

Annual Review

for 1st April 2022
to 31st March 2023

shiviahq.org

SHIVIA
LIVELIHOODS WITH DIGNITY



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“

I am delighted to be Shivia's Patron and watch the team expand their impact from within West Bengal to thousands of families in other states of India and beyond. I would encourage people to give to Shivia as they turn hard-earned money into long-lasting positive change for some of the world's poorest people, offering everyone involved a brighter future.

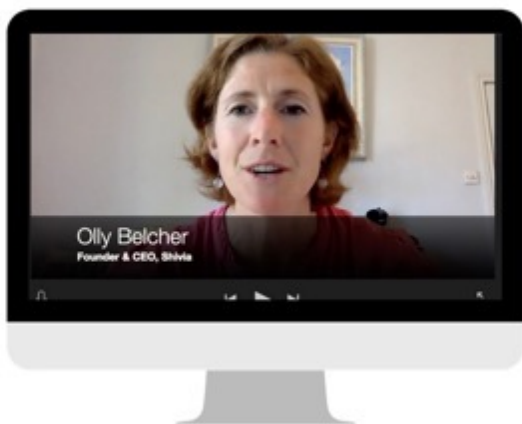
**VIN MURRIA, OBE
PATRON OF SHIVIA**

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A word of thanks from
Olly Belcher

[Click here](#)



A word of thanks from
Chandrani Banerjee

[Click here](#)



ABOUT SHIVIA

Shivia is a UK registered charity founded in 2008. We have a Board of nine trustees and two UK executives who are responsible for governance, strategy and fundraising.

You can see the evolution of Shivia from 2008 to 2023 with Shivia's Journey on pages 64-65.

OUR PATRON

Ms Vin Murria OBE

FOUNDER & CEO

Ms Olly Belcher (Donnelly)

UK OPERATIONS MANAGER

Ms Victoria Denison

BOARD OF TRUSTEES

Dr Yasmine Hilton (Chairman)
Mr Tim Neslen (Vice Chairman)
Ms Olly Belcher
Mr Narind Singh
Ms Sudeshna Mukherjee
Mr Shailendra Patel
Mr David Waring
Mr Prakash Kurup
Mr Aditya Gokal

CONSULTANTS IN INDIA

Mr Joe Rao (Lead)
Mr Smruti Das (Assistant)

"The Artemis Charitable Foundation has a long history of supporting Shiva's work in India. Many of our colleagues - some with their children - have visited the region with the team and have described the trips as life-changing experiences. They have also participated in virtual field trips and various fundraising events over the years. We look forward to continuing this partnership as Shivia seeks to expand its operations and improve the lives of many more families in need of their services."

Derek Stuart, Chairman

Artemis Charitable Foundation

SHIVIA LIVELIHOODS FOUNDATION

We incorporated Shivia Livelihoods Foundation (SLF) in Mumbai in October 2020 to raise funds in India and help identify livelihood focused NGOs which can replicate our tried and tested programmes in areas of need across India. The Directors are Ms Khursheed Khurody, Ms Ursula Thakkar, Mr Malav Shroff and Ms Olly Belcher.

"As Shivia Livelihoods Foundation (SLF) moves into its third year, we finally become eligible, by Indian law, to partner with corporates for funds from their Corporate Social Responsibility (CSR) budgets. It is our hope that 2023-4 will see SLF take wing, and find its place among the best NGOs in India."

Khursheed Khurody, Chair, SLF



Shivia's goals

- To help people living near or below the poverty line in India to earn an income **with dignity**
- To provide people in need with the **tools and training** to start a market-driven enterprise
- To **replicate** our tried and tested programmes elsewhere in India where there is a need
- To **innovate** and develop our programmes to ensure the best outcomes and impact for our beneficiaries

SHIVIA'S VISION is a world where everyone can create opportunities for themselves and earn a livelihood in a dignified way

SHIVIA'S MISSION is to empower the poorest to create livelihoods, boost income and inspire permanent change in their lives

Shivia's values

- **Beneficiaries first:** listening and responding to needs, providing practical support and acting with humility
- **Fostering independence:** promoting self-respect and self-reliance
- **Integrity:** being honest, transparent and living by our policies
- **Determination:** being resilient and never giving up

The Year In Review

Top Ten Highlights

Monthly Snapshot

Mission & Funding by Olly Belcher

Programmes & Operations by Joe Rao

Governance by Yasmine Hilton

Top Ten Highlights of the Year

- ✓ **Mission possible:** Seeing the smiles on the faces of the many women who joined our poultry farming programme this year and have just started earning money by selling the chickens from their very first toolkit.
- ✓ **Bio...dynamic:** Reaching a big milestone - we have now worked with over 10,000 farmers on our Agri-management Services Programme, helping them to make farming affordable and sustainable, including Namita who was formally recognised this year for her use of 'vermi-composting'. She used the AMS training to make her own organic compost and is now selling it in her local community.
- ✓ **Gone fishing:** Listening to our beneficiaries, responding to their needs and launching a new livelihood programme in Fish Farming.
- ✓ **Mission accomplished:** Winding down operations at our Babnan location after ten years of serving some of the very poorest communities there. We are moving on to new locations further afield where there is a huge demand for PDS and AMS and where these programmes will continue to make a big impact on the lives of the very poor.
- ✓ **Training for success:** Hosting 'exposure training visits' for our new PDS farmers in Odisha by taking them to Kolkata to meet our most experienced farmers there. These women had never left their village before, let alone the State. They all returned home full of pride, new knowledge and enthusiasm and soon became excellent local ambassadors for the programme.
- ✓ **Crossing continents:** Launching PDS in Africa! Joe and Chandrani travelled to Madagascar to kick-start our PDS Programme there. Having completed the research and tweaked our model to suit the local context, we are now piloting the programme in three locations for 100 families.
- ✓ **From a virtual world to 'in real life':** Being able to travel again after three Covid-restricted years. Joe and Chandrani flew to London to meet our supporters and Olly and Victoria travelled to West Bengal, Odisha and Gujarat to visit new locations, NGO partners and beneficiaries on all our programmes. We also led a real-life field trip for supporters from the Artemis Charitable Foundation. On both trips, it was truly inspiring to meet, face-to-face, people who are at different stages of their journey out of poverty.
- ✓ **Oh what a night:** Welcoming many Friends of Shivia to the Dinner and Auction at the House of Commons, kindly hosted by Max Patel from Shenley Private Wealth. We were delighted that Joe and Chandrani could be there to showcase our work in India, which resulted in many generous donations from our guests!
- ✓ **Team work:** Recruiting two new trustees to the Shivia Board - Prakash Kurup as Treasurer and Aditya Gokal as Finance Trustee; plus Smruti Das in Odisha who is supporting Joe with managing our growing partner portfolio.
- ✓ **On the red carpet:** Celebrating our Third Sector award for 'Small Charity, Big Achiever 2023'.

A monthly snapshot

April 2022 to
March 2023

During the year, our programmes continued to deliver on our mission to **empower the poorest to create livelihoods, boost income and inspire permanent change**. Here's a month-by-month look at what was going on behind the scenes at Shivia...



APRIL: We started PDS with 300 very poor tribal women in Odisha, working with new NGO partners DSS and Nirman. The T&J Meyer Foundation approached us about taking PDS to the very poor in Madagascar. In collaboration with local NGO, Feedback Madagascar, we researched whether PDS would be feasible in the local context.

MAY: The new DSS and Nirman PDS field staff visited our field team in Sundia, West Bengal for programme training on the programme. Joe and Chandrani came to London for the first time in three years for a week of strategy meetings, supporter engagements and events. We had a wonderful 'Lunch & Learn' with Artemis and were delighted to hold our House of Commons Dinner for the first time in two years, generously supported by Max Patel. After the annual review of our Policy Handbook, we started working on an ESG policy, supported on a pro bono basis by Skadden Arps. Our CFO, Chris Langridge, sadly retired after 9 years.



JUNE: New PDS farmers from our Odisha locations went to Sundia, West Bengal for practical training on PDS and to meet our farmers there and witness the long-term benefits of the programme. This was an enormous achievement for these farmers who had never been beyond their villages before. They returned as ambassadors for the programme with a wealth of new knowledge! We published our Annual Review and held our AGM. We interviewed for new finance trustees and were delighted by the number and quality of applications.

JULY: Olly and Victoria travelled to India for the first time in 2.5 years and had meetings in Mumbai with the Shivia Livelihoods Foundation team and then visited all our partners and programmes in Gujarat, West Bengal and Odisha. It was inspiring and humbling to meet beneficiaries on each programme and hear their life-changing stories. It was also motivating to meet all our new staff who are all so dedicated to our mission.

AUGUST: We were delighted to welcome Prakash Kurup to the Board of Trustees as Treasurer responsible for compliance and accounts. We conducted a review of our policies. Joe spent time researching and visiting new NGO partners in the state of Jharkhand to replicate PDS and AMS.



SEPTEMBER: Joe and Chandrani travelled to Madagascar to meet the Feedback Madagascar team and conduct the feasibility study for PDS there. Clifford Chance drew up a collaboration agreement (pro bono) to reflect the roles and responsibilities between the three partners: Shivia, The T & J Meyer Foundation and Feedback Madagascar. This is the first time our PDS model will be initiated outside of India. We appointed Smruti Das as assistant consultant to Joe Rao to oversee our new programmes in Odisha. Due to the Queen's passing, the Last Night of the Proms was cancelled so we were unable to use the Royal Albert Hall box for fundraising on this occasion. We were delighted to be awarded the Third Sector's, 'Small Charity, Big Achiever' as we believe this award really sums us up!



OCTOBER: A 'plucky' bunch from Artemis took part in the Royal Parks Half Marathon, with Mark Niznik dressed as a chicken! In India, we expanded our AMS Replication Programme with VIEWS in Odisha to 600 farmers and renewed our partnership with SAATH to support the Beautypreneurs and Cooks Training Programmes.

NOVEMBER: Joined by friends of Shivia, we 'zoomed' off for another Virtual Field Trip to India and marvelled at how technology has enabled our supporters to 'meet' our beneficiaries and witness the true impact of their donations....with no jet lag or carbon footprint and not having to get visas or find the time in busy diaries to disappear for a week! We were also delighted to take Artemis friends to both West Bengal and Odisha for an adventurous and inspiring actual field trip. After volunteering for Shivia since August, we were delighted that Adi Gokal Shivia as our Finance Trustee. The Board reviewed the Risk Register as part of our annual compliance.

DECEMBER: Joe and Chandrani visited Madagascar to kick-start PDS with Feedback Madagascar at three different pilot sites. Unfortunately, there was an outbreak of avian flu at our Chhatna location where all birds – both on and off our programme – were wiped out. The farmers were still keen to continue with PDS and so started again once the flu was over. We took part in The Big Give Christmas Challenge for the fifth year running and were delighted to be included in Advent of Change once again, benefiting from the sales of their inspirational charity Advent Calendar, Christmas Crackers and Advent Candle.

JANUARY: We created our Social Impact Assessment on the online app Solstice in order collect impact data via mobile phones in the field. Joe decided against proceeding with our potential NGO partner in Jharkhand given they work in Maoist areas which we agreed would be too risky. We also came across selling issues of chickens in some of our poorer locations and so the teams spent time trying to create brand awareness for the 'Kuroiler' breed amongst local buyers. We revised our Reserves Policy to be adopted for the next financial year.

FEBRUARY: Joe spent time carrying out due diligence on an alternative, potential NGO partner in Jharkhand following earlier research to replicate PDS there. Back in West Bengal, one of our female AMS farmers was presented with an award in recognition of her contribution to the practice of 'vermi-composting' - creating organic compost instead of using damaging chemicals on the soil.

MARCH: After years of researching and debating Fish Farming as our fourth enterprise and forced stops due to Covid, we gave the green-light to Chandrani and Nirdhan to kick-start the two year pilot at our Sundia location, partnering with the BASIX company 4S to assist us in our efforts. We reached a second bitter/sweet milestone when, after ten years of service, we closed our Babnan location, having achieved our mission to serve the poorest households there.

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Mission and Fundraising

Olly Belcher, CEO & Founder



It has been a year of converging global challenges including the lingering effects of the Covid Pandemic, the war in Ukraine leading to an energy crisis and inflation, the continued impact of climate change and soaring poverty and hunger worldwide. These intersecting crises have all had an effect on the communities we serve in India as they recover from lockdowns and loss of earnings, grapple with how to afford even the most basic requirements in life and adapt to more extreme weather conditions each year. At this time when **our mission to empower the poorest to create livelihoods, boost income and inspire permanent change** is more important than ever, fundraising is tougher but one thing that has not and will not change is our motivation and perseverance to help these communities.

I was delighted that, in July, Victoria and I were able to visit India for the first time since February 2020. Later in the year we were delighted to facilitate a field trip for the Artemis Charitable Foundation.

Both these trips emphasised the need for our work, the desire to do more and highlighted that our constraint is not capacity or expertise but the funds we are able to raise.

In July, we visited beneficiaries on our core programmes with Nirdhan in West Bengal, Poultry Development Services and Agri-management Services. Having successfully phased out our Familia location after ten years of service there, we visited farmers at the beginning of their journey in our newest location, Chhatna. It was a reminder of how poor these tribal women are and how small increases in costs of living can trap them or plunge them back into poverty. But our poultry programme has given them hope and I look forward to

hearing of their progress out of poverty over the coming months.

We also visited our Beautypreneur and Cooks Training Programme in Gujarat with our partner SAATH. These women suffer from urban poverty and I was inspired to hear stories of how their beauty and snacks businesses have given them income, confidence and status in society. I was most pleased, however, by our replications in the tribal communities of Odisha with our partners DSS, Nirman and VIEWS. Whilst it was very poignant sitting in the dark hearing their challenges, our new strategy has taken us to parts of the country where Shivia's services can make a huge and lasting difference. It was wonderful hearing from the women who had gone from Odisha to West Bengal to be trained in Poultry and Agriculture by our long-standing team and farmers at Sundia location – the pride in their achievement of having gone was enormous given they had never left their local areas before let alone travelled on a train to another State altogether.

We returned to these communities in November with our guests from the Artemis Charitable Foundation who were simultaneously blown away by the living conditions but also the hospitality and entrepreneurial spirit of these farmers. The contrast between our independent farmers at Familia location and the new ones in Chhatna and in Odisha reminded me of how far these women can come with a small leg-up, confidence and self-belief.



I am excited that we have gone beyond India with our work, replicating Poultry Development Services in Madagascar with our partner Feedback Madagascar, again reaching some of the world's very poorest often battered by cyclones and living in extremely remote villages. Feedback already indicates that the poultry programme has given the women great hope and as Mother Teresa said, ***"Hope sees the invisible, feels the intangible and achieves the impossible"***.

On the funding side, it has been difficult due to the challenges mentioned above. However, we raised £393,226 against our budget of £380,000

We are very grateful to all our supporters who have helped us to raise this amount. I was so pleased that Joe and Chandrani were able to come over to London in May for the first time in nearly three years to meet both loyal and new supporters. We held our House of Commons dinner once again, generously funded by Max Patel from Shenley Private Wealth. The evening gave supporters the chance to bid for projects rather than items which was really powerful.

Later in the year, we participated in two successful online campaigns, the Big Give Christmas Challenge and Advent of Change, and we had a team of runners from Artemis who participated in the Royal Parks Half Marathon, some dressed as chickens! We also held our Virtual Field Trip in November. The use of Zoom technology which we adopted because of Covid has enabled us to take many more people to India and in an affordable and environmentally friendly way.



We are grateful for all the probono support we have received over the last year, amounting to the value of £41,887. This was particularly important as we expanded our work beyond India to Madagascar.

Clifford Chance assisted in drafting a three-way collaboration agreement between Shivia (the knowledge partner), the T & J Meyer Foundation (the donor) and Feedback Madagascar (the implementing NGO partner). We now have a template for future, similar replications.

We are thankful to Skadden Arps for continually reviewing and updating our policies as well as putting all our historic documents safely online. I would like to mention Ben Skelton too for assisting us with developing our social impact app which we plan to pilot in the coming months. Our continued thanks go to Salesforce and EFG for their unwavering support by providing us with our donor management system and office space respectively.

My special thanks go to our Ambassador Damon de Laszlo who generously hosted a 'working lunch' at his London home where we discussed Shivia's long-term plans. Attendees included Vin Murria (Patron), Yasmine Hilton (Chairman), Trustees, Ambassadors and other close supporters of Shivia. Our discussions resulted in a motivating three year plan for Shivia which I drafted with the help of our new Finance Trustee, Aditya Gokal. To achieve this plan, we need to raise £1.5 million over the next three years, £400,000 in 2023-24 alone). Fundraising is largely UK based, however our colleagues at Shivia Livelihoods Foundation in Mumbai will be working hard to raise funds in India by tapping into Corporate Social Responsibility budgets.

Our three year plan includes working in West Bengal with Nirdhan to support farmers through Poultry Development Services, Agri-management Services and Fish Farming. We will continue our replication model with DSS, Nirman and VIEWS in Odisha, plus launch our programmes in new locations in Jharkhand.

Subject to the success of our pilot programme in Madagascar, we will roll out PDS there. Finally, we will continue to work with SAATH on the Beautypreneur and Cooks Training Programmes. As per our Reserves Policy, we will ensure our cash reserves are healthy.

I am so grateful to our beneficiaries for motivating and inspiring us every day and to always have Victoria and Joe by my side doing what needs to be done.

I am thankful to my Board, Chaired by Yasmine Hilton, for their dedication and guidance. I was sad to see Chris Langridge go in May after nine years but I am encouraged by the appointments of Prakash Kurup and Aditya Gokal to take forward the compliance, accounts and budgets respectively. I am heartened to have Vin Murria as our Patron and our wonderful team of Ambassadors out there flying our flag for us.

I am immensely proud of the Nirdhan team in West Bengal who have gone above and beyond to deliver our services and welcome our new teams and farmers from other parts of India to learn from us; their passion and willingness to spread the impact of our work is admirable. I am delighted by the excellent partnerships we have with SAATH, VIEWS, DSS, NIRMAN and now Feedback Madagascar.

I would like to end by saying how proud I am that Shivia was awarded the Third Sector Award for “Small Charity, Big Achiever” in September. I feel this award really sums us up!

We are indeed a “small” charity in terms of income but when you are out in the field and meet the teams and farmers, you realise the long-lasting impact to well over 20,000 very poor families who we have worked with.

Thank you all for your support, friendship, encouragement and generosity of spirit to help us achieve that. With your commitment to our work in the face of unprecedented crises and multiplying risks to the communities we serve, we have been able to raise the funds required to deliver on our mission.

Please spread the word so we can keep doing more!

Olly Belcher

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Programmes and Operations

Joe Rao, Lead Consultant in India



I am delighted to report that in the year 2022-23 we continued to expand our time-tested Poultry Development Services (PDS) and Agri-management Services (AMS) Programmes beyond West Bengal to Odisha and we are all set to do our next replication in Jharkhand at the beginning of the next financial year. We also took PDS beyond the shores of India for the first time to Madagascar, where many more extremely poor people can benefit from the programme.

During the year, I spent time visiting our operations in West Bengal with Nirdhan, our three NGO partners in Odisha and our Beautypreneur and Cooks Training Programmes in Gujarat and Rajasthan.

I researched and carried out due diligence on other small but excellent NGOs in the state of Jharkhand to replicate our Poultry Development Services Programme there. I also had an entirely new experience whereby I went to Madagascar twice, once to research the feasibility of our PDS programme and then to pilot the programme. This was at the wishes of one of our donors who asked us to see whether our PDS Programme would be replicable there.

I am pleased to report some impressive numbers in relation to our operations with Nirdhan in West Bengal : we distributed a total of 13,634 poultry toolkits to 1,459 farmers - 635 of whom were new to the programme in 2022/23 and 824 who were already established on the programme. We added 2,047 new farmers to our Agri-management Services Programme and continued with training and support for 1,708 existing farmers. We gradually phased out operations at our Babnan location (as per our Familia location last year) given we have now serviced the very poorest households in that location and focused our efforts on our new location at Chhatna, an area of tribal castes who are much poorer than the communities nearer Kolkata.

Our Field Supervisor Nrushringa Jena, who relocated from Familia has had an excellent first year at Chhatna, motivating his team with our mission, as he did previously at Familia. He has also addressed some of the issues in the area surrounding selling the birds. Given the area is poorer, it is hard for the farmers to sell to



neighbours and the Kuroiler breed is unknown. The team has spent time promoting the breed to local buyers and traders and demand is picking up. The location also experienced an avian flu in December which wiped out all the birds, both within and outside our programme. The farmers understood that this is and extremely rare event and are eager to continue building their enterprises again.

Meanwhile, Chandrani and her team have spent several months looking for a new location now we have closed operations at Babnan. The plan is to launch PDS in April to support very poor households further from Kolkata where people still struggle to earn a living wage.

I am pleased to announce that, together with Nirdhan, we have recently introduced our fourth enterprise at our Sundia location - Fish Farming

We began our research into Fish Farming in December 2017. It has taken time to address some issues that the research raised and to get through the Covid affected years but we are now ready for launch. We believe there is huge potential for fish farming as a livelihood opportunity for marginalised farmers and this year's plan includes a pilot programme for 200 farmers, helping to provide them with a permanent source of income from the many ponds in the villages in Sundia.

We have seen great progress with our partner NGOs in Odisha where we are replicating our tried and tested programmes.

We are working with VIEWS to support 600 poor farmers on our agriculture programme. Whole communities are now using our AMS techniques to develop kitchen gardens for their own subsistence as well as develop more commercial agri-enterprises. These farmers are already reporting significantly increased yields and profits. On my visits, I was encouraged to see that each and every household is now making their own bio pesticides/fertilisers. It is clear that AMS is providing more affordable and environmentally friendly solutions for these farmers. It was a great pleasure to lead two field visits last year, firstly for Olly and Victoria in July, and then for the Artemis Charitable Foundation in November. It was clear that everyone was humbled by the warmth and hospitality shown to us by these very poor communities, and blown away by the obvious impact AMS is making on their lives.

At the beginning of the financial year, we started working with two more NGO partners in Odisha, Nirman and DSS, to replicate our poultry programme.

With each of these two excellent local NGOs we are supporting 150 women, helping them to earn an income for the first time from their very own poultry enterprise. It has been heart-warming to see their confidence increase, especially after they sold their first chicks and eggs.

I was particularly proud of the women who travelled to Kolkata to learn from our more experienced farmers at our Sundia location. This small group of brave women had never travelled beyond their own villages, let alone outside of Odisha, and they expressed their fears and concerns both before they left and after they returned. Despite their fears, they made the trip with us and really benefited from the experience.

They said our field team were most warm and welcoming. They were inspired by the success stories told by our farmers, many of whom are now independently running a large poultry business when only a few years back they too were starting out on their journey with Shivia. Our plan for the next year is to help our new farmers in Odisha to grow their poultry enterprises so they too can become independent of us.

I have to say that we have faced challenges too and some of same ones we witnessed at Chhatna in West Bengal. Levels of poverty are so low in these areas that it can be hard for our farmers to sell the chickens to their local neighbours. We have chosen to supply the Kuroiler breed, a hardy bird that grows quickly and is a good layer. However, local market traders are unfamiliar with the breed so our field teams are working hard to promote the breed and find regular buyers for our farmers.

As we replicate our programmes and move into new areas in Bengal and other states within India...and now new countries (Madagascar), I have welcomed the decision to recruit a new member of team.

Smruti Das joined us in September as my assistant based in Odisha and is proving to be a most diligent and effective colleague. He makes regular visits to the field to monitor the programmes and collect impact data and case studies, as well as carrying out our random due diligence checks to ensure our funds are being spent as expected.



Smruti with one of our new farmers in Odisha

Over in the west of the country, we have continued our partnership with SAATH to train Beautypreneurs and Cooks and have expanded to Rajasthan as well as Gujarat. I was delighted that Olly and Victoria were able to visit some of the Beautypreneurs and Cooks in Gujarat in July and to hear the difference the programmes are making to these women living in urban poverty.

For the Beautypreneur Programme, this year SAATH has trained 188 Beautypreneurs across Gujarat and Rajasthan. Those who have completed their training have seen their income increase by 30-40% compared to before joining the programme. Some of these Beautypreneurs are also training students to become beauticians which is an additional income for them. For the Cooks Training Programme, this year SAATH has trained 40 women to become cooks and 20 have graduated on the business training course to become 'cook-preneurs'.

I am motivated by the decision to expand operations into the state of Jharkhand and also Madagascar where there are so many areas of extreme poverty. Our programmes will make a huge impact in these communities.

I have been working hard to select a suitable NGO partner in Jharkhand and am pleased to report that, after completing our due diligence checks, we have selected SATHEE. We are ready to start recruiting members of our field team at the beginning of the next financial year.

The most exciting part of the year has been travelling to Madagascar with Chandrani to research whether our poultry model would work there. We teamed up with the NGO, Feedback Madagascar, who have been working in Madagascar for 30 years and in September they took us to three potential sites; in each, I was struck by how poor the women are but also by the potential of poultry farming for them. We met with farmers, possible team members, hatcheries and market tradesmen and after a thorough assessment, we made tweaks to the model such as reducing the contribution from the farmer. It is also not possible to supply day old chicks and so we have to supply more mature birds which can in time start laying and producing chicks.

We started the pilot at all three locations in November and feedback is that despite some teething issues, chicks are hatching and the plan is progressing. Chandrani and I will be visiting again in May, this time with Olly and Jane Meyer from the T&J Meyer Foundation who is funding the replication programme in Madagascar.

After a busy but exciting and rewarding year, I would like to take this opportunity to thank everyone from the bottom of my heart for all your support, without which all this would not have been possible. I was delighted to see many of you when I was over in London in May for the first time in three years and look forward to reporting back on all the new developments at Shivia in the year to come.

Sincerely, Joe Rao





Governance

Yasmine Hilton, Chairman of Shivia

I am pleased to be able to report that, despite the turbulence and uncertainties in the world, Shivia has been able to work in India throughout 2022 to scale up our efforts successfully. Our strategy to use our knowledge and operational experience to replicate programmes and expand our reach through partner NGOs has proved highly effective. Working with several small local NGOs reduces our risk of over-dependence on a single FCRA license to operate.



In July, Olly and Victoria visited Nirdhan in West Bengal and met our new replication partners - VIEWS, Nirman and DSS in the tribal areas of Odisha, as well as the Beautypreneurs and Cooks from SAATH in Gujarat. They were able to assess first-hand the impact these programmes are having - and later in the year were able to host guests from Artemis to both West Bengal and Odisha for the first time in three years.

After the trips, the phrase I heard most often is that they were 'blown away by what they saw'.

The ability to scale up both the Poultry and Agri-management Services so quickly is a testament to our rigorous due diligence process to ensure we only select partners who share our mission

and values, have good governance and strong operational capability. I have met the partners virtually and their dedication and commitment to sharing best practices and delivering positive outcomes is most encouraging. We are just about to start our fourth replication in India in the state of Jharkhand, again working with extremely poor tribal communities who need our help the most.

For the first time we are replicating our Poultry Development Services outside India supported by one of our loyal donors.

Given our track record, we were asked to investigate the feasibility of introducing these programmes locally through a trusted NGO partner in Madagascar. This exciting new effort is underway, and we aim to complete a pilot in 2023.

In May 2022, Chris Langridge stepped down as our CFO. We are extremely grateful to Chris for his dedicated service and wise counsel over his nine years of office. Given the expansion of Shivia, we have recruited two new trustees to replace him - a Treasurer and a Finance Trustee. We are delighted that Prakash Kurup joined the Board in August as our Treasurer responsible for Financial Compliance and Accounts, and that Aditya Gokal joined in November as our Finance Trustee responsible for day to day operations and budgets.



Olly and Victoria continue to do an excellent job in the UK responding to the variety of ways of engaging our stakeholders - partners, donors and beneficiaries. I am most grateful to them and to the Trustees, who continue to help and support Shivia on strategy, risk management and ensure that our policies are relevant and up to date. After many virtual sessions it was so nice for us all to meet in person, joined by Joe and Chandrani who were able to come to London. My huge thanks also to Vin Murria for her patronage and to our other Ambassadors who do such a brilliant PR job for us.

Looking back on 2022, we have demonstrated our values and despite a turbulent backdrop, have proved our growth model works effectively and made a real impact beyond West Bengal.

It was rewarding to see Shivia recognised by winning this year’s Third Sector Award, ‘Small Charity, big Achiever’. Fundraising continues to be a real challenge, and I would like to thank you all warmly for your generosity, encouragement and loyalty. We could not fulfil our role without you, and we want to do much more with your continued support. I hope you will visit us in India on either one of our virtual field trips or in person to gauge the impact your donations have made. I have no doubt that Shivia is making a difference - and that the results speak for themselves.

Best wishes,

Yasmine Hilton



Our locations and NGO partners



Jaipur

Ahmedabad

Mumbai

Shivia Livelihoods Foundation

Kolkata

Bhubaneswar



SAATH

Creating Inclusive Societies








NIRMAN

An Initiative for
Sustainable Development



Our programmes in summary

PROGRAMME	LAUNCH YEAR	PARTNER NGO	LOCATION	TOTAL NUMBER OF BENEFICIARIES
 Poultry Development Services	2011	Nirdhan DSS Nirman Feedback Madagascar	West Bengal Odisha Odisha Madagascar	16,549
 Agri-management Services	2014	Nirdhan VIEWS	West Bengal Odisha	10,054
 Beautypreneur Programme	2020	SAATH	Gujarat and Rajasthan	447
 Cooks Training Programme	2020	SAATH	Gujarat and Rajasthan	120
 Goat Farming Programme	2016	Nirdhan	West Bengal	371

Our NGO Partners

We work with excellent partners in India who deliver the programmes on the ground. Our partners specialise in delivering effective and sustainable livelihood programmes to support the rural and urban poor.

Nirdhan

We incorporated Nirdhan in August 2011 to deliver Shivia's operations on the ground in West Bengal. Since then, with Nirdhan, we have built up a team of five Directors, three management personnel, five Field Supervisors, an agriculture specialist and 30 Livelihood Service Providers delivering either Poultry Development Services or Agri-management Services. Nirdhan is a Section 8 Company with FCRA status. The Co-founder and Chairman is Vasant Subramanyan and the Head of Livelihood Programmes is Chandrani Banerjee.



"Just as the world began to emerge from the sledgehammer blow of Covid, the clouds of war massed over Ukraine. For a charity that has its beneficiaries 6,000 miles away the impact would seem inconsequential. However this was just not so. The general rise in prices of fuel and other inputs have had a deep effect on those we serve in rural Bengal, whilst there is financial tightening in the UK where Shivia is located.

The period of Covid has made us a very lean and cost light operation and we have been able to do away with those expenses which are not vital to keeping our operations functioning smoothly, as well as ensuring that our service delivery to our beneficiaries is not affected. We have moved out of the second location where we had been working for over nine years and we have initiated our seventh location in Prantik - a village close to the historic town of Shantiniketan - which was the home of the Nobel Laureate Rabindranath Tagore. Prantik has many tribal families who will doubtless benefit from our programme.

We are also excited to be launching our Fish Farming Programme. We shall carry our success stories to you about this initiative in the coming year!

The weatherman states that the summer season in India will be long and harsh, and the monsoon slow in coming. This would make our beneficiaries rely on our interventions even more. And likewise us more on you dear reader and donor.

Thank you for being such a strong support to us all at Nirdhan. May good sense prevail and may the Dogs of War be recalled as Bengal waits for petrichor to work its magic soon." **Vasant Subramanyan, Chairman, Nirdhan**

VIEWS (Voluntary Integration for Education and Welfare of Society)

Shivia partnered with the NGO VIEWS in October 2021 to replicate our Agri-management Services Programme for the first time outside of West Bengal. VIEWS was founded in 2002 and was registered in 2008 as a Society under the Societies Registration Act XXI of 1860. It operates in six districts of Odisha and has its head office in the capital, Bhubaneswar. VIEWS has FCRA status.

"Partnering with Shivia to enhance sustainable farming among marginal and vulnerable communities here in Odisha has been a privilege and immense learning opportunity for our teams at VIEWS. As farming continues to battle climate change and harsh weather conditions, the support that we are able to provide with Shivia's help is crucial for the capacity building and overall well-being of the farming community in this region." **Bheema Rao, Founder of VIEWS**



NIRMAN

Shivia partnered with the NGO NIRMAN in March 2022 to replicate our Poultry Development Services Programme for the first time outside of West Bengal. NIRMAN was founded in 1997 and is registered as a Society under the Societies Registration Act XXI of 1860. It operates in nine districts of Odisha and has its head office in the capital, Bhubaneswar. NIRMAN has FCRA status.



"We are pleased to be partnering with Shivia as Poultry Development Services is making a huge impact on the poor households in Daspalla Block, Nayagarh District, Odisha. Thank you." **Prasant Mohanty, Founder and Executive Director, Nirman**

DARBAR SAHITYA SANSADA (DSS)

Shivia partnered with the NGO DSS in March 2022 to replicate our Poultry Development Services Programme for the first time outside of West Bengal, in parallel with our replication through NIRMAN. DSS was founded in 1982 and is registered as a Society under the Societies Registration Act XXI of 1860. It operates in six districts of Odisha and has its head office in the city of Bhalipatana. DSS has FCRA status.

"Shivia is a transparent, kind, considerate and encouraging organisation. Together we are working with people who belong to the extremely needy and vulnerable communities of Odisha. DSS is extremely happy and empowered to partner with SHIVIA and would like to continue this partnership in future." **Kedareswar Choudhury, Founder and Chief Executive, DSS**



SAATH

Shivia first partnered with SAATH in 2010 when we supported their micro-finance programme. In 2012-13, we went on to support the Nirman Programme, providing training to workers in the informal sector to improve their livelihood and earning opportunities in the areas of electrical work, carpentry, masonry and plumbing. Since October 2020, we have supported SAATH's Beautypreneur Programme and we have piloted and expanded the Cook's Training Programme to help women earn an income with dignity. This partnership has enabled us to move beyond West Bengal to the States of Rajasthan and Gujarat and support women from low-income households in urban slum settings. SAATH was registered in 1989 and is a Charitable Trust with FCRA status.

"Shivia's support to SAATH for the Cooks Training and Beautypreneur Programmes has gone a long way in creating and reviving livelihoods for women living in urban poverty, particularly those who were so adversely affected by the Covid pandemic. We are very grateful for your timely support." **Rajendra Joshi, Founder of SAATH**



Feedback Madagascar

We are working as knowledge partners with Feedback Madagascar to replicate our Poultry Development Services programme in Madagascar, with financial support from the T&J Meyer Family Foundation. Feedback Madagascar was registered with the Scottish Charity Regulator in 1995 but has been a Malagasy-centric organisation since 1993 when the team started work. The whole team speaks Malagasy and 95% of the team are locals. In 2022, Feedback Madagascar established Ny Tanintsika ('Our Earth') as a local NGO and they now work in partnership, sharing staff and resources across all projects.



"Shivia's PDS Programme is making a difference in Madagascar. It is a new and inclusive approach enabling vulnerable families, mostly led by women, to help develop their own businesses, targeting remote rural areas where there is otherwise so little opportunity. Provision of close one-to-one support, technical and moral, is highly motivating and there is already huge enthusiasm and dedication amongst everybody taking part." **Sam Cameron, Programme Co-ordinator, Feedback Madagascar**

Working with the rural poor in West Bengal and Odisha

The Global Multidimensional Poverty Index (MPI) for 2022 showed that India has by far the largest number of poor people worldwide at 228 million and that 2/3 of these people live in a household in which at least one person is deprived of nutrition.

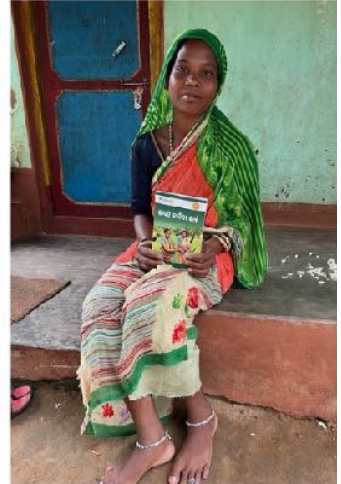
The MPI also showed that West Bengal has emerged from being one of the poorest ten States in India yet millions there still live below the poverty line. Odisha remains one of the poorest ten states, as does Jharkhand where we will be working as of April 2023.

In West Bengal, our programmes target some of the poorest families living in rural areas surrounding the city of Kolkata and in Odisha, we work with tribal communities in very remote areas. They are mainly from the Sabar, Kandha and Juang tribes and are considered to be “ultra poor” and suffer from social stigma.

We have developed our Social Impact Assessment Questionnaire, specific to rural India, which allows us to identify the people who are in most need of our intervention and measure their progress out of poverty on an annual basis. Over the last year, we have started piloting our Social Impact Assessments with one community in Odisha through smart phones and the app Solstice.

We have also conducted in depth surveys in West Bengal (2016 and 2020) and Odisha (2021 and 2022) to develop an accurate profile of the families we are working with.





Our beneficiaries are considered 'poor' or 'ultra-poor'. The challenges they face typically include:

- Little or no formal education
- Poor health and inadequate sanitation
- Lack of work opportunities; may only find seasonal work as poorly paid, daily wage labourers in agriculture
- Men migrate for work leaving women alone to manage the family and farming
- Living in rudimentary houses with no running water or a proper toilet
- Cooking on a clay-based 'chula'
- Have to collect firewood for fuel
- Food insecurity issues
- Extreme weather conditions
- Little or no access to government assistance

Programme Updates

SHIVIA
LIVELIHOODS WITH DIGNITY

for 1st April 2022
to 31st March 2023



Poultry Development Services

27



First launched in
2011

Poultry Development Services

Poultry Development Services (PDS) is our flagship programme where we provide the tools and training, the toolkit, for families living in poverty, and especially women, to start an enterprise from home by raising chickens and selling the produce.

For the first two years, families receive one-to-one support from our Livelihood Service Providers (LSPs) in what we term the **Individual Model**; farmers receive the toolkits to their doorstep and the LSPs provide the excellent service and hand-holding they need to have the confidence to start and run a backyard poultry enterprise.

When they are ready, the LSPs help the farmers to form groups in what we term the **Group Model**, so that over time they can procure the toolkit parts on their own and operate their poultry enterprises without our intervention.

As of March 2023, we are delivering PDS in West Bengal, Odisha and Madagascar.



"Globally, women and girls are the most disadvantaged. We know that helping women also helps their families, and their communities. Women in the poorest societies who bring in an income are much more likely to be able to feed and educate their children. That's why Shivia's poultry programme is so important - it is assisting women to earn a living and change their families' lives for the better."

Baroness Lindsay Northover
(former DFID Minister)



Our Poultry Development Services Programme is directly aligned to several of the UN Sustainable Development Goals



[Click here to watch our animated video about PDS](#)

Poultry Development Services in West Bengal

Our NGO partner in West Bengal is Nirdhan, the Section 25 organisation we co-founded in 2011 when we launched Poultry Development Services in our very first location near Kolkata, Familia.

The Nirdhan field team currently delivers PDS in five rural locations within 200 kms of Kolkata. We employ five Field Supervisors and 18 Livelihood Service Providers (three of whom are women), seven in the **Individual Model** and eleven in the **Group Model**.



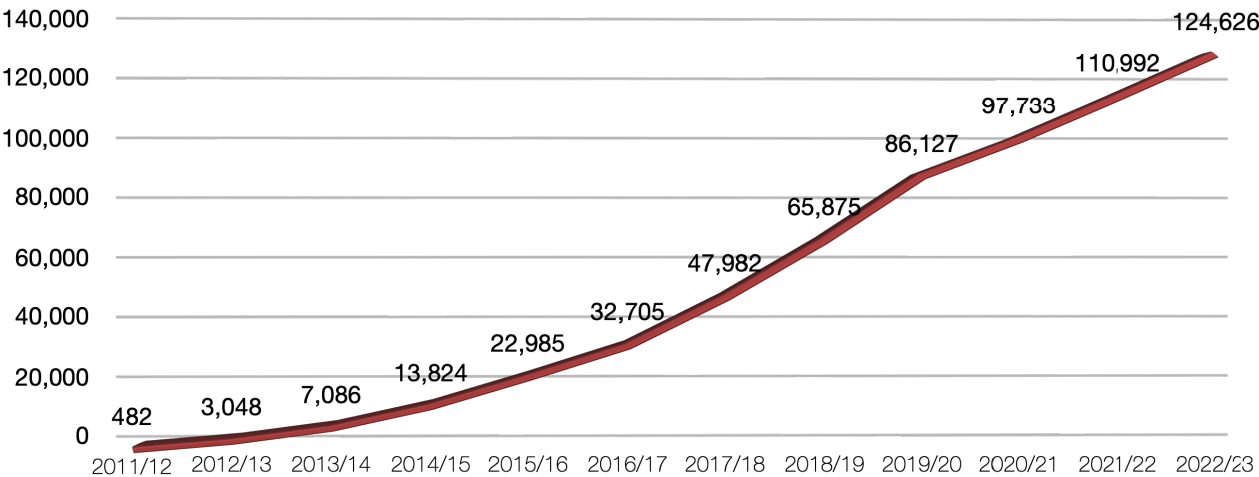
The following report reflects the work we have been doing with Nirdhan over 12 years. The last few years have been particularly important as the very poor communities we work with have been disproportionately affected by Covid and now the cost of living crisis. We closed our Babnan location this year, having worked there since 2012. As with Familia, we referred to our social impact assessment data to establish that we had fulfilled our mission to serve our target households in that area. We moved onto a new location, Chhatna, bringing PDS to the very poorest in that area who will benefit the most from the programme,

Toolkit distribution

For the year under review, we distributed a total of **13,634 toolkits** to 635 new farmers and 824 farmers already on the programme, broken down as follows:

- **2,646 toolkits in the Individual Model** when each toolkit is delivered by our LSP to the farmer's house.
- **3,876 toolkits in the Group Model** when the toolkits are delivered by our team to the PDS Group at a central location in the village.
- **7,112 toolkits to our PDS Group** members and delivered directly by the suppliers under the guidance of our team.

Since 2011, we have distributed 124,626 toolkits to a total of 16,013 farmers across 1,438 villages of West Bengal.



The chart shows the cumulative number of toolkits distributed since we launched PDS in 2011



THE POULTRY TOOLKIT

A comprehensive, one-to-one training programme for every poultry farmer and their family members, delivered by a fully trained, dedicated member of our field team - the Livelihood Service Provider (LSP), plus:

- ✓ Ten day-old chicks or ducklings
- ✓ 2kg bag of starter feed
- ✓ A full course of vaccines, vitamins and minerals to prevent disease and chick mortality

Depending on the location and levels of poverty, we make changes to the toolkit. For example, the extremely poor tribal communities we are working with in Odisha live close to the forests where there are many predators so we also provide netting for their coops.

We have made a number of changes to the poultry toolkit we provide in Madagascar due to the remoteness of the villages where we are working. Instead of day old chicks we supply five-month old hens and cockerels and help farmers start their own small hatchery.

The importance of training

Our training programme covers everything our poultry farmers need to know about how to successfully raise chickens at home, from the very first steps when they receive the day-old-chicks, to selling their grown birds and eggs, to the day they are independently running their enterprise without our help.

- Building a suitable coop using readily available materials
- Vaccinating and medicating the chicks
- Feeding the chicks and growing birds at a very low cost, including growing azolla
- Heating and cooling the coop according to the season
- Protecting against predators

We spent time this year training the farmers in growing azolla (algae) which is a high-protein poultry feed and free for the farmers.



Azolla cultivation

All these things help keep chick mortality to a minimum. Our data shows that chick mortality is less than 2% for our farmers in West Bengal and we are now witnessing the same figures in Odisha. Without this thorough training we know chick mortality rates can reach 30%.

In India, farmers face dramatic changes in climate from very hot summers to cold winters and the rainy monsoon season in between. Our farmers in Madagascar also face an intense cyclone season. In both countries, more extreme climate events seem to be occurring which we help our farmers prepare for.

We also give advice about keeping a record of sales, the importance of regular saving and how

to market the produce. We guide our farmers towards expanding their poultry enterprise and starting a new enterprise using their savings and new skills.

As farmers transition into the **Group Model**, we help organise the group members so that can deal directly with suppliers and arrange a central collection point for the chicks, feed and vaccines.

For the farmers who intend to significantly expand their poultry farm, we guide them on building a bigger, permanent structure to keep the birds. Finally they will become independent from us with all the knowledge, skills and confidence they need for a successful future.

Contributing towards financial sustainability

Our model for PDS includes a small financial contribution from all our farmers towards the cost of the toolkit. On average, the cost to Shivia to deliver one toolkit is £15 which includes the training programme and mentoring provided by our locally recruited field team.

The contribution varies according to poverty levels, experience and stage of the programme. For example, in very poor areas we collect £2.50; for our more established farmers it is £5.00 and for farmers in the Group Model we ask for just £3.50 as by this stage the chicks are collected by the farmers rather than delivered to their individual houses.

We have found that this model is very effective as our farmers really value the service we are providing and attend all the training sessions. They take pride in having invested in their own developing enterprise. It also contributes to the financial sustainability of the programme, enabling us to distribute more toolkits to new farmers joining us.

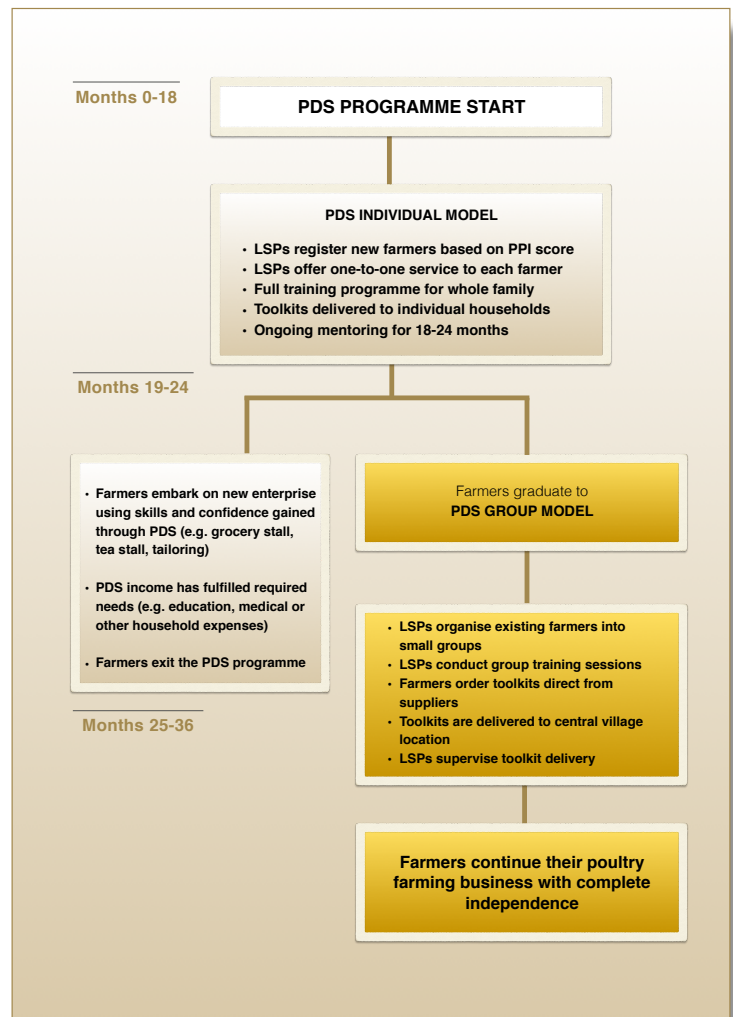


Farmers attending a training session

The path to independence

Each year we work with approximately 1,500 poultry farmers who are at different stages of the programme. We focus our work equally on the farmers who just starting out with their first toolkit; those who are more experienced and want graduate to the Group Model; and finally, the farmers who are leaving the programme to become fully independent poultry farmers or are pursuing another enterprise.

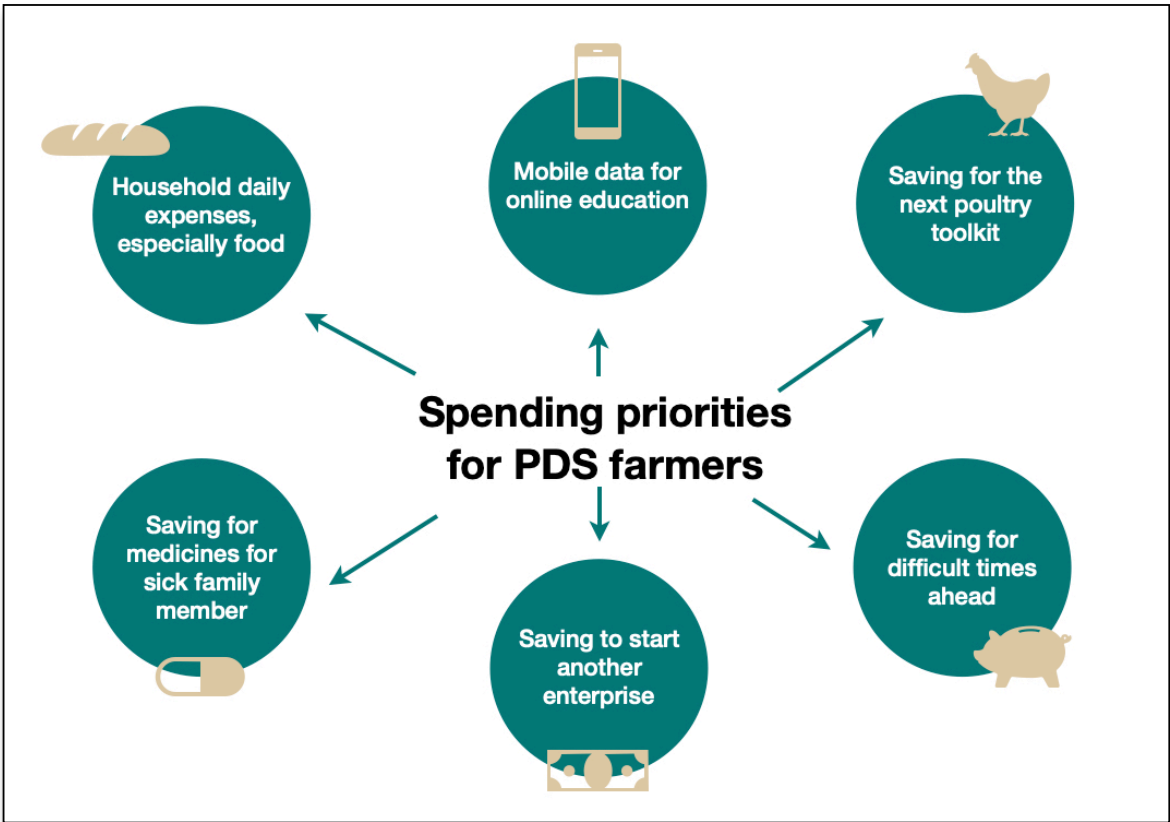
- During the first 18 months to two years, farmers take, on average, 15-20 toolkits before graduating onto the Group Model.
- Some farmers start a second enterprise using their income from PDS and the skills and confidence gained from being on the programme. Typical examples include buying a second hand sewing machine to do tailoring and opening a small grocery/snack shop.
- We are delighted that a total of **1,695 PDS farmers are now operating completely independently of us**, sourcing the chicks, feed, vaccinations and medications on their own.
- **347 farmers became independent during this reporting period.** Many now operate a sizeable business with over 250 birds.
- Despite being independent, farmers can ask our field team for advice if needed and the LSPs will check that the suppliers are providing them with good quality chicks, on time and at the same competitive prices. During this period of graduation, our field team is still on hand to help with the distribution.



“Graduating our farmers from the Individual Model to the Group Model and then to independence has been our greatest success to date in Poultry Development Services.”
Chandrani Banerjee, Head of Livelihood Programmes, Nirdhan

Spending priorities

We asked our farmers what they prioritise when they spend their income from selling their chickens and eggs. This is what they told us...



Facing challenges

We experienced two major challenges at our new location Chhatna this year. Despite the farmers' willingness to embrace PDS and their meticulous care of their birds, they found selling the chicks challenging given their neighbours cannot afford to buy them and most traders in nearby markets are unaware of the Kuroiler breed we supply. The team spent time advertising the chicks and creating brand awareness since when sales have increased. The location also experienced an Avian flu and all birds, both on and off our programme, died. Given this is our newest location in West Bengal, we thought the farmers may not want to proceed with their poultry enterprises. However, the farmers knew this was a very rare flu and had been inspired by farmers at our other locations who had told them of their progress out of poverty due to the programme. As a result, they have taken new toolkits in pursuit of their dreams of a brighter future.

Poultry Development Services in Odisha

We have partnered with two local NGOs, Nirman and DSS, to deliver PDS in Odisha. The programme was launched on April 2022 with the **Individual Model**, distributing Poultry Toolkits to individual households and providing one-to-one training and mentoring. We are targeting very poor and remote tribal communities which are largely excluded from other NGO or government programmes.

Initial stages: Recruiting our team, selecting beneficiaries and the 'exposure visit'

Once we had selected our NGO partners, we recruited the field team to work with each of them - **one Field Supervisor, two Livelihood Services Providers and an accountant**. We then arranged for them to visit our Sundia location in West Bengal to learn from our most experienced field team there. We then started selecting our new poultry farmers, a total of 436 women from 45 tribal villages. We were very keen for some of them to visit our experienced farmers in West Bengal so they could hear their stories and witness the impact of the programme at first hand - seeing is believing! A small group of women agreed to come despite some very real fears about leaving their village. They had never left their community, let alone travelled by train to another state. The exposure visit was a great success and the women said they enjoyed the experience, learned a great deal and felt proud to have done so. They soon became ambassadors for the programme in the villages.

Preparing for toolkit distribution

Our new farmers in Odisha have not had experience in raising chickens and so our field team spend time before the arrival of the chicks helping them build their coops, making sure they are a correct size and safe from predators. The villages are close to the forest and wild cats, snakes and mongooses are prevalent. We supply the netting they need to ensure these predators cannot attack the chicks. This is a new innovation for the PDS model particular to where we are working in Odisha. In West Bengal our farmers are usually able to build their coops using materials which they have at home or are freely available in the villages. We do warn about predators but they are not so much of a problem here.



Toolkit distribution from April 2022 to March 2023

	NIRMAN	DSS	TOTAL
Number of farmers	200	236	436
Number of toolkits	1,000	1,000	2,000
Number of villages	22	23	45

Farmers are asked for a small contribution towards the cost of each toolkit. In West Bengal, this is Rs. 400 (c. £4) but in Odisha we have reduced this to Rs. 200 due to the poverty level here.

The toolkits started arriving in April 2022 - ten chicks, feed and vaccines. After about three months, our new farmers started selling their produce - chickens and eggs. For many women, this was the very first time they had earned their own money and they were hardly able to tell us how they planned to spend it - something we witnessed back in 2011 when we launched the programme at Familia in West Bengal. It was heartwarming and very impactful to see the smiles of their faces with the cash in hand!

Challenges and sharing best practice

Our new farmers in Odisha have faced some challenges with their chicken farming enterprise which our team have worked hard to address. We have used our experience in other locations to do this. For example, some farmers have had difficulty selling the mature chickens and this is partly because they live in remote areas far away from any local markets. Their neighbours can hardly afford to buy the chickens from them either. Added to that, the Kuroiler breed that we supply is not well known in the area so people are reluctant to buy. We faced these challenges in our Chhatna location in West Bengal recently, so asked our team there to promote the breed locally and this has worked. Now our teams in Odisha are doing the same, raising awareness to the Kuroiler breed and helping our farmers to sell their produce. They are also sharing best practice in other ways and this has proved very successful with azolla cultivation.



Azolla can easily be cultivated in small ponds at very low cost. It is a protein-rich plant which is highly nutritious for chickens

Poultry Development Services in Madagascar

In April 2022, the **T&J Meyer Family Foundation (TJMFF)**, one of Shivia's existing grant givers, approached us about replicating our Poultry Development Services Programme in Madagascar. About 92% of Madagascar's population live below the poverty line, so it was thought that teaching women to raise chickens to earn a small income would be of huge benefit to the village communities.

We started researching the feasibility of PDS in this context with the local NGO, Feedback Madagascar, introduced to us by TJMFF. Together we concluded that, despite several challenges presented to us in Madagascar, a pilot programme was definitely the way forward.

In September 2022, Joe and Chandrani travelled to Madagascar to meet the team from Feedback Madagascar and design the pilot programme. It became obvious that the model for PDS in India would need to be modified to suit the local context. In December we were ready to launch the pilot phase with 100 households in three different areas: Ranomafana (31 households), Ambohimahimasana (35 households) and Vohitsaoka (34 households).



In September 2022, Joe and Chandrani carried out research for the pilot phase of PDS. They assessed the local landscape; visited villages and markets; met suppliers of chicks, feed, vaccinations and most importantly met some of our potential beneficiaries.

Recruiting and training the Field Team

- The team comprises a Programme Manager and three LSPs.
- We have also hired a Poultry Consultant for the first six months.
- Feedback Madagascar has allocated two staff to support the programme and help with reporting.
- Joe gave the new team two days of theoretical training on PDS, including measuring impact using Shivia's Social Impact Assessment Questionnaire.
- Joe, Chandrani and the team visited some farmers who are already practicing backyard poultry rearing for commercial purposes.
- They also selected the suppliers of the toolkit parts - chickens, feed, vaccines, nets and heaters.



Toolkits and training

The pilot phase includes 100 farmers selected following an impact assessment survey. At the time of reporting, each farmer has received one Poultry Toolkit

What's in the Poultry Toolkit

- Two five month old hens, fully vaccinated
- One five month old cockerel, fully vaccinated
- 6 kgs bag of chicken feed
- Netting for the coop and a heater for brooding
- Additional vitamins and medications for the chickens and vaccinations for newly hatched chicks

The training programme

The LSPs provide comprehensive training for farmers including all aspects relating to successfully rearing chickens, from building a suitable coop to the brooding and hatching process. They also provide the vaccination programme for when the new chicks hatch.

We have changed our 'standard' Poultry Toolkit according to the areas where we are working. The hatcheries are too far away from the villages to provide one-day-old chicks so we are providing older chickens and teaching the farmers how to breed from them, creating their very own hatcheries!

Initial results and impact



By the end of March 2023, and four months into the pilot programme, we are pleased to report that everything is going according to the programme plan. We expect each hen to go through three cycles of hatching in one year and that means each farmer household should increase their flock to 30 chickens or more. This should provide a permanent enterprise to each of these 100 households, allowing them to earn additional income and lift themselves out of poverty. Besides this, nutrition for the household members - especially the children - will improve as they consume the chicken meat and eggs. The extra income will be a large contribution towards sending the children to school, paying school fees, buying books and other required items for continuing in school.

We have faced some challenges also, particularly due to the climate. The monsoon between January and April brings with it three or four cyclones. This season there were continuous heavy rains for a few days which caused the rivers to flood and the LSPs could not visit the villages during this time. Due to a lack of phone or internet connectivity in most of the locations during these cyclones, we could not contact the farmers in place of visits and did not hear from the farmers for a few days. When the cyclones were over and connectivity revived, we received news that the chickens, coops and our farmers were all safe; they had brought the chicks into their houses. We are yet to experience how the chickens will survive in the extreme winter season from May until August but the heaters we have provided will help to keep them warm.

All our farmers belong to extremely poor households and so they do not have leftover household food for the chickens and they cannot buy additional chicken feed. In most villages there is scarcity of water in the summer season (September to December) which will create another big challenge for the farmers.

Finally, we encountered some cases of fowl pox but our methods of treatment helped them to overcome the situation and there were no cases of mortality due to pox.



Impact Stories



SHIVIA
LIVELIHOODS WITH DIGNITY



Proud to be earning for her family, this is Labani’s Story

When Nirman organised a village meeting to introduce Shivia’s Poultry Development Services Programme there, Labani was the first to arrive. Her family were suffering very badly with no regular income for their basic needs and she was determined to make a permanent change in their circumstances. She took her first toolkit and listened most attentively to all the training. Since then, she has raised and sold over 20 chickens and kept a few for laying eggs too. And she bought a goat with some of her income which you can see in this photo. Labani is so proud to be independently earning money for her family and has set a great example for many others.



An inspiration to other women, this is Sarisha’s Story



Sarisha and her husband have three children who all sadly dropped out of school early when they could no longer afford to send them. However, when I met Sarisha, I quickly realised that she has a fierce determination to provide for her family. She joined our poultry programme in 2022 having never raised chickens before. Her enterprise is thriving and now they are financially quite stable - and her children are back at school! I know her story will inspire other women to join our programme.

Changing the family's fortunes, this is Ranjita's Story

Ranjita's story is a very familiar one in the Daspalla District where families are struggling to earn money for basic household expenses. They suffered badly during the pandemic and Ranjita's husband lost his farm labouring job - their only source of income. But Ranjita is a woman of indomitable will power, enthusiasm, dedication and endless learning and because of this she has changed her family's fortunes. She built her enterprise to over 60 chickens and sold them for a good profit at the local market. Now her husband is working with her, selling the birds from a little stall in the village. They have managed to pay off a loan and are able to spend money on healthcare and, most importantly for them, provide for their children's educational needs. Ranjita has become a role model for many other women in her village.



An expanding enterprise, this is Runu's Story



Runu Sethy and her family live in the village of Dhenkanal. She and her husband used to work as daily wage labourers for only 8-10 days a month during the sowing and harvesting seasons. At that time, their total monthly income amounted to Rs. 4,500 (c. £45).

Runu joined our PDS programme in July 2022 after attending a village meeting and soon received first toolkit: ten chicks, a plastic net for her poultry shed, chicken feed for two months, vaccination and medicines for six months. After ten weeks she sold eight of her chickens and consumed two at home. Her net profit was Rs.2,400 (c.£24); plus the family benefited from eating the chickens to supplement their diet. Runu is now preparing to order two more toolkits and is expanding her chicken shed to keep all twenty birds.

Runu is extremely happy with her supplementary income. She has spent the money on her child's education as well as household food expenses. She is now confident to double the number of chicks and start goat farming too by buying two goats. Runu thanks Shiva and the team at DSS for such excellent support which has improved her family's income in a significant manner.

Mamoni's Story

From small beginning to becoming an independent poultry farmer

By Chandrani Banerjee, Head of Livelihood Programmes

Mamoni Banik started her journey with Shivia and Nirdhan in 2019. At that time, her small family consisted of her husband, son and mother-in-law, although both her husband and mother-in-law were extremely sick. They had heart conditions and so the doctor warned Mamoni in the early part of 2018 that her husband could not go out to do labour work. He had suffered a stroke and lost his normal speech and strength of the right arm due to mild paralysis. Her mother-in-law also suffered from many illnesses besides old age. Mamoni did not have any means to feed the family, especially her son who was still going to school; she had no other alternative but to take him out of the school.

She started to go out to the fields and managed to feed the family somehow, mostly with help from kind friends and neighbours but there was no money left for the treatment of her husband or mother-in-law and she could not dream of sending her son back to school. One day, one of her relatives informed her about our poultry programme and how it has impacted their lives. She met our LSP, Rafique, in Sundia location and learned more about the programme. Then she registered for the first toolkit. Her son helped her look after the chickens and they became exemplary ambassadors of the programme, taking the training very seriously and following every guideline and instruction for the day-to-day care of the chickens.

Today Mamoni has come a long way and she joined the group model in 2022 and learned how to expand the poultry enterprise, about the banking system, every detail about how to order the toolkit inputs by herself, how to vaccinate the chickens and also how to keep an account of her profit and loss. She became independent a few months ago and now she is handling the poultry business all by herself.

She has saved money to send her son for training in the city for working in a shop which manufactures medical instruments and supplies. Her husband has completed his treatment well and now he can do light work in the village. Sadly, her mother-in-law passed away but all three remaining family members are now working and earning for the household and they have completely uplifted themselves out of poverty.

Without Mamoni registering in our poultry programme this would be an impossible task. With her savings from poultry she purchased an adult goat, a refrigerator to store medicines and vaccines for the birds and the goat and also expanded the size of the coop for rearing more than 250 birds at different stages in different chambers within the coop. We were very impressed at the way she has designed the chicken house and so we took a photo of her birds' house. She herself is all praises for the PDS programme.

"This programme has literally saved my family's life. I fall short of words and do not know what I should say to express my gratitude and respect for your training and service."



Starting a second enterprise from PDS income



Shefali bought a secondhand sewing machine for her new tailoring enterprise



Arati sells homemade snacks and meals at her small café



Bharati and her daughter in front of her small grocery store



Pinki sells her chickens in her own village shop



Amena has started an embroidery enterprise



Sahara opened a roadside stall selling snacks and omelettes



Renuka has started a second enterprise in making women's blouses for wearing under saris



Kamala rents a space in the village and is selling chicken feed



Sritikana opened a grocery store in her house



Rehena opened a grocery shop in her village



Kalyani rents a loom for weaving doormats



Rita rents a sewing machine and is making shirts and blouses

Agri-management Services



First launched in 2014

Agri-management Services

Agri-management Services is our second major programme, designed to address the particular challenges faced by very poor, marginalised farmers through training and interventions.

We launched the programme in 2014 in response to requests for help from some of our beneficiaries who had taken up Poultry Development Services. We heard time and again that their husbands were unable to make farming profitable, largely due to poor soil quality and increasing costs of inputs such as seeds and fertilisers. As a result, many were giving up farming altogether and migrating to the city in search of work. **Since we launched the programme we have worked with over 10,054 farmers including many all-women farmer groups.**

The programme is designed with a holistic approach and includes a number of inter-linked interventions:

- Soil testing
- Crop selection
- Access to wholesale markets for agri-inputs
- How to make free or inexpensive bio-pesticides and fertilisers to improve soil quality
- Joining a Farmer Interest Group
- Access to government sponsored agri-programmes

2

ZERO HUNGER



12

RESPONSIBLE CONSUMPTION AND PRODUCTION



Our AMS programme is directly aligned to Sustainable Development **Goal 2:** End hunger, achieve food security, improve nutrition and promote sustainable agriculture as well as **Goal 12:** Responsible Production and Consumption.



A TWO-YEAR TRAINING PROGRAMME



SOIL TESTING AND CROP SELECTION



WORMING COMPOSTS, BIO-FERTILISERS/BIO-PESTICIDES



FORMING FARMER INTEREST GROUPS



OPENING GROUP BANK ACCOUNTS



LINKING FARMERS TO GOVERNMENT AGRI-PROGRAMMES

WWW.SHIVA.COM

Contributing towards financial sustainability

Each farmer contributes Rs. 100 or Rs. 200 (dependent on the location) on registration for the holistic service they then receive over the next two years, after which they are fully equipped to continue their farming enterprise independently of us. Their contribution ensures they value the training service we provide and helps with our own financial sustainability.

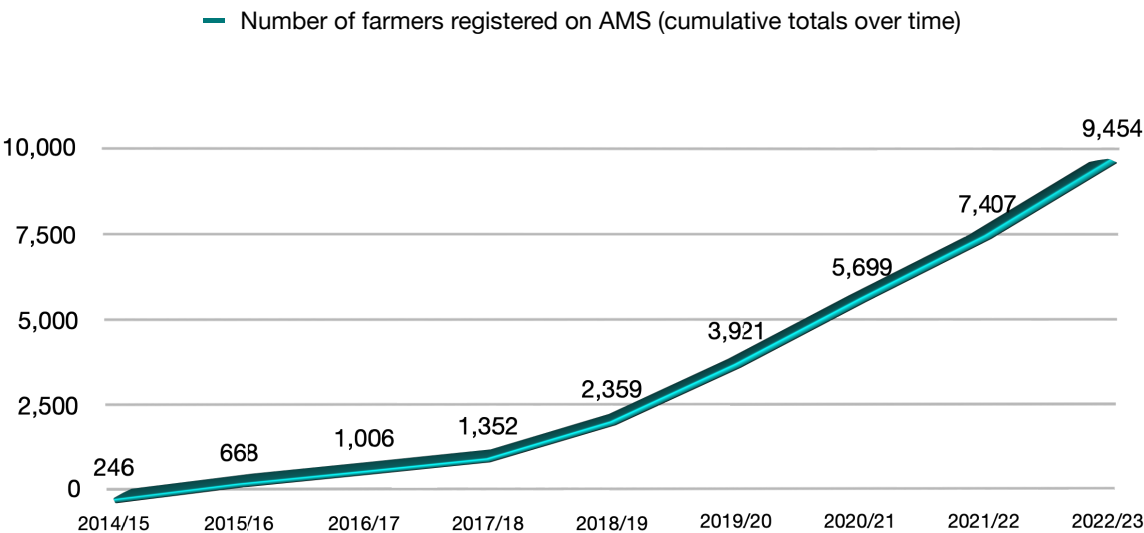
Agri-management Services in West Bengal

In West Bengal, our AMS Programme is delivered by our NGO partner, Nirdhan, which we co-founded in 2011. Nirdhan currently operates AMS in five locations of West Bengal with a team of five Field Supervisors and 14 Livelihood Service Providers (LSPs).

Farmer registrations

We have worked with **9,454 farmers in total**, of which **7,407** are now independent of us. For this reporting period, we registered **2,047 new farmers** on the Programme and also supported **1,708** farmers who had enrolled the year before. Over the course of the year, we completed soil tests for our new farmers and formed **121 Farmer Interest Groups (FIGs)**, bringing the total to **571**.

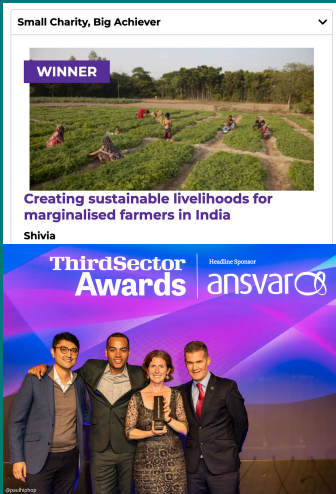
The team was able to open bank accounts for five FIGs, bringing the total to date to 78 bank accounts arranged for our groups. Through regular savings, farmers are able to pool their resources and rent or buy much needed machinery.



OUR AWARD FOR AMS

We were particularly proud that in September 2022, Shivia was awarded the Third Sector prize, **‘Small Charity, Big Achiever’**.

Our application was about how we are replicating AMS efficiently and cost-effectively in many new areas and focused on the challenges farmers are facing with more extreme climate events and how our programme helps them to cope accordingly.



FARMER INTEREST GROUPS



Our Field Team helps farmers to form Farmer Interest Groups (also known as FIGs) of 15-20 farmers.

We now have a total of 571 FIGs with farmers working together to share knowledge and access new opportunities and benefits.

- ✓ The group has more bargaining power with the suppliers of agri-inputs (e.g. seeds, fertilisers and pesticides) resulting in lower production costs.
- ✓ Selling produce as a group opens up wider markets and bio-produce can fetch higher prices.
- ✓ Attending group training sessions and monthly meetings ensures knowledge, experience and best practice is easily shared.
- ✓ Opening a group bank account means pooled savings can be used to buy equipment which can then be shared by the group.
- ✓ FIGs can apply for agriculture business loans that are not available to individual farmers.
- ✓ Farmers can take advantage of government subsidies and agricultural initiatives that they were previously either unaware of or not eligible for.

Making farming affordable

One of the ways we help to make farming affordable is by linking our Farmer Interest Groups to government agri-programmes for free agri-related products and training.

Over the last year, through the groups, the team has facilitated 1,873 links for our farmers to different government schemes giving them benefits that they could not have dreamt of when we started the programme. These links have a value of approximately £19,400; 38% of these have been for crop insurance and 28% for compensation due to damage from cyclones and flooding.



Given we work with the poorest populations, we need to make sure they can continue to farm in an affordable and environmentally friendly way. We teach all our farmers methods of making bio-pesticides and bio-fertilisers for no or very little cost by using ingredients they can find locally, including cow dung, cow urine, jaggery, garlic, turmeric, oil cakes, neem leaves, akanda leaves (milkweed) and grass. We also help them build a worming compost container using elements supplied by the government. Links to Government programmes include:



- Supply of seeds & other crops
- Bio-products (fertilisers/pesticides/other)
- Training in agri-management
- Farming machinery/tools/kits
- Other livestock (cows, chickens, fish)
- Insurance/compensation for crop damage
- Other agri-inputs including non-bio fertilisers/pesticides



Moving on from Babnan and starting AMS in new locations

This year, we focused on closing Babnan location which we opened back in 2012 as our data shows that we have served the very poorest in this location (as per our Familia location which we closed last year). Since we started in Babnan, we have worked with 669 AMS farmers and this year we focused on completing the training for the final 369 farmers registered there. In terms of new locations, we introduced AMS with 333 farmers at Krishnagar where we have been delivering PDS since 2018. We are launching AMS at our newest location, Chhatna, at the beginning of the new financial year. We started PDS here a year ago and now have the team in place to begin our AMS programme here too.

The impact of AMS

The impact of AMS is staggering and has been particularly important during the recovery from the Covid pandemic and during a time when farmers are facing a cost of living crisis.

Data shows that our farmers are making, on average, **40% additional income** following our services, with **input costs down by 15%** and **yields increased by 30%**.

Farmers have also changed, on average, to using **50% bio-products** as opposed to 80% chemical products when we started.

Much of the feedback is that families are able to stay together; by generating income from the land, the men do not have to migrate to the cities in search of work. Following Covid, many men decided not to return to the cities as they saw profits in farming for the first time ever. The farmers are also delighted that once trained they are no longer reliant on Shivia and have obtained life-long skills for environmentally friendly and sustainable farming.

Unlike in PDS where over 90% of our farmers are female, AMS has largely been dominated by men, often our PDS farmers' husbands. However, we are witnessing more and more women engaging in AMS providing labour work in their family fields during the sowing and harvesting seasons. Many women have also voluntarily learned how to build cement beds and prepare compost at home for their own use as well as selling purposes. This has turned into a joint business as the husband sells the extra produce in the market or to others in the community.

OUTPUTS & IMPACT

- Input costs down by 15%
- Crop yields up by 30% or more
- Profits up by 40%
- Soil quality has increased from using bio-fertilisers and bio-pesticides rather than chemicals
- 60% of farmers report investing income in leasing more land for farming and closer to home
- More farmers are staying in their communities rather than migrating to cities and other states to find work
- Many are returning from the cities to take up farming again

SPENDING PRIORITIES

- Taking more land on lease to expand the enterprise
- Household expenses
- Farming inputs to manage the enterprise
- Hiring people to help with the harvest
- Medicines to treat family illness
- Saving for difficult times ahead
- Loan repayments

How farmers spend their income

Whereas 32% of our PDS farmers spend their additional income on educating their children, more than 60% AMS farmers use the income to take more land on lease. The jump from them leasing two bighas (one bigha is c. 1/3 acre) of land when we started to between 3 - 6 bighas of land now has given our farmers real confidence that they can earn a living in the villages rather than migrating to the cities in the hope of finding some unskilled work and sending remittance home. They are also able to lease better quality land closer to home.

Through reporting and video footage from the field staff, we see endless examples of fields where the difference between using bio and chemical pesticides and fertilisers is stark. The team always emphasises how our impact is way beyond the 9,454 farmers we have registered and trained. **"Seeing is believing"** in the rural areas and thousands of farmers have started copying those on our programme by learning methods of planting seeds, bio-fertilisers, bio-pesticides and finding out about government schemes. This is leading to whole areas transforming their farming techniques.

Agri-management Services in Odisha

We launched AMS in Odisha in October 2021 with a new implementation partner, the NGO VIEWS. This year, we expanded the two year programme from 400 to 600 farmers and are delighted by the progress made in just 18 months since launch.

We are working with marginal, tribal communities who live in very remote villages where most of the government welfare schemes do not reach. The land is very dry and rocky and there is hardly any rainfall or nearby water resources. Based on the terrain and its severe constraints, we have tweaked our AMS programme by training the farmers in kitchen gardening rather than agricultural fields and supplying them with cement rings for the preparation and usage of vermicompost. We have provided each farmer with eight kinds of seeds including ladies fingers, brinjal, tomatoes and bitter gourd to grow in their backyards. The farmers are contributing Rs. 100 for a period of two years.

Results to date

We are now working with 600 farmers in 37 groups. They have all learned to prepare and maintain healthy kitchen gardens for subsistence purposes providing a more varied and nutritious diet to their families. Before our AMS Programme, they were only eating “pantha bhaat” which is rice mixed with water. Children benefit the most from the consumption of vegetables because they have proper nutrition from an early age. Farmers are also able to sell some of the vegetables which they could not have imagined before. With the additional income, they are able to spend on a myriad of household needs: books for their children’s education and access to healthcare and medicines as examples.

All 600 families have learned how to prepare vermicompost which they are using in their fields. Previously, they were using chemical fertilisers which they used to buy from the market. They have also learnt the System of Rice Intensification method of growing paddy which helps them to increase their profits by 40-50% by decreasing the input cost, using less water than before and increasing the quality and quantity of the total yield.

At the beginning of new financial year, we will be expanding AMS in Odisha through a second partner NGO, DSS.



Impact Stories

SHIVIA
LIVELIHOODS WITH DIGNITY



Nirmala and Bapan's Story

Saving the family from severe debt...and winning an award!

By Chandrani Banerjee, Head of Livelihood Programmes

Nirmala and her husband Bapan have worked hard over the last three years to completely change their financial situation through farming. They joined our AMS programme in 2020 after Bapan lost his job in Kolkata during Covid. Like so many other migrant workers, he returned to his family in the village with nothing and had to find a new way of earning money. Added to that, the whole family, including his aged parents, were already suffering from huge debt.

Bapan met Gour, our AMS LSP, through a village neighbour who was already on our programme. Since then he has not looked back. Through Gour, Bapan learned all the scientific methods of farming quite diligently, implemented them in his paddy fields, earned good profits and paid off most of the debt in the family over a two year period. He and his father joined one of our Farmer Interest Groups and have now taken more land on lease. Meanwhile, Gour has helped Bapan in getting a government sponsored cemented bed for preparing bio-compost at home.

Now it is Nirmala who has taken the initiative to learn how to prepare the bio-products - compost and pesticides. She works very hard to prepare them at home and is selling about 300 kgs of extra compost to the neighbouring farmers every month at about Rs.8- 10/- per kilogram. This gives the family an additional income of Rs.2,500 per month which goes for the education of their son, as well as for buying extra input materials for the farm.

Recently, in a village fair conducted by a government organisation, **Nirmala received an award for her contribution to the practice of vermicomposting.** The entire household is very proud of her and we can see the spark in her eyes in the photo attached. I am extremely proud of Nirmala and many like her who have achieved something beyond our imagination. In the true sense, our AMS training has benefited the entire household and both the men and women are now contributing towards more profitable and sustainable farming in the villages of Bengal.

When I spoke to Bapan about his experience, he had these poignant words to say, ***"The people I worked for in the city abandoned me when I needed them most due to which my family almost became beggars; I shall not go back to serve them anymore. Here in the village, is my life, my family, and I have found new hopes with my new learnings about farming. I will, on no account, go back to the city and I hope other young farmers like me also learn from my experience."***



Nirmala, Bapan and their son proudly showing the award for vermicomposting

Rukmini's Story



Azizol's Story



Working with the urban poor

As well as our work in the rural areas of East India, we are working with the NGO SAATH in the states of Gujarat and Rajasthan on two programmes, the Beautypreneur Programme and the Cooks Training Programme, both focused on women living in poverty in urban areas.



The Beautypreneur Programme

The demand for beauty services throughout India across all sections of society is high and so SAATH initiated its Beauty and Wellness Vocational Programme to train young women (aged 18-35) to become beauticians and create livelihoods with dignity. Some of these women run small salons from their homes whilst others rent space to do so. However, feedback was that they struggled to make decent profits as they lacked the technical, business, financial and marketing skills to make their businesses work. The idea of the Beautypreneur Programme is to help these women to run and sustain their businesses through obtaining certain key skills. Once enrolled, the women receive training on new technical skills, hygienic practices, business planning, financial management, inventory management, marketing and exploring alternative income streams, such as training others in beauty during the lean seasons.

We started supporting SAATH's beautypreneurs in October 2020 and for this reporting period, we trained 188 women from slum areas in Gujarat (Ahmedabad and Vadodara) and Rajasthan (Jaipur) to become Beautypreneurs. Overall, the programme has gone as planned this year and Olly and Victoria were delighted to meet some of the women when they visited Gujarat in July. They heard of the impact that the trainings have had on these women as well as saw their pride when they received their graduation certificates or showed them their parlours, whether in their homes or a rented salon. Even those these women are less poor than those in the rural areas of Bengal and Odisha, they are considered very poor in urban contexts and need to earn money to support their families which the programme is enabling them to do.

*"I started my own parlour at my house in 2016. so that I can manage my housework and parlour work but I was not making any profits. I then learned about the Saath Charitable Trust's Beautypreneur programme. I joined the programme and learned new techniques and doing it in a hygienic way. They explained the importance of communicating with the customer in order to grow my clientele. Besides this, I am now also training three students and earning extra income. For all of this, I want to thank SAATH and Shivia". **Komal Talwariya***





The Cooks Training Programme

The main objective of the Cooks Training Programme is to train slum residents who are currently house-maids to become home-managers by initially training them to be cooks, significantly increasing their income. Covid has resulted in a large demand for reliable, trust-worthy, hygienic home-cooks and food delivery services especially as middle and upper class families are not going out to eat as much. This is on top of an already rising demand for home-cooks given the increasing number of women going to work, requiring help at home.

Shivia and SAATH designed the Cooks Training Pilot together in 2020 and trained twenty young women to either cook better meals more hygienically or provide a snacks delivery service to existing home-manager clients known to SAATH through their Urmila Home Manager Programme. The training also focuses on the women knowing their rights to ensure they are not exploited or know what to do if they are. The pilot ended in October 2021 and we expanded the programme to a further 60 women and in October 2022 to an additional 40 women and 20 women as Cookpreneurs. In the expansion phase, we included a module on how to start an enterprise as feedback from the pilot was that the women wanted to run their own businesses rather than cook for someone else.

As with the Beautypreneurs, Victoria and Olly were humbled to witness the impact that the trainings has had on these women. They were delighted to witness their pride when they received their graduation certificates in July and taste some of their delicious food!



"My name is Komal, I am 36 years old. I came to Ahmedabad 15 years ago with family - my husband, son and parents-in-law. At first, I was very scared to go out of the house. I didn't even know how to talk to anyone. As the days passed, I started going out with my husband. He taught me ways to travel and interact with others. Now, I can go anywhere in Ahmedabad alone.

I wanted to be productive and help provide for my family but I did not have any skills for working. I came to know about the classes on full cooking that were started by the SAATH And Shivia. I was eager to learn something new, so I joined the classes. I learned to make a lot of different dishes and snacks and importance of nutritious food.

I then became aware of entrepreneurship and business development training and learned about digital platform marketing for product and their costing. The program has helped me build my confidence and to get the right knowledge about how to grow a business. I am currently working with Urmila Snacks and earning my own income but I would like to open my own snacks business shortly as my dream is to send my son to a good college. I am grateful to Saath Charitable Trust and Shivia for the training, regular guidance and handholding".

Looking ahead

Shivia has exciting new plans for the year ahead including expanding into new locations in West Bengal and Jharkhand, plus we are launching a brand new livelihood programme....

New beginnings in Jharkhand

In 2023, we will replicate Poultry Development Services in Jharkhand for the first time. According to the Multidimensional Poverty Index, Jharkhand is the poorest state in India after Bihar whereby 42% of the population is considered “poor” and nearly 48% are malnourished. We are planning to introduce PDS to northeast Jharkhand through the **NGO partner, SATHEE**, and we have completed all due diligence accordingly. SATHEE works in the districts of Godda, Pakur and Sahibganj which are considered some of the poorest in the state. Within these districts, they work with tribal communities who would really benefit from PDS as we have seen in West Bengal and Odisha. We have completed the checklists we devised to ensure the programme can work here, with the necessary tweaks to the model. SATHEE also works in Bihar, giving us potential to expand there in future. We will start the replication at the beginning of our new financial year.

New beginnings in West Bengal

Over the last year, the Nirdhan team has visited several potential new locations in West Bengal. These sites are further from Kolkata where people have not benefited as much from the trickle-down effect of prosperity in the city and its hinterland. **We have selected Prantik location in the district of Birbhum, 156 kilometres northwest of Kolkata.** The location satisfies all the criteria on our checklist in our PDS Operations Manual.

We are teaming up with the local welfare organisation Brikkho Foundation for office space. Our Field Supervisor, Syed Yesdani, is relocating from Babnan location which we have recently closed having serviced the very poorest there. Syed will employ a team of five LSPs from the local villages who know the culture, speak the local dialect and can identify the poorest families with the help of our Social Impact Assessments. Their first job will be to hold community meetings to introduce the programme in the villages. The new team will be trained by LSPs at our other locations and we will take the first few farmers to see and hear at first hand the benefits of Poultry Development Services from some of our existing farmers.

“Thank you very much to Shivia for supporting these tribal communities and enabling them to enhance their livelihood opportunities and income, especially following Covid. We really appreciate your Poultry Development Services Programme; it will not only increase the status of these women but also empower communities to eliminate generational poverty and exploitation.”

Dr Niraj Kumar
Founder of SATHEE



Registering new PDS farmers at Prantik

“I have worked for Nirdhan as an LSP at Babnan location since the beginning in 2012 and became the Field Supervisor in 2014. I am now relocating to be the Field Supervisor at the new location, Prantik. I was shocked to see the poverty level here but I feel blessed that I have been chosen to help these communities with our livelihood programmes. I am confident that we will achieve the best outcomes for these households and I was surprised and happy to receive such a warm welcome from the women we spoke to about coming here. I know that Shivia and Nirdhan will be proud of the team and me over the years at Prantik as we will do everything we can to get these families out of poverty.”

Syed Yesandi
Field Supervisor
Prantik Location, West Bengal

Our new livelihood enterprise - Fish Farming

One of Shivia's core values is “Beneficiaries first: listening and responding to needs, providing practical support and acting with humility”. With all our programmes, we have a participatory approach and listen to our farmers about how we can best help them. For the past few years, farmers on our other programmes in West Bengal have been asking us if we can help improve their income from Fish Farming. Whenever we introduce a programme, we go through a process of community meetings, research, a pilot and then if various stage gate questions are answered satisfactorily, we either tweak the pilot or expand the programme.

Why Fish Farming?

West Bengal is endowed with all kinds of fishery resources - rivers, water estuaries, lakes, and ponds and has an agro climate well suited to aquaculture of fish. Since 2011, Shivia has been working with farmers in the villages surrounding Kolkata where there is high demand for fish on a daily basis. 80% of Bengalis throughout the State consume fish on a regular basis. Despite these natural resources and high demand for fish, the sector remains “behind” and farmers do not make profits despite the potential. Lack of infrastructure for marketing as well as socioeconomic constraints lead to poor quality fish seeds and inputs. Farmers follow traditional techniques which have failed to meet the growing demand, resulting in excessive dependence on commercially managed fish production units and also on the supply from other fish producing States such as Andhra Pradesh and Tamil Nadu.

The feasibility study

We first conducted our Fish Farming research in December 2017 but did not go ahead with a pilot due to witnessing extensive backyard pond pollution and lack of clarity over pond ownership. In subsequent research, the latter was clarified and we have introduced a training module to the Programme about cleaning up and looking after backyard ponds. We then planned to start the pilot in March 2020 but the Covid Pandemic hit. Since the Pandemic, we have focused on re-starting our programmes that had to stop, as well as introducing our replication model to take Poultry and Agri-management Services beyond West Bengal. We feel the time is now right to introduce our fourth programme, Fish Farming, to further support rural communities in West Bengal.



The pilot programme

In April 2023, we will launch a two-year pilot programme at our Sundia location in the District of South 24 Parganas, where there is huge potential for fish farming as a livelihood opportunity for marginalised farmers. The programme will involve 200 marginalised fish producers from Bhangar Block and will be run by our Field Supervisor at Sundia location and two Livelihood Service Providers (LSPs), with assistance from Sarva Seva Samity Sanstha (a BASIX company) who have experience in Fish Farming. One LSP is our former Goat Farming LSP who has been re-employed by Nirdhan for this pilot and the other is a new recruit who has experience in fishing. In the second year of the programme and in order to demonstrate scalability, we plan to add 50 new farmers from our Kolaghat location.



“I am absolutely delighted to announce that we are starting our fourth enterprise, Fish Farming Services for the poorest farmers in Sundia in year 2023! The team is very excited and I am totally thrilled and hoping for the success of the pilot.”

Chandrani Banerjee
Head of Livelihood Programmes
Nirdhan

The Fish Farming Programme : inputs, outputs and impact

- The 'Fish Toolkit' offers farmers a package of services including fish seed, pond preparation material, disinfectant, pond manure, fish feed, antibiotics/vitamins, water purification and continuous training. The cost of supplying each toolkit is c.£66.
- All farmers will be required to pay Rs.1,000 registration fee (c. £10.5), plus a small contribution towards the cost of the toolkit. In our experience we know this model works, as when farmers make a financial contribution upfront they have “skin in the game”. They value the toolkit, the services of the field team and are sure to attend the training.
- The overall goal of the two year pilot is to improve the socio-economic status of marginal fish producers by providing interventions throughout the fish value chain. Our intervention will lower input costs for farmers and improve output. We anticipate a 40% rise in annual household income as a result of the programme.

FIELD TRIPS IN 2022

"I've not come across another charity that seeks to make itself redundant with as much tenacity as Shivia. In October 2022, along with some colleagues, I took part in the Royal Parks half-marathon in London to raise money for them. It was fantastic to be given the opportunity in November, to visit some new projects in the Odisha region of India, to see how our donations were being invested. Even better, was a visit to older projects in Kolkata, where the provision of either chicken toolkits or agricultural bio-fertilizer training had enabled farmers to become fully self-sufficient and help pull themselves out of poverty. To see first-hand how Shivia has helped over 15,000 of the poorest families in the world was a truly humbling experience that I will never forget."

Mark Niznik, Trustee, The Artemis Charitable Foundation

"One of the most moving things about the trip was seeing the pride and confidence Shivia's programmes have instilled in the people in the villages, especially the women running their own poultry businesses. With the essence of entrepreneurship, women in some of the poorest communities are now running additional businesses; making saris or saving for their children's education." **Maria Ryder, Trustee, The Artemis Charitable Foundation**

"For all the photos, videos and livestreams we have seen over the years, there is no substitute for seeing the work and people firsthand. The dedication of the Shivia team and their professionalism stands out but, even more notably, seeing how Shivia's work is literally changing the lives of individuals, families and whole communities. not just materially but permanently, was tangible." **David Waring, Shivia Trustee**

"I loved Shivia's Virtual Field Visit. It was informative and showed that the methods they use, led by the people at Shivia, really work. And it was just lovely to be back in India!" **Joanna Herbert-Stepney, Paget Charitable Trust**



Olly and Victoria visiting partners and programmes in July

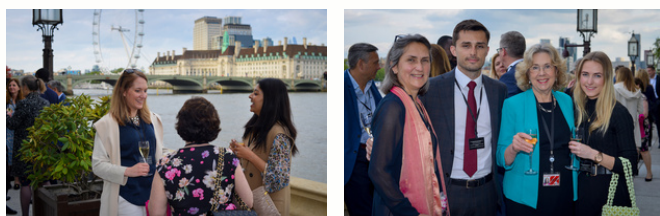


Maria, Mark and Zuoyi from the Artemis Charitable Foundation visit in November





Winner: Small Charity, Big Achiever



Dinner & Fundraising Auction at the House of Commons



EVENTS IN 2022

"I was somewhat shocked but delighted when Shivia was announced as the overall winner in this competitive category at the Third Sector Awards. It was an honour to have been shortlisted but somehow, we never expected to actually win! Naturally, I was over the moon and my first thought went to our hardworking team in India who make it all happen. And I was so pleased that our newest Trustee, Adi Gokal, was there with me to collect the award." **Olly Belcher, CEO, Shivia**

"It was great to be back at the House of Commons after a three-year absence for Covid. It's a privilege for me to be able to support Shivia by hosting this wonderful event where they can showcase their work in this unique location. It's always a pleasure to see Joe and Chandrani as their heartfelt presentations featuring inspiring stories from India really bring to life the impact that Shivia is making on the lives of thousands of people who are in desperate need of a leg up life." **Max Patel, Shenley Private Wealth and Shivia Ambassador**

"Thank you very much for organising last night's event. It was wonderful to hear more about the inspiring work done by Shivia." **Cormac Weldon, Artemis Investment Management**

"Thank you to everyone who contributed to our fundraising events and campaigns in 2022. In particular, to our generous pledgers who got our Big Give Christmas Challenge off to a flying start with their matching donations and to all of you who donated online during the week-long campaign, helping us to raise over £56,000! The team who ran in the Royal Parks Half Marathon did us proud by raising over £15,000 – especially Mark who ran dressed as a chicken. We were delighted to be part of Advent of Change again so, if you bought their charity Advent Calendar, crackers or candle, you helped raise £3,000 for our Poultry Development Services Programme." **Victoria Denison, UK Operations Manager, Shivia**

Financial Health Check

We are pleased to report that for the FY 2022/23 we raised a total of **£435,113** in line with our Annual Plan and Budget. Our total expenditure was **£327,920**.

Source of Income

31% from Independent Foundations & Grant Givers

● £136,264

27.7% from Events

● £120,645

19% from Corporate Foundations

● £82,851

9.5% from Probono Services

● £41,887

5.5% from Gift Aid

● £23,646

5% from Everyday Giving

● £21,574

2% from Regular Monthly Givers

● £7,014

0.3% from Interest

● £1,232



Other Income

Programme income from farmer contributions for toolkits and training totalled Rs 2,773,930 or c.£29,200 (£1 = Rs 95)

Expenditure

69% on Charitable Activities*

● £225,274

24% on Governance

● £ 78,724

(includes £41,887 of probono services)

7% on Fundraising

● £23,922

*Without probono services included in Governance, 79% of all expenditure was on Charitable Activities.



Funding our ambitions

This coming year, despite concerns with the fundraising landscape, we plan to raise £400,000.

Fundraising despite global crises

We will engage our new and existing supporters in a mix of events including our **Virtual Field Trip** to India and “in person” events such as our annual dinner hosted by Max Patel, this year at the **House of Lords**. We hope to take part again in the **Big Give Christmas Challenge** as well as **Advent of Change**, where Shivia features in their unique Charity Advent Calendar and Christmas Crackers. We are delighted that in November, we will be able to resume our **Family Field Trip** with colleagues from Artemis for the first time in three years. We will proactively try and find new corporates or foundations to partner with Shivia over the coming years.

Pro bono services

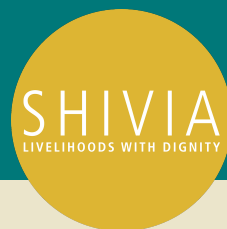
We have been privileged to benefit from the superb skills and services of our pro bono supporters Clifford Chance, Skadden Arps, Salesforce, EFG Private Bank and Ben Skelton which, for the year in review, was valued at £41,887. This has been particularly important for our expansion strategy where Clifford Chance helped us to draw up our first collaboration agreement with our new NGO partner in Madagascar. Skadden Arps helped us to scan all our company information and history

onto our online storage system and Ben Skelton helped us to develop our Social impact methodology through the app, Solstice. Salesforce continued to improve our donor management system and EFG once again provided us with our registered office. We hope to always benefit from these invaluable relationships as they are crucial to our governance, operations and fundraising.



*"I had been looking to be part of a charity Board and the opportunity to join Shivia as Finance Trustee was very appealing to me for a number of reasons. The inspirational work that Olly and her team have been doing provides a sustainable living for thousands of people and their communities in India. I believe I can learn a great deal from Shivia's values and goals, including fostering independence, integrity and determination and helping people living on or below the poverty line in India earn an income with dignity. I therefore grabbed the opportunity with both hands when the chance to be part of this fantastic charity and team came about. In turn, I have spent a number of years leading finance teams and hope to be able to contribute to the success of Shivia with Olly, her team and the Board."***Aditya Gokal, Assistant Director, Real Estate Debt & Capital Advisory; Finance Trustee for Shivia**

A word of thanks



Financial support

We are very grateful to the many companies and foundations that donated so generously to Shivia in 2022/23, helping us to help others in need, including:

- The Artemis Charitable Foundation
- The St James's Place Foundation
- Salesforce
- T & J Meyer Family Foundation
- The Marr-Munning Trust
- Mac Bevan Charitable Trust
- B & J Lloyd Family Trust
- The de Laszlo Foundation
- The Reed Foundation
- The Sisi & Savita Charitable Trust
- The Gibbings Foundation
- The Cayzer Trust Company
- Sandridge Barton Winery (home of Sharpham Wine)

We are also extremely thankful to the many individuals who give regularly to Shivia, those who ran events on our behalf and those who provided significant grants including:

- Vin Murria
- Shailendra Patel
- Max Patel
- Derek Stuart
- Stewart Brown
- Peter Saacke
- Cormac Weldon
- Mike and Alison Christieson
- The Waring Family
- Ravi Gupta

We fully respect the wishes of many of our donors to remain anonymous but our heart-felt thanks go out to them too for their invaluable support.

We were delighted to be part of two fantastic Christmas-time campaigns - **Advent of Change and The Big Give** - and thank everyone who supported us with their donations.

"Since 2017, Skadden has supported Shivia in its critical work helping indigent communities in India transcend poverty and achieve a better future. We are grateful for the opportunity to leverage our legal skills and wider resources on a pro bono basis to aid Shivia in championing those in need. We look forward to continuing to work together in the years ahead." **Olivia Wilson-Bushell, Senior Pro Bono Co-ordinator, Skadden**

"Having supported Shivia since the very beginning, I am proud to be an Ambassador and a regular giver. I donate on a monthly basis so that the team knows what money they have coming in and can plan accordingly. I think to myself that one of Shivia's £15 poultry toolkits - the cost of a few coffees back home - really does change lives in rural India. I would encourage other supporters to consider donating a toolkit a month...or two or ten...and together we can change so many more lives." **Garlinda Birkbeck, Shivia Ambassador and Regular Giver**

Pro bono support

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

- Clifford Chance LLP (legal)
- Skadden, Arps, Slate, Meaghan & Flom LLP (legal)
- Salesforce (CRM database)
- EFG Private Bank (registered address & office use)
- Ben Skelton (Consultant on Social Impact)

How you can support Shivia

Corporate Foundations
Other Foundations and Grant Givers
Regular Giving
Give as you Earn
Sponsored Events
The Big Give Christmas Challenge
Advent of Change
Volunteering
Pro bono Services
Sell and buy on Ebay
Donate your clothes on Thrift+

SHIVIA'S JOURNEY

2008

Shivia was incorporated as a UK Registered Charity; the founding trustees were **Olly Belcher** and **Stuart Tester** (Chairman)

2009

We launched our **Microfinance Programme** in West Bengal with implementation partner **BASE**; we appointed our third trustee, **Tim Neslen**, who is our current Vice Chairman

2010

We expanded our **Partners Programme** with **SARS** in West Bengal and **SAATH** in Gujarat; Olly was appointed CEO of Shivia

2011

We completed our Microfinance Programme with SARS; we launched our new livelihood programme in West Bengal, **Poultry Development Services**, at Location **Familia; Nirdhan (Shivia India)** was incorporated as a Section 25 company (NGO) in Kolkata with **Chandrani Banerjee** as Head of Livelihood Programmes for Shivia

2012

With Poultry Development Services proving successful at Familia we launched the programme in a second location, **Babnan**; we appointed **Joe Rao** as General Manager at Nirdhan

2013

With Poultry Development Services in demand at our two locations, we expanded the Field Team and appointed **Nrushingha Jena** as our first Field Supervisor at Familia - he is still working with us today; we expanded the Shivia Board to five Trustees and the Nirdhan Board to four Directors

2014

We completed our programmes with BASE and SAATH and focussed on delivering livelihood programmes in West Bengal; we launched **Agri-management Services** at Familia and expanded **Poultry Development Services** at two additional locations, Sundia and Kolaghat; **Victoria Denison** joined Shivia as Executive Assistant

2015

We conducted research into a new livelihood programme, **Goat Farming** and prepared for launch in early 2016; we appointed our first Patron of Shivia, **Nick Jenkins**, business entrepreneur and Founder of Moonpig.com

SHIVIA
LIVELIHOODS WITH DIGNITY



2016

Our **Goat Farming Programme** launched as a pilot project with 20 families at our Babnan location; we conducted an in-depth survey at Familia with 715 families on our PDS Programme in order to establish a baseline for the poverty levels amongst our cohort of farmers; the Shivia Board expanded to include six Trustees

Shivia won the Charity Times Award for International Charity of the Year 2017

2017

We conducted research into the viability of **Fish Farming** as a new intervention at our locations in West Bengal; **Dr Yasmine Hilton** joined the Shivia Board after retiring as Chairman of Shell Companies in India



2018

We expanded all our programmes including opening a new location for PDS at Krishnagar, introducing AMS at Babnan and Sundia and the roll-out of our Goat Farming Programme; we launched the **Group Model for PDS** to move farmers towards independence; we conducted research into smokeless cooking solutions for village women and the aspirations of the rural youth; **Dr Yasmine Hilton** was appointed Chairman of Shivia

Shivia was shortlisted for The Charity Awards 2018

2019

We launched AMS at our fourth location, Krishnagar; our Group Model for PDS continued to be successful and more farmers became independent; we published **Programme Manuals** for PDS and AMS for sharing of our knowledge capital



2020

We repurposed our team in India to help with Covid relief work and trained some of our farmers to make face masks; we partnered with SAATH on two new programmes aimed at the urban poor - the **Beautypreneur Programme** and **Cooks Training Programme**; we formed **Shivia Livelihoods Foundation** in Mumbai, a Section 25 company, to raise funds in India; the UK Shivia Board expanded to include nine Trustees

Shivia was Finalist at the Third Sector Awards 2021 for Small Charity, Big Achiever

2021

We continued with Covid relief work in West Bengal and Gujarat; we completed our Goat Farming Programme at Babnan and published our **Goat Farming Manual** for knowledge sharing with other NGOs; we launched our **new logo** and branding



2022

Having completed our mission at Familia Location, we moved on from there and opened a new location for PDS at **Chhatna**; we launched our **Replication Model** by starting PDS and AMS with NGO partners in Odisha, serving very poor and marginalised tribal communities there; AMS farmers in Sundia were awarded a Government sponsored prize for sustainable farming; **Vin Murria OBE** became Shivia's new Patron

Shivia won the Third Sector Award 2022 for Small Charity, Big Achiever

2023

Having completed our mission at **Babnan** location in West Bengal, we phased out our work here and identified a new location at **Prantik**, 165Km North West of Kolkata. We introduced PDS to the NGOs **DSS** and **Nirman** in neighbouring Odisha through our replication model and we moved beyond India for the first time to replicate PDS in Madagascar! **Prakash Kurup** and **Aditya Gokal** joined the Board as our Treasurer and Finance Trustee respectively.



Registered charity no: 1126444

Registered address:
c/o EFG Private Bank
Park House, 116 Park Street
London W1K 6AP

Email us: info@shivia.com

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

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

Instagram: [@shiviacharity](https://instagram.com/shiviacharity)

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