) who employ a team of four staff to manage our operations.

Nirdhan's field team is made up of five Field Supervisors and 42 Livelihood Service Providers who deliver toolkits and training to our beneficiaries and capture all our social impact data.

Nirdhan also contracts experts in agriculture and goat farming to advise our farmers appropriately.



Chairman

Mr Vasant Subramanyan

Directors

Mr Shourya Mandal

Mr Sundaresan Radhakrishnan

Mrs Rajlakshmi Syam

Mr Krupakaran Satish David

Mrs Nupur Vaswani

General Manager

Mr Jogeshwar Rao (Joe)

Head of Livelihoods

Mrs Chandrani Banerjee

Head of Finance

Mr Aloke Saha

Operations Consultant

Mr Habib Reza

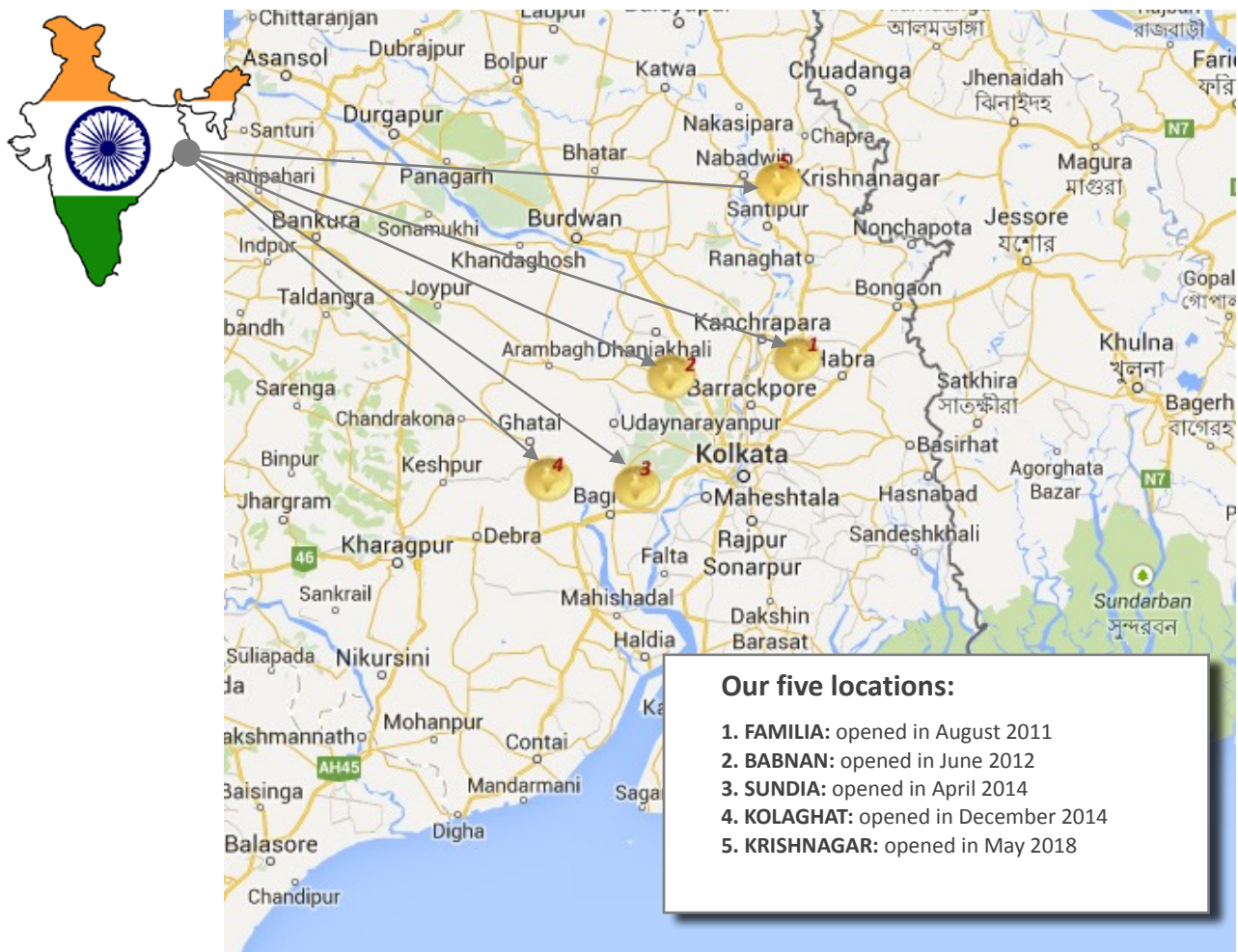
For more information about us
please visit our website

nirdhan.org



Where we work

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 1,250 villages on the outskirts of Kolkata.



Our Field Team

Our programmes are delivered by our team of Field Supervisors and Livelihood Service Providers (LSPs). 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.



Highlights of the year: 2018 to 2019

★ **New location:** We opened our **fifth location, Krishnagar**, a very poor area 100 km from Kolkata.

★ **Poultry Development Services:** We distributed **17,892** poultry toolkits compared with 15,277 in 2018. We introduced the group model to enable our farmers to operate independently of us in future and formed 23 groups.

★ **Agri-management Services:** We registered **1,007** new farmers resulting in a portfolio of **2,359** farmers organised into **139 Farmer Interest Groups**. We linked 491 farmers to Government of India farming initiatives and we produced our definitive guide to AMS for other NGOs to replicate our model.

★ **Goat Farming:** We expanded our pilot to **122 families**.

★ **Cooking pollution:** We completed our research into pollution caused by cooking on wood-burning stoves (chulas), inspired by data following our 2016 household baseline survey.

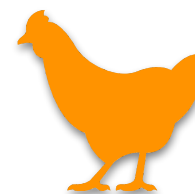
★ **Income:** We raised **£313,634** to support our Annual Plan and Budget.

★ **Fundraising in India:** We raised our first two significant donations from within India, totalling **£12,000**.

★ **Governance:** Dr Yasmine Hilton took over as Chairman and we appointed two new trustees, Mr Narind Singh and Mrs Sudeshna Mukherjee. Nirdhan appointed two new directors, Mr Krupakaran Satish David and Mrs Nupur Vaswani.

★ **Corporate engagement:** We ran our second family field trip to India with our leading partner, the **Artemis Charitable Foundation**; it was described as “life-changing” for them and it was motivating for us.

★ **Our 10th anniversary celebrations:** These included a joint strategy meeting between Shivia trustees, Nirdhan directors and management staff, hosted by our Patron **Nick Jenkins**; plus the launch of our 10/10 fundraising campaign and an anniversary party hosted by Artemis where we premiered our video highlighting Shivia’s achievements over the last 10 years - a Shivia “HomeSpun” Production!



"Shivia's work is transformational. Its outcomes-based approach helps those in need not just in the short term but also with an eye to the future. I have worked with the Shivia team for a number of years and their skills, determination and successes are best in class. I am immensely proud to be a trustee of Shivia."

Narind Singh
Partner
Clifford Chance LLP



"Supporting Shivia has been great fun and highly rewarding. We chose Shivia specifically because their programmes in West Bengal enable families to spend additional income on private tuition to keep their children in school, which we felt would resonate with our clients. Working with Olly and her team has been straightforward and creative - reporting is simple and coherent and the events they organise are great. We look forward to developing our relationship over the coming years."

Nathaniel McCullagh
Managing Director
Simply Learning Tuition



Corporate engagement at its best: changing lives

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, each accompanied by one of their teenage children, plus Artemis Foundation trustee Jamie Jardine, travelled to West Bengal to witness the impact of our work at first hand.

In July 2018 we conducted a second family field visit, this time with four Artemis employees and their children and Artemis trustee Derek Stuart.

We would like to thank everyone who took part for their interest, enthusiasm, and generosity - and resilience as we witnessed the full force of the monsoon season!

It was obvious by the end of the trip that visiting the villages and the families we are helping had a profound effect on the whole group. We spent time reflecting on what we had seen and learned and many described the experience as "life-changing". We are looking forward to the next group joining us in October 2019.



"Oscar and I came back with many remarkable memories but one of the most lasting impressions is the amazingly collaborative nature of the work, with local staff fully and proudly engaged in the success of the projects – these were programmes with real local buy-in."

Rob and Oscar Smith



"What we experienced was truly amazing. Being picked up from a very noisy, rainy and smelly Kolkata airport there was a slight 'what have we got ourselves into moment'. We were met by Joe, one of the key workers at Shivia who immediately put us at ease. He was to become our voice, guide and protector through the rest of the trip. Olly, Victoria and Chandrani are three of the most amazing people you will ever get to meet. Their enthusiasm and humility are infectious. After years of working in West Bengal you would expect that they would have been able to move on from the raw emotion of seeing absolute hardship. They haven't and that's what makes this all so amazing. They can see first-hand the remarkable achievements of those that have asked for a stepping-stone out of poverty. Through their support and guidance, they are giving individuals and communities a voice and sense of purpose and pride in achieving a better path in life for themselves and their family." **Sonya and Isabelle Sheehy**

The year in review: 2018-2019

April 2018

- Signed agreement with Krishnagar Gait Road Women Handicrafts Development Society (local welfare agency) to support opening of 5th location: office space, infrastructure, staff & local introductions



May 2018

- Official launch at Krishnagar (5th location). Saumen Biswas promoted to Field Supervisor
- PDS milestone - 50,000 poultry toolkits delivered since PDS launched in 2011!
- 10 year anniversary party hosted by Artemis - plus premier of the 'highlights' film (Shivia HomeSpun Productions)
- Shivia/Nirdhan strategy meeting at Stockton House (host Nick Jenkins, Patron)

June 2018



- New director appointments at Nirdhan - Mrs Nupur Vaswani & Mr Krupakaran Satish David
- Victoria and Stuart attend The Charity Awards 2018 (Shivia nominated for International Aid & Development Award)
- Volunteer intern Stefano Capacci in Kolkata for goat farming research (economic model)



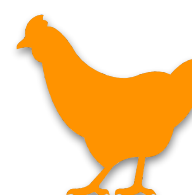
July 2018

- PDS Group Model reworked and relaunched after pilot phase in 2017
- Artemis Family Field Visit to Kolkata and villages, with 5 Artemis staff plus 4 youngsters (monsoon time!)
- first significant donation to Nirdhan from within India
- Volunteer intern Oliver Shasha in Kolkata for research into AMS supply chains and e-commerce markets



August 2018

- Joe Rao on field visit to NGO Jeevika in Bihar to witness their group model for PDS



September 2018



- Joe Rao in Jharkhand, Odisha and Bihar for more research into alternative group models for PDS
- Volunteer intern Pippa Greenwood in Kolkata for research into pollution and health problems for women and children caused by wood-burning stoves (chulas)



The year in review: 2018-2019

October 2018



- Stuart Tester retires as Chairman after ten years of dedicated service to Shivia
- Yasmine Hilton takes over as Chairman
- Royal Parks Half Marathon raises £13,000 - Olly & George take part to celebrate Shivia's 10th anniversary!
- Cyclone Titli causes devastation for farmers in West Bengal - Nirdhan ensures all our AMS farmers receive compensation from government insurance schemes



November 2018

- Started working with Sanjevani Goats for supply of quality livestock (compared to local market animals) and expert training for field staff and beneficiaries
- New donation to Nirdhan from India-based donor
- Olly & Victoria - charity presentation to Year 7/8 at King's College Junior School, Wimbledon



December 2018

- Nish Lalwani retires as trustee after 8 years of valued service
- The Big Give Christmas Challenge - Shivia raises £25,000
- Shivia is included in the first 'Advent of Change' charity advent calendar - £4,000 raised for PDS
- More milestones for PDS: 60,000 toolkits delivered to 13,000 families - and new group members start ordering their own chick feed directly from suppliers

January 2019



- Shivia new trustee appointment - Narind Singh, Partner at Clifford Chance
- Shivia Advisory Committee inaugural meeting
- Joe & Chandrani attend Livelihoods Asia seminar in Delhi
- AMS milestone: 2,000 farmers trained



February 2019

- Shivia UK visit to Kolkata for strategy & annual plan meetings, plus field visit for case studies, videos/photos
- New partnership with Simply Learning Tuition reflecting impact on education for children of Shivia beneficiaries
- Pro bono consultant Mike Williams meeting with Envirofit re: solutions for cooking/indoor air pollution



March 2019

- New appointments: Tim Neslen elected as Shivia's first Vice Chairman and Sudeshna Mukherjee appointed as trustee
- Nirdhan publish new Policy Handbook

Poultry Development Services (PDS)

Our Poultry Development Services Programme is directly aligned to several of the **UN Sustainable Development Goals**, with a particular focus on **Goal 5: Gender Equality** and **Goal 8: Decent Work and Economic Growth**.

PDS provides the tools and training – “the toolkit” – for families living in poverty, especially women, to start a small enterprise from home by raising chickens and selling the produce.

Starting out: the ‘individual’ model for PDS

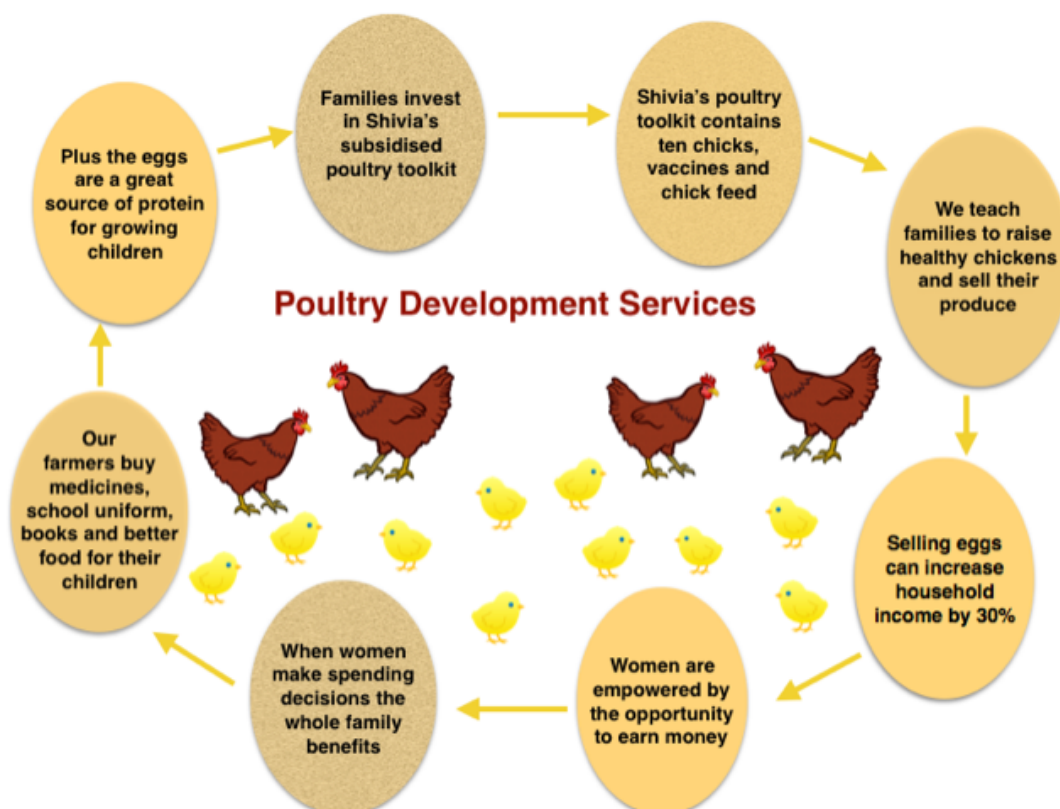
Since we launched PDS in 2011, our dedicated team of Livelihood Service Providers has delivered the PDS service to farmers on an individual basis directly to their doorstep, giving them the excellent service and hand-holding they need to have the confidence to start and run a backyard poultry enterprise.

Moving towards independence: the ‘group’ model for PDS

After two years of this individual service we feel the farmers should be able to run their enterprise independently of us or graduate into another enterprise altogether with their new skills and self-esteem. In 2017, we piloted the group model for four months and after ironing out the challenges, we introduced the model in July 2018 to our more experienced farmers and now have 23 groups. We are delighted that three groups, comprising 50 farmers, are now operating completely independently of us, sourcing the chicks, feed, vaccinations and medications on their own.

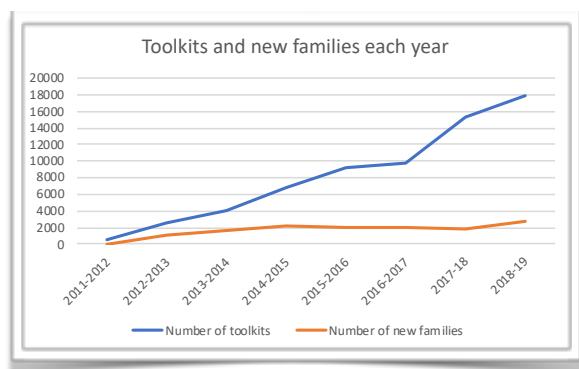
Shivia's £15 Poultry Toolkit includes:

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



Poultry Development Services: progress report

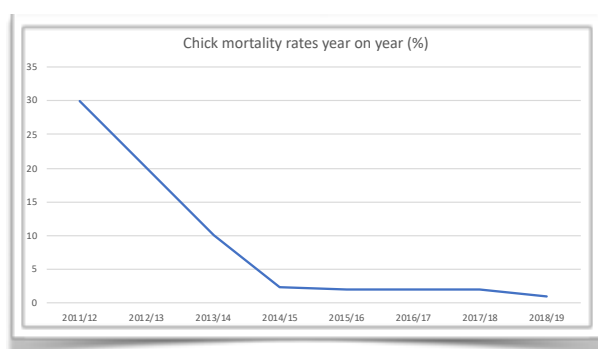
Steady and sustained growth



Since 2011, we have distributed a total of 65,875 toolkits and worked with 13,512 families. During 2018-19 we worked with 2,751 families and delivered 17,892 toolkits (compared to 15,277 last year). The new group model accounted for 6,378 toolkits delivered to 389 members (within 23 groups). This year our field team comprised 38 staff: five Field Supervisors and 33 LSPs: 18 working on the individual model and 15 on the group model. We are currently working in 1,267 villages across our five locations. We cap the number of farmers we work with at 20% per village so they do not flood the market with chickens and eggs but this may change in future as farmers working in groups will be able to sell their produce further afield. We had a strong start at our fifth location in May due to the promotion of one of our senior LSPs to Field Supervisor, teaming up with the local welfare organisation KGRWHDS and exposure visits for potential farmers to see with their own eyes the benefits of PDS.

Our training programme

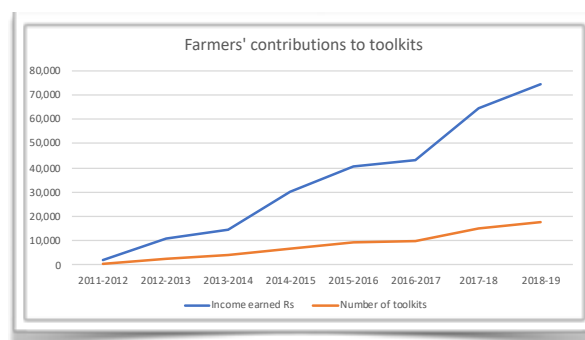
Our superb training is reflected in the mortality rates of the chicks declining every year from 30% in our first year of operations to less than 1% this year and 2% for the four years prior to that. We train our farmers how to build a suitable coop, feed chicks affordably, vaccinate and medicate them and care for them in extreme weather conditions. We advise our



farmers on the benefits of saving money, growing their enterprise and perhaps investing in a new enterprise. As farmers transition into the group model, we help them work together and deal directly with suppliers. We also advise farmers about planning the growth of their chicken-farming business, for example building a more permanent coop.

Contributing towards financial sustainability

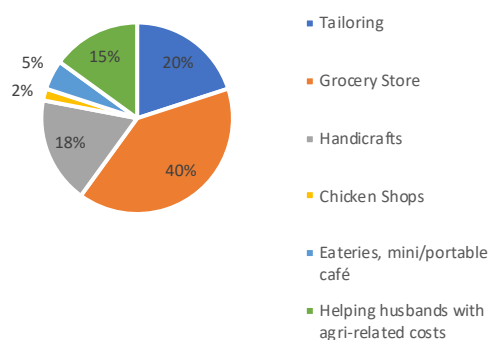
Our farmers contribute the equivalent of £5 towards each toolkit (the actual cost is £15.) This is the level they can afford and can find from family and friends rather than going to money-lenders. Contributing towards the toolkit means they have a sense of ownership, turn up for training and look after 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 second and subsequent toolkits from Rs. 350 to Rs. 400, hence the increased income.



A path towards permanent change

Farmers typically take 3-4 toolkits per year. After two years they will transition into one of the PDS groups or graduate to our AMS or Goat Farming programmes. Many farmers start a second enterprise with the income earned from PDS, combined with their growing confidence and know-how to do so.

Second enterprises from PDS income



PDS: who we work with

The majority of our farmers are women who are often the most disadvantaged by poverty



We work with families living below the internationally recognised poverty line of USD 1.90 per day



People rely on finding work as agricultural labourers on local farms, earning as little as £270 per year and often the men migrate to the cities to find work

In almost all cases women are cooking on basic stoves, gathering wood for fuel and very few houses have a proper toilet



PDS: results and impact



Mothers are able to provide more nutritious food for their children and always have a regular supply of fresh eggs



51% of women use money earned to start a second income-generating enterprise

Our Social Impact Assessments show that PDS can increase the annual household income by 30%

Typically women can earn £45 a year from one toolkit by selling eggs and birds for meat



Our farmers feel empowered by their capacity to earn and are respected by their family

34% say they spend their income from PDS on their children's education

Agri-management Services (AMS)

Our AMS programme is directly aligned to the **Sustainable Development Goal 12: Responsible Production and Consumption**. The programme helps poor families who typically lease unproductive land that has been subject to overuse of chemicals, earn money from agriculture in a responsible, environmentally-friendly and affordable way.



AMS comprises a number of interlinked interventions:

- ➔ Forming Farmer Interest Groups (FIGs) of 15-18 farmers
- ➔ Soil testing to ascertain the chemical imbalance and what is required to redress this
- ➔ Providing training and advice on affordable and environmentally-friendly farming techniques
- ➔ Helping FIGs to open group bank accounts
- ➔ Helping to link FIGs to government programmes which farmers are unaware of or cannot do on their own
- ➔ Linking FIGs to suppliers of agri-inputs including bio-products

In 2018, we developed our AMS Manual on how to start and sustain an AMS Programme so that other organisations can benefit from our experience rather than reinvent the wheel.

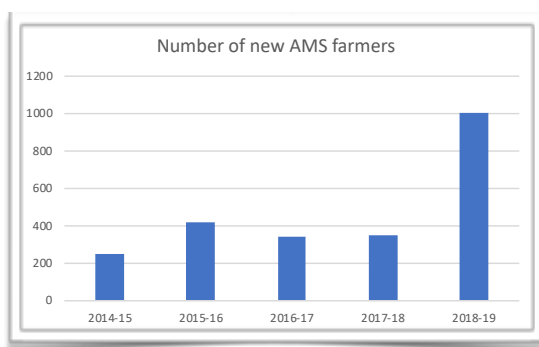


Cyclone Titli

In October 2018, the very severe cyclonic storm 'Titli' hit the Bay of Bengal. Extremely high winds and torrential rain caused flooding and many of our farmers suffered catastrophic damage to their crops.

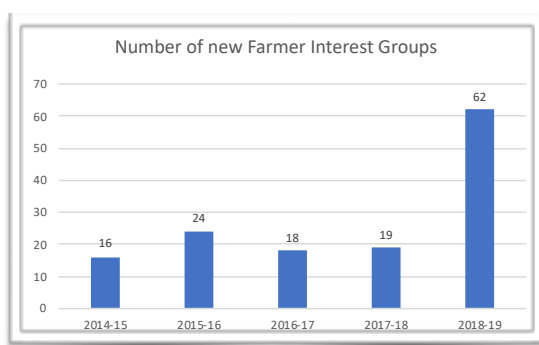
Our team of LSPs were able to help them claim compensation for their loss from the state government by accompanying them to the local block office and filling in the documents required in order to make the claim. All our farmers who were affected by the cyclone were compensated in full.

Agri-management Services: progress report



New farmers

We registered 1,007 new farmers bringing our total portfolio to 2,359. Each farmer contributes Rs.100 on registration for the holistic service they then receive over the next two years. This is carried out by a team of three Field Supervisors (also responsible for PDS and Goateries), a specialist in agriculture and seven LSPs.

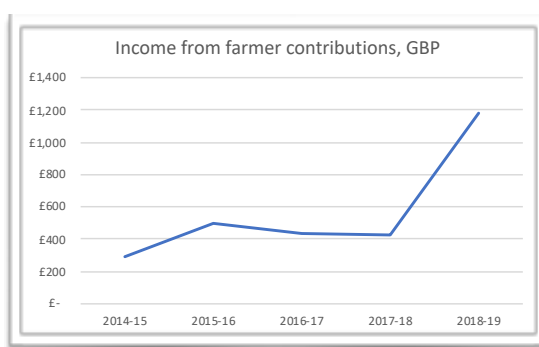


Soil testing & FIGs

We completed soil tests for all our new farmers and formed 62 Farmer Interest Groups (FIGs) bringing the total to 139.

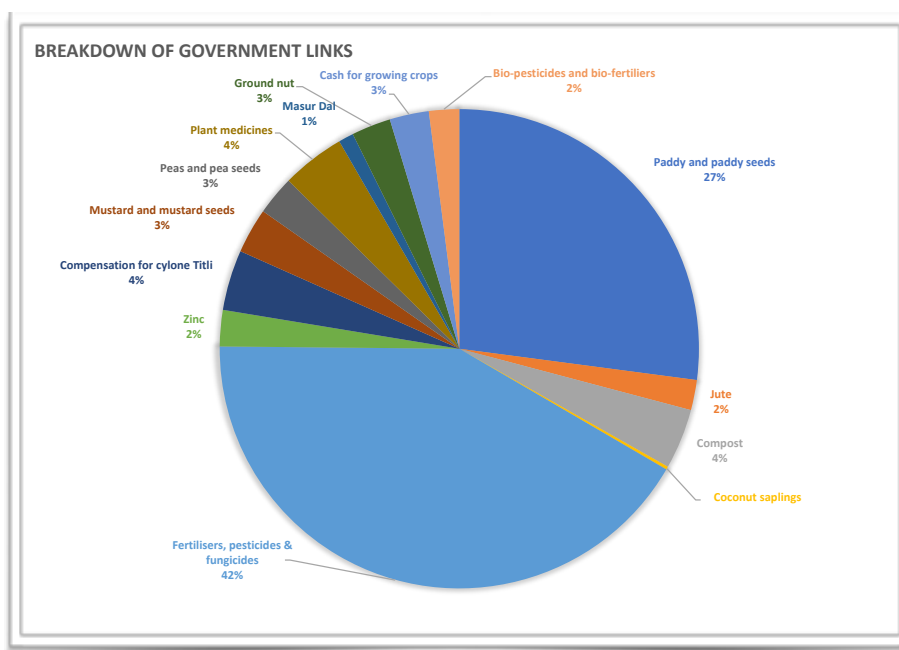
Training & advice

We trained all our farmers on how to reduce input costs, increase yields and farm responsibly by using bio-pesticides and bio-fertilisers largely made at home from cow dung, cow urine, jaggery, garlic, turmeric, oil cakes, neem leaves, akanda leaves (milkweed) and a local grass.



Sustainability

The Rs.100 registration fee helps with our financial sustainability as well as ensuring the farmers take the advice and training seriously. We are seeing that after two years, the farmers are in a position to be independent of us and are in fact transforming whole communities by sharing their new knowledge.



Bank accounts & links to government programmes

We opened bank accounts for nine Farmer Interest Groups, bringing the total with bank accounts to 52. We also made 491 government links for farmers worth a total of Rs.419,786 (£4,610), the majority being for free fertilisers, pesticides, fungicides and paddy seeds. Of the 491 farmers, 80 received free insurance for the products they were given and 142 received training on better farming practices.

Agri-management Services: who we work with



- Many men living in rural villages have to leave their families to find work in the cities
- AMS makes farming affordable so men can remain at home

- AMS helps poor and marginalised farmers who do not own land but have to lease small, unproductive plots where the soil has been depleted by over-use of chemicals



- Many farmers lack knowledge about effective, scientific farming methods relating to soil health, crop selection, pest control and irrigation
- They have no access to formal banking facilities or credit so loans for farm mechanisation is not an option to them
- They fall victim to suppliers of poor quality agri-products
- The net result is poor soil, low yields and little profit from farming

Agri-management Services: results and impact



- ✓ We are helping farmers open bank accounts and linked 491 farmers to government agricultural programmes for free training, agri-inputs and crop insurance

Farmers are reporting:

- ✓ 25-30% increase in crop yield
- ✓ 15-20% reduction in input costs
- ✓ 30-40% increase in profits



The results of AMS are clearly visible in this photo



- ✓ 60% of our farmers say farming has become affordable and are using their income to lease more land

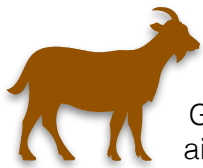
- ✓ We are teaching farmers to move away from using chemicals in favour of bio-products



“Agri-management Services has the capacity to deliver lasting change for our farmers. I have always felt that the farmers feed our nation while they can hardly afford to feed themselves. What an irony. So if my team and I are able to help farmers earn a sustainable income through agriculture, there’s nothing better than this.”

Joe Rao, General Manager, Nirdhan

Goat-farming: progress report



Following a period of research we launched our third programme at Babnan location: Goat-farming (or Goateries). The programme is particularly aimed at women who have been on our PDS programme but have no access to land to move into Agri-management Services. Graduating them into goat-farming can provide a sustainable income in the longer term. The programme also allows for an income for Shivia/ Nirdhan meaning it is more financially sustainable for us too.

The initial pilot phase of the programme involved 27 families. Taking key learnings from this phase we have now expanded the programme to include a further 95 families across three locations. By March 2019 the programme will be serving 777 families.

This year we started working with a new supplier of quality livestock, Sanjevani Goats, who are also providing expert veterinary advice and training to our field staff. As a result, the goateries are thriving with the birth of over 100 kids in total so far. As more kids are born, our farmers are able to repay us with livestock for our initial investment of goats (two females for each farmer) and grow their goat-farming enterprise with the other new arrivals.



Research: new ideas for new interventions

Future generations

In 2018, we conducted two surveys for aspirational boys and girls between the ages of 13-17 and men and women between 18-25. Our surveys led us to conclude that the next generation – who are more educated than their parents – are not interested in pursuing agricultural activities in the villages. We will spend time in 2019-20 looking into up-skilling opportunities in non-agricultural, rural enterprises to stop young people migrating to the cities in search of work.



Facilitating services

We have often discussed the concept of a “facilitation model” where we can help our beneficiaries by linking them to good service providers to improve their lives. In 2018, we researched the detrimental effects of cooking pollution on women and children following data from our baseline survey in 2016 that revealed 91% of our beneficiaries burn wood or coal when cooking. In 2019, we will repeat our baseline survey and see whether there are any significant changes since the introduction of the government’s Ujjwala Yojana¹ programme. Depending on results, we will hold focus groups to assess the appetite for trying alternative cookstoves as well as exploring smart gas on a “pay as you cook” basis. If there is, we will look to link our beneficiaries to appropriate providers who lack the end-mile reach that our field team can provide.



"Since learning about Shivia a few years ago, I've been very impressed with its vital work to help the poorest women and families in West Bengal. Its mission, operating model and most importantly, its results, are a testament to Olly's vision and the dedicated work of the teams in India and the UK. I'm proud to have been welcomed into the Shivia family, to help explore the potential for improved cooking practices among Shivia's beneficiaries on a pro-bono basis. Smoke inhalation from wood-fired household cookstoves is one of the biggest killers in the developing world (more than TB, Malaria and AIDS combined). Shivia has been very supportive of this work; facilitating the research in order to understand many of the social, technical and commercial aspects of this surprisingly complex issue. Also, the trustees have expressed caution about the form of any potential future intervention – in the context of Shivia's stated mission and charitable remit – which is indicative of the high level of professionalism with which this special organisation is managed." **Mike Williams, Programme Director, Local Partnerships**

¹ Pradhan Mantri Ujjwala Yojana is a scheme of the Ministry of Petroleum & Natural Gas for providing LPG connections to women from Below Poverty Line (BPL) households.

Financial health-check

Income: 2018/19

- **Corporate foundations:** £ 95,186
- **Other foundations:** £ 134,102
- **Events:** £ 47,474
- **Everyday giving:** £ 17,726
- **Interest:** £ 248
- **Pro-bono support:** £ 18,899
- **Programme income:** £ 74,398
- **Funds raised in India:** £12,000
- **TOTAL:** £ 313,634
(excludes programme income and funds raised in India)

Expenditure: 2018/19

- **Charitable activity:** £ 215,648
- **Fundraising:** £ 22,157
- **Governance:** £ 47,202
(includes £18,899 of pro-bono services)
- **TOTAL:** £ 285,007

Reserves

- **Allocated reserves:** £ 50,602
- **Non-allocated reserves:** £ 207,904

"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."

Martin Stamp, Managing Director & Founder, Alpha Terminal, Ionic Information Ltd

"We are excited to support Shivia - a strategically-minded and professionally run charity that is making a real and sustainable difference. Informed by years of hands-on experience working with communities in need in West Bengal, the focus and design of the livelihood programmes are simple and highly effective and the results speak for themselves. Thousands of families are engaged in trades that enable them to make the critical health and education investments needed to realise a more positive future."

**Lars-eric Roden
Executive Director
T&J Meyer Family Foundation**

Funding our ambitions

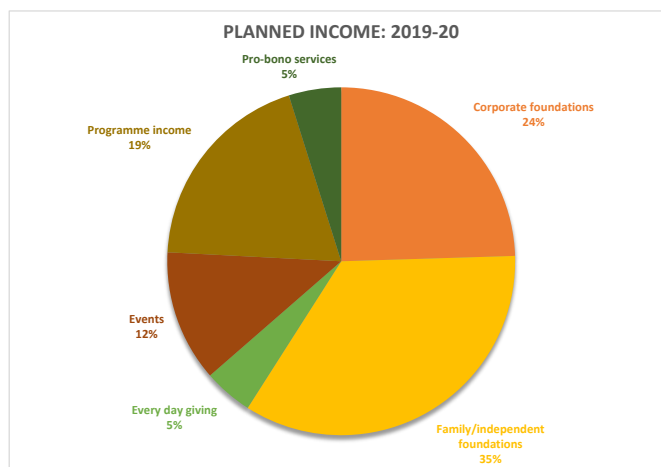
To achieve our plans for the year 2019-20 we aim to raise £400,000.

Given current cash reserves held by Nirdhan and our plans to recover £74,398 from farmer contributions, we require £385,968 to fulfil our ambitions. We would like to raise a further £14,032 to build our reserves.



We will pitch to a range of corporate and other foundations, high-net worth individuals and every-day givers. We will hold our House of Commons dinner and auction again, generously hosted by **Max Patel**, as well as encourage people to undertake activities to raise funds on our behalf, including the **London Marathon**. We will join campaigns such as the **Big Give Christmas Challenge**, **TOGETHERBAND** and **Advent of Change**, which we hope will attract further support. Based off last year's results we anticipate raising funds as shown in this pie-chart.

In terms of pro-bono services, we hope to benefit again from the superb skills and services of organisations such as Salesforce, Clifford Chance, Skadden Arps and EFG Private Bank, which for the year in review totalled £18,899, a large portion of which was for Skadden Arps developing our corporate offering package to take teams out to West Bengal.



"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**

"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." **Yasmine Hilton, Chairman, Shivia**

"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." **Peter Englander, Chairman, Apax Foundation**

"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." **Elizabeth Keaveny, Associate, Skadden, Arps, Skate, Meagher & Flom LLP**

"EFG Private Bank is delighted to be continuing our 10+ years of support to Shivia by offering our office space and services. We admire their commitment to the work that they carry out all over India with impressive results making a material difference to the lives of many. We are confident that they will continue to achieve further success with their projects." **Robert Mitchell, Managing Director, EFG Private Bank**

"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." **Nick Jenkins, Patron of Shivia**

"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." **Asif Rangoonwala, ZYM Rangoonwala Foundation**

"I have thoroughly enjoyed working with with Olly, Victoria and the team this past year - learning so much from their fantastic experience and brilliant ideas in the process! So much so that we plan to do so again in 2019 with our new product range of charity advent calendars and wider retail reach. Together we will make a fantastic, lasting, positive impact. So HUGE congratulations Team Shivia, you are absolute world-changers!" **Kristina Salceanu, Founder, Advent of Change**

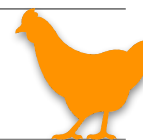
"I am extremely delighted to be a part of Shivia not only for the consistent effort to provide the income-generating tools to the poorest people but also because their passion and humility is incomparable. This gives me immense trust that this charity will never fail to deliver." **Sudeshna Mukherjee, Shivia trustee**



2008-2018: celebrating 10 years of Shivia



Shivia's journey 2008-2019 (calendar year)



OPERATIONS		GOVERNANCE
2008		Incorporation of Shivia as UK registered charity Appointments (UK) <ul style="list-style-type: none"> Chairman: Mr Stuart Tester Trustee: Ms Olly Donnelly
2009	<ul style="list-style-type: none"> Launch of Microfinance 'Partners Programme' with BASE, West Nepal 	Formation of Shivia India Trust Appointments (UK) <ul style="list-style-type: none"> Trustee: Mr Tim Neslen
2010	<ul style="list-style-type: none"> Partners Programme: started working with SARS in West Bengal and SAATH in Gujarat 	Appointments (UK) <ul style="list-style-type: none"> CEO: Ms Olly Donnelly
2011	<ul style="list-style-type: none"> 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) <ul style="list-style-type: none"> Chairman: Mr Vasant Subramanyan Director: Mr Shourya Mandal Head of Livelihoods: Mrs Chandrani Banerjee
2012	<ul style="list-style-type: none"> 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) <ul style="list-style-type: none"> Director: Mr Deepak Daftari General Manager: Mr Joe Rao Head of Finance: Mr Aloke Saha Operations Consultant: Mr 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 	Nirdhan converted to Section 8 company under Companies Act 2013 Appointments (UK) <ul style="list-style-type: none"> Trustee and CFO: Mr Chris Langridge Trustee: Mr Nishant Lalwani Appointments (India) <ul style="list-style-type: none"> Director: Mr 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 	Appointments (UK) <ul style="list-style-type: none"> Executive Assistant: Ms Victoria Denison



OPERATIONS	GOVERNANCE
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>Nirdhan gains permanent FCRA status to receive foreign funds</p> <p>Appointments (UK)</p> <ul style="list-style-type: none"> Patron: Mr 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>Appointments (UK)</p> <ul style="list-style-type: none"> Trustee: Mr 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: Ms Victoria Denison
2018 <ul style="list-style-type: none"> Opened fifth location for operations in Krishnagar. PDS launched there in May Introduced the group model to PDS Expansion of AMS to three locations Expansion of Goateries pilot programme Research into cooking pollution and the aspirations of the next generation 	<p>Shivia 10 year anniversary</p> <p>Shivia nominated for The Charity Awards - International Development & Aid</p> <p>Appointments (UK)</p> <ul style="list-style-type: none"> Chairman: Dr Yasmine Hilton (Mr Stuart Tester retired) Trustee: Mr Nishant Lalwani retired <p>Appointments (India)</p> <ul style="list-style-type: none"> Directors: Mrs Rajlakshmi Syam, Mrs Nupur Vaswani and Mr Krupakaran Satish David Directors: Mr Deepak Daftari retired
2019 <ul style="list-style-type: none"> Shivia published operations manuals for PDS and AMS 	<p>Shivia conducted full review of Risk Register</p> <p>Nirdhan produced their Policy Manual</p> <p>Appointments (UK)</p> <ul style="list-style-type: none"> First Vice-Chairman: Mr Tim Neslen Trustees: Mr Narind Singh and Mrs Sudeshna Mukherjee



A word of thanks

Financial support

We are grateful to the many individuals who donated personally to Shivia in 2018-19, helping us to help others in need. We are also thankful to the companies and foundations that contributed so generously to ensure we reached our fund-raising targets.

- ★ The Artemis Charitable Foundation
- ★ Allan and Nesta Ferguson Trust
- ★ Clifford Chance Foundation
- ★ HG Capital
- ★ Ionic Information
- ★ Milton Walker Foundation
- ★ Scott Bader Foundation
- ★ St James's Place Foundation
- ★ Alquity Transforming Lives Foundation
- ★ Elderstreet Investments Ltd

- ★ T & J Meyer Family Foundation
- ★ The Marr-Munning Trust
- ★ The de Laszlo Foundation
- ★ B & J Lloyd Family Trust
- ★ The Sant Trust
- ★ The Sisi & Savita Charitable Trust

- ★ The Big Give Christmas Challenge
- ★ Advent of Change
- ★ The Goat Café by Francesca Simon

Pro-bono support

We are grateful to all those organisations and individuals who have given their time, expertise, knowledge, advice and space which have all made a significant contribution to Shivia's governance and charitable activities.

- ★ Nick Jenkins
- ★ Clifford Chance LLP
- ★ EFG Private Bank
- ★ Salesforce
- ★ Skadden, Arps, Slate, Meagher & Flom LLP
- ★ Mike Williams



How you can support Shivia

- ✓ Corporate foundations
- ✓ Other foundations and grant givers
- ✓ Regular monthly giving
- ✓ Payroll giving
- ✓ Take part in a sponsored event
- ✓ Shop online with GoRaise and Amazon Smile and choose Shivia for donations
- ✓ Support Shivia in the Big Give Christmas Challenge
- ✓ Buy an Advent of Change advent calendar in 2019
- ✓ Join the TOGETHERBAND campaign
- ✓ Volunteering and pro-bono services



To find out more, please visit us at www.shivia.com/donate or email us at info@shivia.com

A word from The Artemis Charitable Foundation

"The Artemis Charitable Foundation has been supporting Shivia for over eight 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





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