



SHIVIA  
LIVELIHOODS WITH DIGNITY

2025/26

# ANNUAL REVIEW

For the Y/E  
31 March 2026

[shivia.com](https://shivia.com)

# Contents

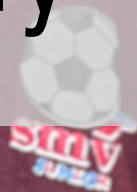
---

<b><u>Section 1: Report Summary.</u></b>	3
<u>Message from Our Patron</u>	4
<u>Video Messages</u>	5
<u>10 Highlights</u>	6-7
<b><u>Section 2: About Shivia</u></b>	8
<u>Our People</u>	9
<u>Our Mission, Vision, Values &amp; Goals</u>	10-11
<u>Our Programmes</u>	12-15
<u>Our Locations and Our Network</u>	16-17
<u>Shivia's Journey</u>	18-19
<b><u>Section 3: Year in Review</u></b>	20
<u>Message From Our Chairman</u>	21-22
<u>Field Trips: Donor Feedback</u>	23
<u>Poultry Farming Programme</u>	24-39
<u>Agriculture Programme</u>	40-49
<u>Fish Farming Programme</u>	50-54
<u>Goat Farming Programme</u>	55-57
<u>Beautypreneurs &amp; Nutripreneurs</u>	58-60
<b><u>Section 4: Financial Review</u></b>	61-64
<u>How to Support Us</u>	65

SHIVIA  
LIVELIHOODS WITH DIGNITY

# SECTION 1

## Report Summary





# Our Patron

## Vin Murria OBE

*“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 in Madagascar. 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.”*

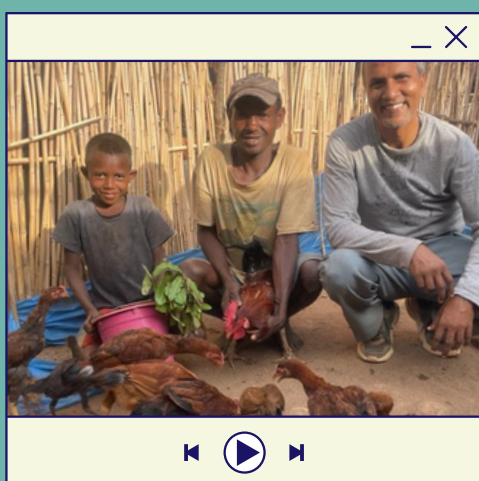


# Video Messages



**Olly Belcher**  
CEO & Founder of Shivia

WATCH VIDEO



**Joe Rao**  
Lead Consultant

WATCH VIDEO



# 10 highlights of the year

## Expanding to a new State

We started a new partner collaboration with Pardada Pardadi Educational Society (PPES) and Sahara Means Support to replicate our Poultry Farming Programme in the state of Uttar Pradesh.

## Re-starting Goat Farming

We were delighted to re-introduce Goat Farming for the first time since Covid, particularly as it has huge potential to deliver significant financial and social impact for women. We are working with very poor tribal communities in Bihar through our NGO partner, SATHEE and in West Bengal with Nirdhan.

## Closing a location and moving on

After more than a decade working in Kolaghat, West Bengal, we have helped the families in most need through three programmes, Poultry, Agriculture and Fish Farming. Now these farmers no longer need our support and are operating independently of us we are moving on, having served 6,225 beneficiaries: 1,700 in Poultry Farming (since 2014), 4,475 farmers in Agriculture (since 2017) and 50 in Fish Farming (since 2024).

## Opening a new location

We opened a new location, Jhalda, in the district of Purulia, the third poorest in West Bengal and 280 km north-west of Kolkata. Due to the poverty levels in this area, the impact of our Poultry and Agriculture Programmes will be very significant. Our team is helping farmers cope with extremely harsh weather conditions including intense summer heat, prolonged drought and cold winters. We also completed checks for opening another new location in Jhargram, 168 km south-west of Kolkata, another very poor district in West Bengal.

## Development of the Shivia Farmer App

We continued to develop our Shivia Farmer App as an additional learning resource for farmers and training tool for Field Staff. It is also intended to give our supporters a deeper insight into our programmes. We completed writing and uploading the content for the Poultry, Agriculture and Fish Farming sections, first in English and then in Bengali, Hindi and Odia. The App is enhanced by 'how-to' video tutorials and audio for users who are illiterate. We tested the App with farmers at our Sundia location in West Bengal and incorporated their valuable feedback.



## Our Field Trips to India

In July (2025), Olly was in our Sundia location to introduce the Shivia Farmer App to our Field Team there. In January (2026), Olly went back with Victoria to hear feedback from a sample of farmers who are testing the App. They also visited our new poultry farmers at Jhalda location. They were joined by Max Patel and Georgina Harland from Shenley Private Wealth & St James's Place who were moved to hear and see, at first-hand, the impact of our programmes.

## Our Field Trips to Madagascar

Joe joined Lars from the T & J Meyer Family Foundation for a field trip to Madagascar to see the progress of the Poultry and Agriculture Programmes and help resolve the particular challenges faced by our beneficiaries there. Olly also led a donor visit with Jane Meyer, Derek, Katie and Lexy Stuart, Garlinda, Alec and Lucy Birkbeck. Thankfully the political coup had ended by the time of their visit. It was amazing to see the progress and impact of the programmes and exciting to plan the expansion to new communities. A highlight was the community project we organised, where hundreds of young people joined the Shivia group for a litter-picking session in the villages.

## Our Virtual Field Trips

Our field trips on Zoom are always a highlight as we 'virtually' meet members of our Field Team and some of the farmers they are working with. Two sessions this year included inspiring stories from farmers on our Poultry and Agriculture Programmes. We are always delighted to see so many supporters join us on screen, whether at home or in the office, and hear directly from farmers in rural India about the impact of their donations and the lives changed.



## Dinner at the House of Commons

We had a busy week of meetings in London when Joe and Chandrani visited in October, culminating in our Fundraising Dinner in the Members' Dining Room at the House of Commons. It was a wonderful evening generously hosted by Max Patel of Shenley Private Wealth, with Sir Anthony Seldon as our inspiring guest speaker.

## The Story of Shivia

Shivia Ambassador Garlinda Birkbeck published a beautiful book of her stunning photos from all her trips to Nepal, India and Madagascar over the years. Olly wrote the introduction for the book, telling the story of how Shivia was founded and leading up to where we are today.



# SECTION 2

## About Shivia



# Our People



Shivia is a UK registered charity founded in 2008. We have a Board of nine Trustees and two Executives in the UK who are responsible for governance, strategy and fundraising. Our Patron is **Vin Murria, OBE**.

## FOUNDER & CEO

- Mrs Olly Belcher

## UK OPERATIONS MANAGER

- Ms Victoria Denison

## OUR CONSULTANTS IN INDIA

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

## HEAD OF LIVELIHOOD PROGRAMMES

- Chandrani Banerjee (West Bengal)

## BOARD OF TRUSTEES (UK)

- Dr Yasmine Hilton (Chair)
- Mr Tim Neslen (Vice Chair)
- Mr Prakash Kurup (Treasurer)
- Mr Aditya Gokal (Finance)
- Mrs Olly Belcher
- Mrs Sudeshna Mukherjee
- Mr Shailendra Patel
- Mr Narind Singh
- Mr David Waring

## SHIVIA LIVELIHOODS FOUNDATION

We set up a Section 8 NGO in Mumbai in 2020 with the aim of raising funds within India. There are four Directors on the Board.

- Ms Khursheed N. Khurody (Chair)
- Mrs Olly Belcher
- Mr Malav Shroff
- Ms Ursula Thakkar

Victoria, Chandrani, Olly and Joe



Shivia's work supports the delivery of the UN Sustainable Development Goals



# Our Mission & Vision

---

## Mission

---

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



## Vision

---

A world where people can create opportunities for themselves and earn a livelihood in a dignified way

# Our Values & Goals

## OUR 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 and values
- **Determination:** being resilient and never giving up



## OUR GOALS

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



*Livelihoods with dignity for the **rural poor***

# PROGRAMMES

## POULTRY FARMING



Since 2011, we have trained **22,254** people on our Poultry Farming Programme

## AGRICULTURE



Since 2014, we have trained **19,751** people on our Agriculture Programme

## FISH FARMING



Since 2023, we have trained **450** people on our Fish Farming Programme

## GOAT FARMING



Since 2016, we have trained **571** people on our Goat Farming Programme

# About Our Beneficiaries



We target families who are living in rural poverty using a **multidimensional index**. This means that, alongside household income, we look at whether people lack basic needs like education, health care, housing, sanitation, access to clean water, basic assets and cooking fuel.



We complete a Social Impact Assessment Questionnaire for each household which measures multidimensional poverty. This looks at **twelve key socio-economic indicators for poverty in India**, including asset ownership, education level, number of dependents, type of fuel used for cooking and access to a proper toilet. Each answer has a weighted score, with a maximum possible score of 100. We are working with households where the score is 45 or less.

Members of our Field Team also make observations about other **challenges facing the family**, including where the household is women-only led, is landless or where there is disability.



Our agri-related livelihood programmes have been designed to support women in particular as they are often the most disadvantaged by poverty. Our impact assessments and observations of change support numerous studies which show that, when women earn, they are most likely to spend income on **food, education, healthcare and improving the whole family's wellbeing**.

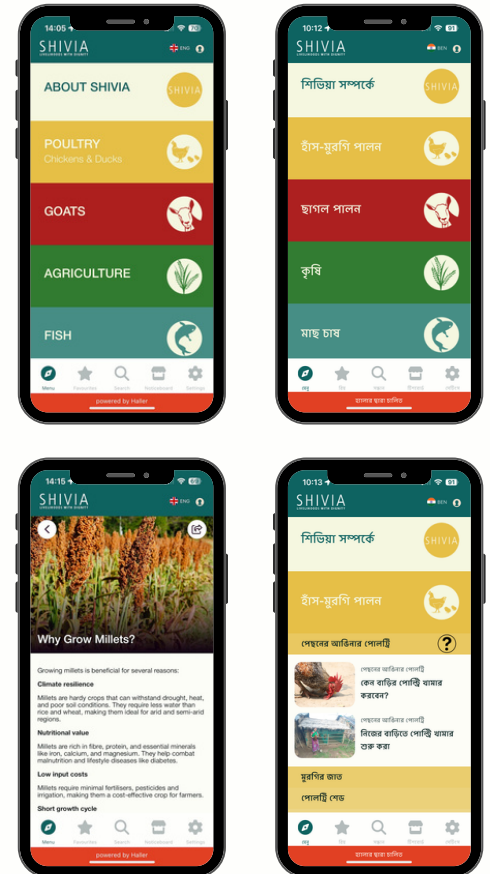
# Shivia Farmer App

The Shivia Farmer App, developed in partnership with The Haller Foundation and supported by The Marr-Munning Trust, is now available to download on Google Play and the App Store.

It has been designed to provide an additional learning resource for farmers and a training tool for our Field Team.

## Key Features

- Free to download
- An easy-to-navigate menu
- Clear sections for each programme
- In-depth articles reinforce Shivia's training
- Available in different local languages
- Supported by audio transcription for non-readers
- Supported by 'how-to' video tutorials
- Search and save function
- Favourite articles can be viewed offline
- Noticeboard for Q&A
- Push notifications can provide real-time advice to users



## Feedback

### Sebastian Wilson, The Marr-Munning Trust

"We continue to be impressed by Shivia's dedication to long-term sustainable change, collaboration and innovation. The Shivia App is a great example of this and we look forward to supporting their efforts in the years to come."

### Chloe Ford Welman, Haller Foundation

"I am delighted that the Shivia Farmer's App is now ready to launch across India. This milestone represents a powerful step forward in creating carefully designed, simple and accessible digital tools to expand access to Shivia's practical, locally relevant farming knowledge for smallholder farmers."

### Partha, Field Supervisor, Sundia Location, West Bengal

The App helps our team provide consistent advice across all villages - in writing, video and audio format. Training of new field staff has also become a faster and easier process. This not only strengthens our field support but also ensures that farmers receive reliable information at the right time, helping them improve their productivity and confidence.

### Mumtaj, Poultry Farmer at Sundia Location

"Earlier I had to depend solely on the field staff for advice, and often I forgot or made mistakes. Now with the Shivia Farmers' App in my hand, I can check everything myself - training videos, poultry farming tips and updates. It feels like a guide is always with me. I feel more confident and in control of my poultry farming."

*Livelihoods with dignity for the **urban poor***

# PROGRAMMES

## BEAUTYPRENEURS



Since 2020, we have trained **725** women on our Beautypreneur Programme

## NUTRIPRENEURS



Since 2020, we have trained **225** women on our Nutripreneur Programme

# Our Locations

SHIVIA  
LIVELIHOODS WITH DIGNITY



## Mumbai

Shivia  
Livelihoods  
Foundation

## Key to Programmes

### West Bengal

- Poultry Farming
- Agriculture & Kitchen Gardens
- Fish Farming
- Goat Farming

### Odisha

- Poultry Farming
- Agriculture & Kitchen Gardens

### Chhattisgarh & Uttar Pradesh

- Poultry Farming

### Jharkhand

- Poultry Farming
- Agriculture & Kitchen Gardens

### Bihar

- Poultry Farming
- Goat Farming

### Rajasthan & Gujarat

- Beautypreneurs
- Nutripreneurs



Antananarivo

MADAGASCAR

- Poultry Farming
- Kitchen Gardens

# Our Network

- Shivia funds are used to implement, replicate and expand six livelihood programmes.
- To deliver these programmes, we have partnered with excellent local **NGOs** in India and Madagascar.
- We currently have 135 men and women working in management and service delivery roles - 124 in India and 11 in Madagascar.
- All our Field Teams are **recruited locally** so they are familiar with the challenges faced by our beneficiaries, understand the culture and speak the language.
- We are working in 18 locations across eight States in India, and four locations in Southern Madagascar.
- Our NGO Partner Network now includes **ten fully-vetted organisations**.

**6**  
LIVELIHOOD PROGRAMMES  
Poultry Farming  
Agriculture / Kitchen Gardens  
Fish Farming  
Goat Farming  
Beautypreneurs  
Nutripreneurs

**10**  
NGO PARTNERS

**22**  
PROGRAMME LOCATIONS

**17**  
FIELD SUPERVISORS

**30**  
MANAGERS & PROGRAMME  
SPECIALISTS

**88**  
LIVELIHOOD SERVICE  
PROVIDERS



SAATH  
Creating Inclusive Societies



# Shivia's Journey: 2008 to 2026

2008

## FOUNDATION YEAR

- Shivia incorporated as a UK charity
- Olly Belcher (Donnelly) and Stuart Tester appointed as founding Trustees

2009/2010

## MICROFINANCE PROGRAMMES

- Shivia's work started with Microfinance Programmes in West Nepal, West Bengal and Gujarat, with local NGOs as implementation partners
- Joe Rao was appointed Head of Partnerships in India
- Olly was appointed CEO

2011

## LAUNCH OF AGRI-RELATED LIVELIHOOD PROGRAMMES - POULTRY FARMING

- We launched our Poultry Farming Programme in West Bengal
- Nirdhan (previously Shivia India Trust) was incorporated as a Section 25 company (NGO) with Vasant Subramanian as Chairman and Chandrani Banerjee as Head of Livelihood Programmes
- Microfinance Programmes phased out

2012/2013

## EXPANSION OF POULTRY FARMING IN WEST BENGAL

- Increased capacity at Familia Location in order to reach more beneficiaries
- Launched the Poultry Farming Programme at second location, Babnan
- Joe Rao promoted to General Manager, Nirdhan

2014

## LAUNCH OF SECOND LIVELIHOOD PROGRAMME - AGRICULTURE

- Our research into other livelihood opportunities for the rural poor in West Bengal led to the launch of our Agriculture Programme
- We expanded Poultry Farming to two new locations - Sundia and Kolaghat, West Bengal
- Victoria Denison joined Shivia as Executive Assistant

2015/2016

## RESEARCH & LAUNCH OF THIRD LIVELIHOOD PROGRAMME - GOAT FARMING

- Extensive research led to launch of Goat Farming (pilot phase) at Babnan Location
- We conducted a baseline survey on 750 beneficiaries to gain in-depth knowledge on demographics and programme impact
- Nick Jenkins was appointed as Patron

2017

## CHARITY AWARD WINNER!

- **Shivia won the Charity Times Award for International Charity of the Year**
- We conducted research into Fish Farming and other skills-based enterprises
- We conducted our first 'Family Field Trip' to India with The Artemis Charitable Foundation

2018

## A YEAR OF EXPANSION

- We opened a new location for Poultry Farming in Krishnanagar and introduced our Group Model to prepare farmers for independence
- We launched our Agriculture Programme at Babnan and Sundia Locations
- Goat Farming was rolled out after a successful pilot phase
- Dr Yasmine Hilton was appointed Chairman of the Board of Trustees
- **Shivia was shortlisted for The Charity Awards - International Aid and Development category**

2019

### YEAR OF PROGRAMME CONSOLIDATION AND DOCUMENTATION

- We continued to deliver three livelihood programmes across five locations, plus the rollout of the Group Model for Poultry Farming and launch of Agriculture at Krishnanagar Location
- We developed Programme Manuals to codify our knowledge and experience
- We started raising funds within India

2020

### OUR RESPONSE TO COVID

- Our India Team worked on Covid relief initiatives including delivery of aid packs and helping farmers to make and distribute face masks
- We hosted our first Virtual Field Trip to India on Zoom
- Started working with NGO SAATH on Beautypreneur and Cooks Training Programmes to support women in urban poverty
- We formed **Shivia Livelihoods Foundation** in Mumbai to continue raising funds in India

2021

### A NEW LOOK FOR SHIVIA

- Branding agency worked on a pro-bono basis to create a new logo and colour profile for Shivia
- Covid relief work resumed in West Bengal and Gujarat
- We phased out the Goat Farming Programme at Babnan Location
- **Shivia was a Finalist at the Third Sector Awards**

2022

### NEW BEGINNINGS AND A SECOND CHARITY AWARD

- We phased out programmes at Familia Location after 10 years of service - mission accomplished!
- We opened a new location at Chhatna, West Bengal
- We partnered with three grassroots NGOs to replicate our programmes in Odisha
- **Shivia won the Third Sector Award for 'Small Charity, Big Achiever'**
- Vin Murria OBE took over as Patron of Shivia

2023

### SHIVIA IN MADAGASCAR

- We launched Poultry Farming in three remote locations in Madagascar - our first expansion outside of India
- We phased out operations at Babnan Location and identified Prantik as a new location for Poultry
- Field Team member Gour Naskar (Sundia, West Bengal), received a national award on World Soil Day for his work training Shivia farmers to make bio-products and promoting soil health

2024

### LAUNCHING FISH FARMING AND EXPANDING OUR REACH

- We launched our Fish Farming Programme at Sundia Location
- We started partnerships with three more local NGOs in Jharkhand, Bihar and Chhattisgarh to replicate our Poultry Farming and Agriculture Programmes
- We provided further support to farmers in Madagascar with Kitchen Gardens

2025/2026

### GOAT FARMING AND LAUNCHING THE SHIVIA FARMER APP

- Our Goat Farming Programme was introduced in Bihar and West Bengal
- We opened a new location for Poultry Farming
- We developed and launched the Shivia Farmer App, a training and support tool for our farmers and Field Team, available in Bengali, Hindi, Odia and English
- Publication of The Story of Shivia, a book of stunning photographs by Garlinda Birkbeck



# SECTION 3

## Year in Review 2025/26



# A Message From Our Chairman



As I write this message, there is still much uncertainty in the Middle East and the longer-term impact isn't fully known. But we do know that global economic and energy shocks will undoubtedly hurt the poorest the most. Let us hope this ends before many more millions find themselves in greater poverty.

Shivia's work continues apace as we scale up and extend our programmes. We continue to collaborate with ten NGO Partners across eight states in India, as well as in Madagascar. This year we were pleased to welcome a new Partner NGO, Pardada Pardadi Educational Society (PPES), enabling us to replicate our Poultry Farming Programme in the state of Uttar Pradesh and reach some of the poorest communities there. With this portfolio of Partners, we can mitigate the risks of over-dependence on any single organisation, particularly given the rigorous FCRA licence requirements for sending funds to India.

Across all our programmes, we are now responsible for supporting the wages of around 135 local staff in India and Madagascar. These dedicated teams are ably supervised by Joe Rao, who does a stellar job coordinating their work. With the commitment of our field staff and the continued support of our donors, we have been able to reach 8,725 families this year, providing them with the tools, training and support they need to build brighter futures. Many of these families are engaged with at least two of our programmes so we can help them in a deeper way.

Since our founding in 2008, we have worked in 2,438 villages and supported 22,254 farmers through our Poultry Farming Programme; 19,751 farmers through our Agriculture Programme; 450 farmers through our Fish Farming Programme; and 571 farmers with Goat Farming. In addition, we have trained 225 women to become Cooks/Nutripreneurs and 725 women to become Beautypreneurs. This year saw the reintroduction of our Goat Farming Programme in response to strong demand from farmers. We now support 200 farmers from tribal communities through our partner SATHEE and have selected a further 200 farmers to work with through our partner Nirdhan.

We expanded our geographic footprint by opening a new location in Jhalda in Purulia, the third poorest district in West Bengal, some 280 km north-west of Kolkata. Here, farmers face extremely challenging conditions including intense heat, prolonged drought and cold winters. Although we serve fewer families in this remote region, the impact of our Poultry Farming Programme and our Agriculture Programme is particularly significant. We also identified a new location, Jhargram, 168 km west of Kolkata as one of the poorest regions in West Bengal and are preparing for its opening next.

At the same time, we celebrated a major milestone by closing our Kolaghat location in West Bengal at the end of the year after more than a decade of operations. During that time, we supported 6,225 farmer households across three programme - Poultry, Agriculture and Fish Farming. Farmers in this region are now independent and no longer require our support — a powerful testament to the sustainability and success of our programmes.

2025 saw the Shivia Farmer App go live for a limited number of farmers. It provides easy access to a repository of essential information and knowledge on poultry, agriculture and fish farming. The App is available in English, Bengali, Hindi and Odia and includes “how-to” videos and audio guides to support farmers who have low or no literacy. We tested the App with farmers at Sundia location in West Bengal, incorporating their feedback as we continue to refine the platform. The App will serve not only as a valuable learning resource for farmers but also as a training tool for our field staff and a window into our programmes for supporters. We look forward to a full launch later in 2026.

Field visits continue to be a cornerstone of our work. Highlights included a trip to West Bengal with St James’s Place colleagues and a visit to Madagascar with the T&J Meyer Foundation and other key donors and Ambassadors. We are grateful to our supporters who take the time to see our operations first-hand - there is no better way to experience the real impact of our programmes. Our virtual field visits remain another popular way for supporters to engage and this year we hosted sessions for both the Poultry and Agriculture Programmes, enabling participants to hear directly from farmers across rural India.

We had a busy and productive week in London when Joe and Chandrani joined us for our Fundraising Dinner at the House of Commons in October, generously hosted by Max Patel, with Sir Anthony Seldon as our guest speaker. Such gatherings are a valuable opportunity to connect with supporters, raise funds and share the impact of our work.

Working in India and Madagascar brings many challenges but we have a robust framework in place to manage risks and ensure our programmes operate safely and sustainably. Our three-year plan and budget ensure that every beneficiary we take on can be supported until they no longer need us. Our Board of Trustees has remained unchanged this year and I remain grateful for their continued commitment and expertise in overseeing our strategy, governance and financial management.

Olly and Victoria continue to do an excellent job in the UK, engaging donors, NGO partners and beneficiaries to fulfil our mission and ensure everything runs smoothly. Most of our fundraising takes place in the UK and we remain deeply grateful to our long-term partner Artemis for their continued loyalty. The Big Give Christmas Challenge 2025 was most successful, and I would like to extend my heartfelt thanks to everyone who contributed during this important campaign. I am immensely grateful to Vin Murria for her patronage, generosity and continued belief in Shivia and to our Ambassadors who support our work in so many ways. We were deeply saddened by the unexpected death of one of our key Ambassadors in January this year, Nan Brenninkmeyer. Nan has been so important to Olly and our team from the start of Shivia and we will miss her dearly.

To every donor, I offer my sincere thanks for your encouragement, loyalty and generosity - we simply could not do this work without you. Shivia was founded with the belief that opportunity changes everything and with your ongoing support we will continue to create the opportunities for the communities that need them most.

*Y. Hilton*

**Dr Yasmine Hilton**  
**Chairman, Shivia**



# Field Trips: Donor Feedback



## Madagascar, November 2025 : Derek Stuart, The Artemis Charitable Foundation

*“In November of last year, I was fortunate enough to travel to Madagascar with the Shivia team. I have visited Shivia’s Indian operations a couple of times and seen how their support has allowed so many families to lift themselves out of extreme poverty. Whilst the need is great in India, my experience of Madagascar highlighted an even greater need. Faced with poor infrastructure and an increasingly volatile climate the rural population face a daily struggle to feed themselves and survive. With the knowledge built over many years in India, the Shivia team are partnering with local organisation Feedback Madagascar to provide poultry toolkits and develop sustainable crops so Malagasy families can also help feed themselves and live a dignified life.”*



## West Bengal, January 2026 : Max Patel, Shenley Private Wealth

*“What has resonated most with me is how much meaning can be found in the smallest things - having very little, yet sharing so much. Big hearts, deep resilience and an extraordinary sense of community. What’s been most striking is seeing that the greatest impact happens when support goes beyond short-term help. Shivia not only provides practical tools, I believe what has made meaningful change is that their local team delivers education, training and day-to-day support. That continuity is what makes all the difference and being here has reminded me just how transformative the right kind of support truly is.*

*And what’s most moving is how far this impact reaches, way beyond anything we can see. There is invisible nuance. Knowledge is shared with neighbours. Ideas travel quietly from one family to another. Skills are passed on generously, creating ripples of change that extend far beyond data recorded. This is where generational change truly begins - not through one-off interventions but through empowering people with knowledge, confidence and ongoing support to shape their own futures, and the futures of the generations that follow.*

*Seeing this work first-hand has been deeply emotional for me and incredibly grounding. Sometimes the most powerful change doesn’t shout - it grows quietly, steadily and with purpose.”*





# Poultry Farming Programme

---



# About Poultry Farming

**Programme mission:** to empower the very poor - especially women - to earn an income from home, with a view to becoming financially independent.

- We provide women with a cost-effective **TOOLKIT** to start their own backyard poultry farming enterprise.
- The programme includes a **comprehensive, one-to-one training programme** for each new poultry farmer (and their family members), delivered by a fully trained member of our field team (Livelihood Service Provider/LSP).
- We ask for a contribution towards the toolkit from all our farmers (ranging from £1.10 to £5.00 depending on the location/poverty level). This ensures that farmers value the training and feel invested in the enterprise. It also contributes to the financial sustainability of the programme.
- After about 18 months, **we help farmers to form groups** so that they can start to buy chicks and vaccinations directly from the suppliers at wholesale prices.
- We aim to enable our poultry farmers to become **independent of our services within 2-3 years**.



Since we launched the programme in 2011, we have distributed **199,021** poultry toolkits to **22,254** farmers.

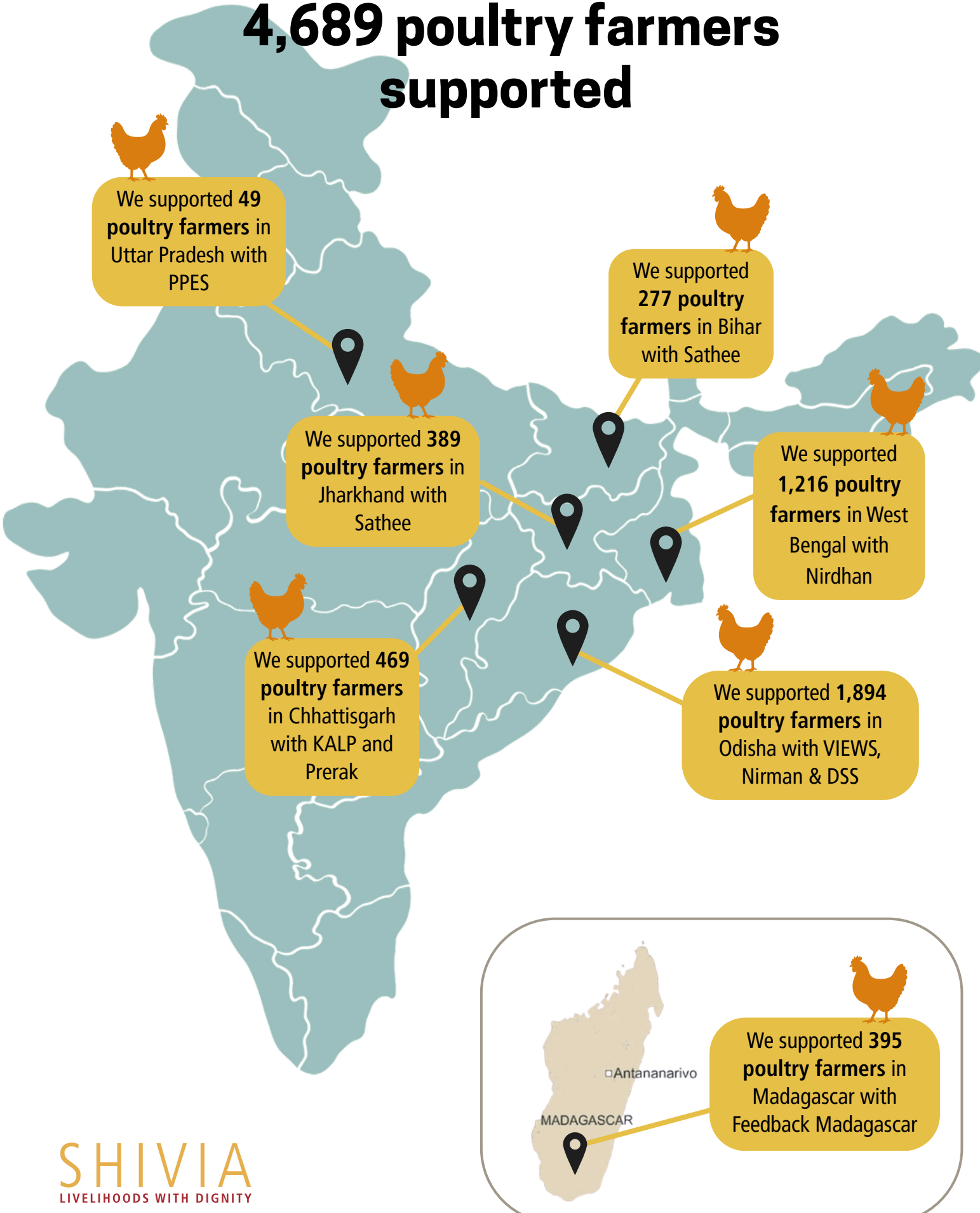
This year, we distributed **30,201** toolkits to **4,352** farmers across 20 locations in East India, North India and Southern Madagascar.

“

*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)**

# IMPACT in 2025/26

## 4,689 poultry farmers supported



# The importance of training

- Our training programme covers everything our poultry farmers need to know in order to raise healthy chickens/ducks and earn money from selling birds and eggs.
- Keeping chick mortality to a minimum is a key part of the training and builds confidence in our farmers about the sustainability of their poultry enterprise. Our data consistently show that chick mortality levels amongst our farmer flocks is less than 2%.
- We help our farmers to prepare for extreme weather conditions - very cold winters, intensely hot summers and unpredictable monsoons, which are happening with more frequency.
- Our advice includes the importance of record keeping, regular saving and how to market the produce.
- We organise Farmer Groups so they can deal directly with suppliers and arrange a central collection point for the chicks, feed and vaccines.
- We guide our farmers towards either expanding their poultry enterprise or starting a new enterprise using their savings and new skills - and often both!
- For the farmers who intend to significantly expand their business, we guide them on building a permanent chicken shed and equip them with all the knowledge, skills and confidence they need for a successful and independent future in chicken farming.

## How to....

- build a suitable coop using readily available materials
- vaccinate and medicate your chicks
- protect chicks against predators
- feed and water your flock
- cultivate Azolla at home - nutritious for your growing chicks
- heat and cool the coop according to the season



## Low-cost chicken feed

Poultry farmers at all our locations struggle to afford chicken feed so we are training them to make their own low-cost feed at home, plus grow Azolla, a fast-growing aquatic fern which is high in protein and can be easily cultivated in a small home-made pit at almost no cost.

# The Poultry Toolkit

Where we work in India we have access to local hatcheries so are able to deliver one-day-old chicks in each toolkit, which keeps the unit cost of each toolkit low. Farmers raise the young chicks until they are ready to sell them and also keep the hens for egg-laying which brings in a small but regular income.

Each toolkit contains:

- **10 one-day-old chicks**
- **2 kg bag of chick feed**
- **Vaccinations and vitamins to prevent chick mortality**

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

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

We have made a number of changes to the poultry toolkit we provide in Madagascar due to the poverty levels and remoteness of the villages where we are working. The hatcheries are too far away to provide one-day-old chicks so we provide older chickens and teach the farmers how to breed from them, creating their very own hatcheries.

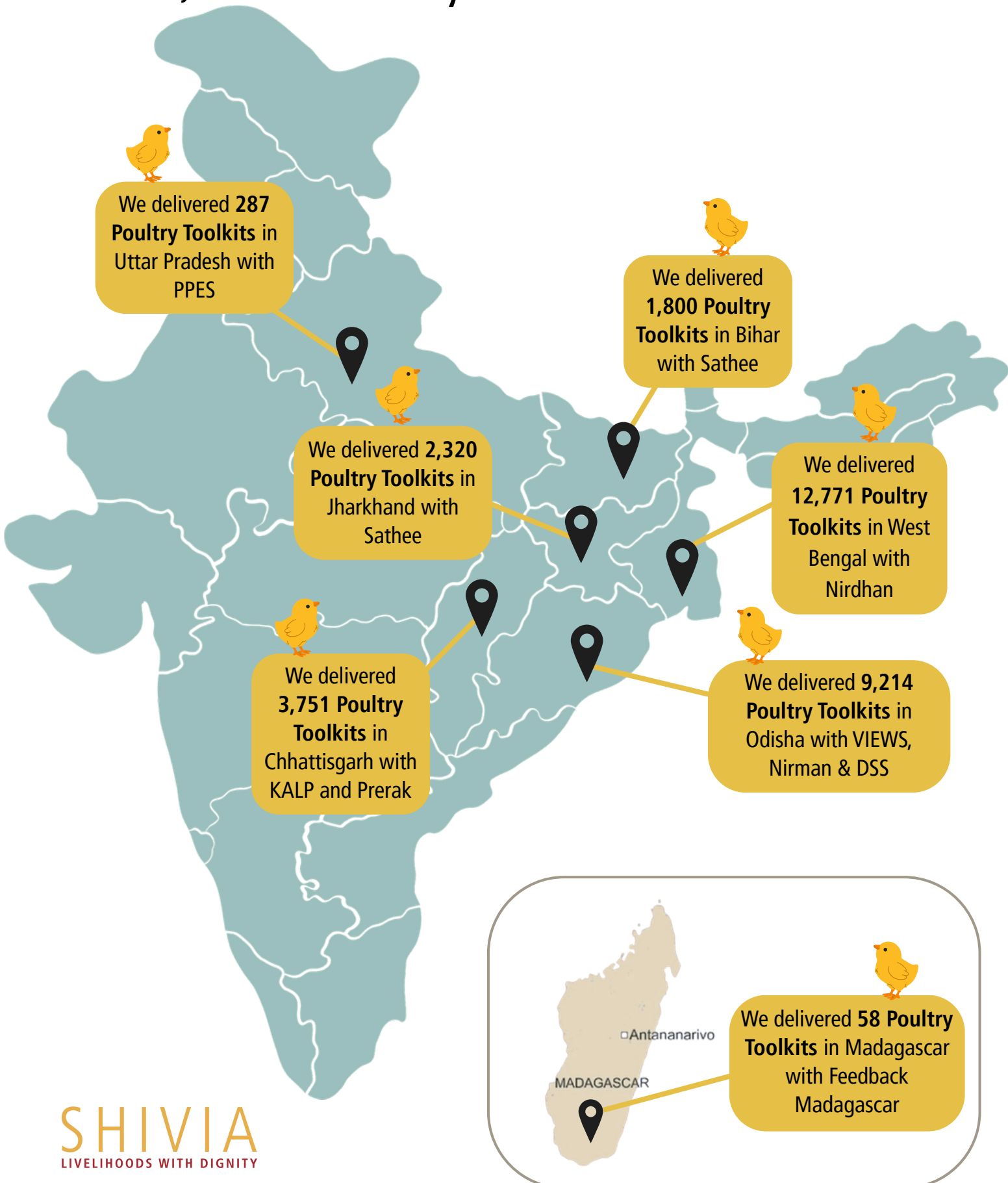
Each toolkit contains:

- **Two five-month old vaccinated hens**
- **One vaccinated cockerel**
- **6 kg bag of chicken feed**
- **Netting for the coops**
- **Heater for brooding**
- **Rat traps**
- **Additional vitamins and medications**
- **Vaccinations for newly hatched chicks**



# IMPACT in 2025/26

## 30,201 Poultry Toolkits delivered





# Spotlight on West Bengal

In West Bengal, the Poultry Farming Programme is delivered through our partner NGO, Nirdhan, which we co-founded in 2011. Now in its fifteenth year, the programme operates across six locations with a team of six Field Supervisors and 20 Livelihood Service Providers.

Our focus in West Bengal has increasingly shifted to graduating farmers into the Group Model with a view to becoming fully independent of our services. During this phase, we continue to monitor suppliers of chicks, feed and vaccines to ensure quality, affordability and reliability, working with several vendors to reduce risk. Since we started forming Farmer Groups in 2019, over 2,600 farmers have established profitable poultry farms of over 250 birds, working independently from Shivia.

Poultry Farming also acts as a stepping stone, enabling farmers to become independent of us by diversifying into other income-generating activities such as small grocery shops, snack businesses and tailoring.

Over the course of the year, we phased out Kolaghat location as we had done previously with Familia and Babnan locations. The Field Team has been repurposed and all 6,225 farmers from our Poultry, Agriculture and Fish Farming Programmes are operating independently of us.



Preparations began for expansion into Jhargram location which is 168 km west of Kolkata and is one of the poorest regions in West Bengal. Although fewer people will be reached, the depth of impact is expected to be significant. We have relocated Santu Dhara from Kolaghat location to be the Field Supervisor at Jhargram.

We were delighted too with progress at our newest location Jhalda which we opened at the beginning of the year, again reaching poorer, tribal farmers. They have already significantly benefitted from the poultry programme.

Nirdhan was able to support 200 poultry farmers for the second consecutive year at Chhatna location, facilitated by donations received directly from within India through Shivia Livelihoods Foundation.

## IMPACT in West Bengal

In 2025/26, we supported **1,216** Poultry Farmers, including **493** who were new to the programme this year.

**300** Poultry Farmers became fully independent of our support.

We distributed a total of **12,771** Poultry Toolkits - that's **127,710** chicks.

Since we started the Poultry Farming Programme in West Bengal in 2011, we have supported **18,140** families across **1,658** villages and distributed **164,431** toolkits...so a grand total of **1,644,310** chicks!



## Challenges

This year, the main challenges were erratic and extreme weather patterns. The staff and farmers had to deal with a prolonged and unpredictable monsoon, an unusually cold winter and an early and intense summer heat. As a result, farmers had to cope with excess rainfall and flooding for parts of the year and either very cold or very hot conditions for their chicks. Our field team helped train farmers in adaptation strategies to avoid chick mortality.

A further challenge was the irregular supply of day-old chicks due to low hatchery output in the cold months and high mortality risk during transportation. To mitigate this, we secured advance bookings with multiple hatcheries including Kegg Farms and Guru Balaji as well as local suppliers for Sonali birds. We strengthened brooding practices through improved insulation and low-cost heating solutions to enhance chick survival. Distribution schedules were made flexible aligning with weather conditions. Logistics were adapted by reducing transit time and we timed deliveries to be during warmer hours. We also provided ducklings when chicks were not available; ducklings are extremely popular especially among tribal communities.

### Farmer Feedback Interview

**Rani has been on our Poultry Farming Programme at our Prantik location since 2024. Her Livelihood Service Provider there is Sanchita.**

**Q: What were your circumstances before joining the programme?**

*A: I had never raised chickens or ducks before. I used to work as a seasonal agricultural labourer, picking up irregular work for local farmers.*

**Q: How has being part of this programme benefitted you and your family?**

*A: Sanchita has taught me how to raise poultry properly. I have used the money from selling chickens and eggs to buy clothes for the family and meet all my household expenses. I have money to pay for some extra tuition for the children. We eat better food now too, especially eggs.*

**Q: What are your plans for the future?**

*A: I have already bought a cow and am planning to expand the poultry shed too. I have another plan to start a small grocery shop.*

**Q: Can you tell us how much money you have earned from your poultry enterprise?**

*A: Over the last two years I have raised and sold about 350 chickens and ducks, each for between Rs. 200-220 so I think I have earned about Rs,77,000 (c. £770) which is amazing for me!*

**Q: Overall, how satisfied are you with the Shivia Poultry Farming Programme?**

*A: It's a 5 star programme and I am extremely grateful to Sanchita from Nirdhan and to Shivia for helping me with this wonderful opportunity. I will recommend it to other women who are in the situation I was in two years ago.*



# Programme Expansion

We started expanding the Poultry Farming Programme to other States within India in 2022 and are working with highly marginalised tribal communities in Odisha, Chhattisgarh, Bihar and Jharkhand. We are delivering the Programme through six local NGO partners and have a dedicated Field Team within each organisation who have been fully trained in Shivia's tried and tested methods for successful backyard poultry farming.

At present, we are working on the Individual Model, delivering the toolkits at the household level and offering one-to-one training and mentoring. This reflects the vulnerability of the communities and the additional time it takes to support farmers on their journey. The impact we are witnessing is profound as women are using their income to strengthen household resilience and support their children's education. Some women are reporting that they have bought a mobile phone which is encouraging as we roll-out the new Shivia Farmer App.

## Azolla Cultivation

We have added this to the training programme in Odisha to allow farmers to grow this highly nutritious feed at very low cost. This initiative has proved to be very successful, so much so that the local Government Veterinary Department in Nayagarh District has funded permanent concrete tanks for growing Azolla for 40 of our farmers.

## Facing Challenges

This year, the main challenge for our Field Team and farmers was the unusually cold weather in December and January. Newly hatched chicks need to be kept warm and to do this farmers use a source of heat in the coop, usually an electric light bulb. In these remote villages, families can't afford to use the light bulbs so we made the decision to postpone delivery of chicks until the weather warmed up.

Despite the challenges of working in these remote tribal communities, we are delighted that some farmers are now forming Groups and are on the path to becoming fully independent of our services as they build their poultry farming enterprise.

## Results for 2025/26

	ODISHA	JHARKHAND	BIHAR	CHHATTISGARH
FARMERS	1,894	389	277	469
TOOLKTS	9,214	2,320	1,800	3,751
VILLAGES	259	32	18	55



# Spending Priorities

This year we completed a survey with the help of our Field Team using the online Solstice App. We re-looked at the spending priorities of our poultry farmers in West Bengal, Odisha, Jharkhand and Bihar. We are delighted that across all our locations, as per our training, farmers are reinvesting their income into their poultry enterprise to either improve their coops for young chicks or to expand their poultry farms, sometimes to flocks of up to 250 birds!

Trends from the survey highlight the positive impact of the programme in strengthening livelihoods and financial resilience among farmers. Whether in remote or more advanced locations, farmers are making thoughtful decisions prioritising education, diversifying income through new enterprises and reinvesting in productive assets. This not only reflects growing economic stability but also a forward-looking mindset, as families balance immediate needs with longer-term opportunities for growth and security.

**Investing in the poultry enterprise was mentioned by the majority of farmers surveyed**

**Farmers also prioritise spending on:**

- Children's education
- Another enterprise
- Buying livestock

**In our more advanced locations the top 3 spending priorities are:**

- Investing in another enterprise, e.g. tailoring, shop, snack business
- Buying additional livestock, e.g. goats and pigs
- Repayment of debts/loans

**In our remote tribal locations the top 3 spending priorities are:**

- Providing for children's education, e.g. books and uniform
- Providing food for the family
- Significant family events, e.g. wedding/dowry, funerals & festivals



# Jayanti's Story

## *Finding success against the odds*

**Location: Nayagarh District, Odisha**  
**NGO Partner: Nirman**



### The BEFORE story

Jayanti was living with her parents-in-law and three daughters, while her husband migrated to Tamil Nadu to find work as a daily-wage labourer. The family owned a small piece of land where Jayanti tried to grow rice but, with no stable income and growing responsibilities, survival became a daily challenge.

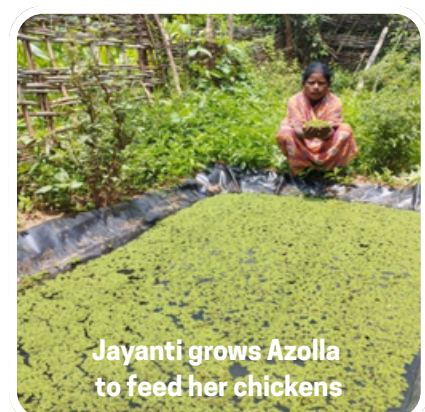
The situation worsened when Jayanti's father-in-law suffered from a kidney disease and passed away during treatment. The family had borrowed ₹1,00,000 (c. £80) to cover the medical expenses, which left them under immense financial pressure. Household responsibilities, education expenses and the loan repayment placed a heavy burden on Jayanti. Finally, two of her daughters had to discontinue their studies and the elder daughter started tailoring work to help support the family.

### First steps in poultry farming

Jayanti attended a community meeting along with other villagers where our team introduced Shivia's Poultry Farming Programme and explained the purpose and benefits of raising chickens. During the beneficiary selection process, the team identified Jayanti as a deserving candidate because of her dire economic situation. Although she had no experience in poultry farming, she showed clear enthusiasm for starting the programme and was eager to learn.

Training sessions soon started, including making a suitable chicken coop, preparation of homemade poultry feed, growing Azolla and termite cultivation as a protein-rich source of low-cost chicken feed; poultry shed management, feeding schedules, vaccinations and disease control.

Jayanti contributed ₹200 (c £1.60) as her registration fee and received her first Poultry Toolkit of ten day-old chicks.



**Jayanti grows Azolla to feed her chickens**

## Building on success

Jayanti carefully followed the training and advice given by the Field Team. With dedication and regular monitoring from the team, all her chicks survived - a remarkable achievement for a first-time poultry farmer.

Soon she made her first sale - she sold eight chickens to a buyer from a local road-side restaurant. She kept the other two chickens - one for home consumption and one for egg laying. Encouraged by her success, Jayanti invested in three more toolkits. The profits she made increased her confidence and her interest in building her poultry enterprise.



### Jayanti's first sale

- Chickens sold: 8
- Buyer: Rajput Restaurant
- Total weight: 19.3 kg
- Selling price: ₹250 per kg
- Total Income: ₹4,825
- Expenses: ₹650
- **Net Profit: ₹4,175/£34**

## Outcomes & Impact

Our Field Team in Nayagagh District reported that the transformation in Jayanti's life has been remarkable:

- **Education restored:** Jayanti has now admitted her middle daughter into the 9th grade, ensuring her education continues.
- **Debt repayment:** She has successfully repaid ₹55,000 of the earlier loan.
- **Future vision:** Her dream is to establish a large-scale poultry farm and eventually expand into goat farming for additional income.



### Jayanti says...

*"From my heart I want to thank everyone from Shivia and Nirman for giving me the opportunity to join this project and learn all about poultry farming. It has opened a new path for me and my family with stability and hope for the future."*



*"Jayanti's journey from financial distress to economic independence stands as an inspiring example of how community-based interventions combined with individual determination can create sustainable change. Her story reflects the transformative impact of the Poultry Farming Programme in empowering rural women in our area, enhancing livelihoods, and nurturing dreams for a better future." **Rajkumar Mandal, Field Supervisor***

**SHIVIA**  
LIVELIHOODS WITH DIGNITY



# Urmila's Story

*How determination and resilience turned into financial independence*

**Location: Nayagarh District, Odisha**  
**NGO Partner: Nirman**

## The BEFORE story

Urmila lives in a very remote village surrounded by forest and home to just 38 households. There are seven members in her household, including her three daughters. They survived by renting a small plot of land growing vegetables and paddy, but they regularly experienced hunger. With no spare money, they could not support the girls' education. Despite her resilience, Urmila struggled to make ends meet.

## The turning point

Our Field Team set up a community meeting in Urmila's village to introduce the Poultry Farming Programme, highlighting the benefits of backyard poultry farming including:

- how it can generate a new source of household income
- how it provides nutrition security through eggs and meat
- how it can be a low-cost, low-space and low-time investment livelihood opportunity

Beneficiary selection is done using our Social Impact Assessment questionnaire and in this area our team also prioritises families that are women-only led; are landless and/or have disabled dependents. Being landless, Urmila's family reached the criteria for participation in the programme. She was very keen to start her new enterprise and made her contribution of ₹200 and soon received her first toolkit of 10 chicks, 2 kg of chick feed, vaccinations and medicines.

## The first step towards independence

With dedication, Urmila raised these 10 chicks to become healthy adult birds. She kept two hens for egg production, consumed one bird for family nutrition and sold the remaining seven chickens for ₹3,070. Encouraged by her success, she took more toolkits.

Recently, our Field Team managed to secure a ₹3,000 grant for Urmila from the local Government Veterinary Department to build a concrete pit for growing Azolla, a nutritious source of food for her growing flock.



**Urmila's Azolla pit**

# Impact & Aspirations



## Urmila's sales record



- **Chickens sold: 210**
- **Total Income: ₹64,650**
- **Expenses: ₹17,500**
- **Net Profit: ₹47,150 (c. £385)**

Urmila proudly told us what she has done with her income from poultry farming:

- She supports her daughters' education
- She makes monthly deposits of ₹1,000 in the **Sukanya Samridhi Yojana\*** scheme to save for her girls' future
- She bought a new wooded bed
- She bought a bicycle for her husband to transport the chickens to market
- She now buys more nutritious food for her family



### Urmila says...

*This is my fourth year as a poultry farmer and I am ready to expand my business even more. With the training from Shivia and Nirman, I can now apply for the Large-Scale Poultry Shed Preparation Scheme from the Government. Thank you for helping to make me an independent poultry farmer!*

- **Sukanya Samridhi Yojana** is a Government of India small-savings scheme offering attractive interest rates and tax benefits to promote the status, financial security and education of the girl child.



### Our Field Supervisor says...

*Urmila's story is one of self-determination and resilience. She has shown how backyard poultry, a low-cost, high-impact livelihood model for rural women, can drive economic change and lead to sustainable growth and long-term independence.*

# A New Location for Poultry Farming



During the year, we expanded our Poultry Farming Programme to Uttar Pradesh with our newest partner PPES, introduced to us by a UK-based organisation Sahara Means Support. Even though less poor than in East India, the women here have little voice and they were keen to earn through backyard poultry farming. We recruited the field team of one Field Supervisor and two LSPs in August and trained them accordingly. In September, they went on an exposure visit to West Bengal to learn from our team at Sundia location.

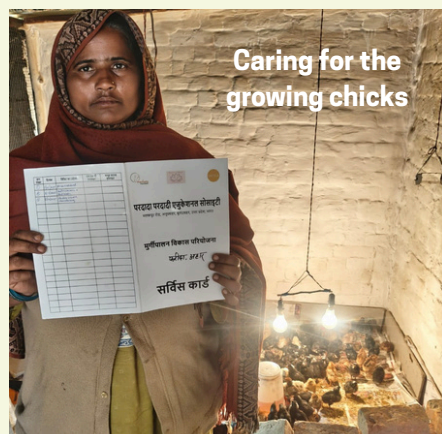
We then identified the first 24 women to embark on the programme. We found it impossible to organise an exposure visit to West Bengal for these to meet our farmers there and learn from their experience on the Programme as all trains were fully booked during festival season. Instead we hosted a virtual learning session on Zoom which worked very well, as shown in the photo below.



After this virtual visit, we held community meetings and distributed the first 141 toolkits in November. In January, a further 146 toolkits were distributed to another 25 women. By February, the first women started selling their chicks and were delighted by profits!



Chicks arrive in the first toolkit



Caring for the growing chicks



Chickens are ready to sell

*It has been wonderful to see the partnership between the PPES girls' school and Shivia come to life over recent months. Located in Uttar Pradesh, in a rural community where historically no girls received any formal education, PPES has been a transformational institution which today educates 3,500 girls from early years to entry into higher education. We wanted to extend the societal impact to the communities and homes that the girls came from and that is where Shivia comes in! With a proven model of transforming households, communities and creating a path towards financial security through agribusiness and poultry farming, we felt that the partnership would foster a change in attitudes towards female empowerment in the community. As we hoped, the Shivia team have overseen and helped the local team execute the programme with their customary care and diligence. I have always believed in the power of collaboration to amplify impact and I am excited about what our partnership will yield over the coming months and years! **Paras Anand, Trustee, Sahara Means Support***

# Spotlight on Madagascar



Following a pilot in 2022, our Poultry Farming Programme has been adapted by our partner NGO Feedback Madagascar for very poor women and their families in three remote locations of Southern Madagascar: Ranomafana, Ambohimahamasina, and Vohitsaoka. This year we have expanded the programme to a fourth site, Tolongoina in South-East Madagascar, targeting a group of volunteer teachers who wish to engage in poultry farming.

As mentioned earlier in the report, the poultry model in Madagascar differs from that in India due to the remoteness of the communities and lack of hatcheries. Farmers receive two five-month-old hens and one cockerel enabling them to breed their own flocks. We also provide them with feed, heaters, medicines, netting and rat traps.

This year, we are delighted that farmers have demonstrated improved poultry management practices, particularly in chick care, resulting in meaningful increases in household income.



## Impact

The poultry programme has an increasingly significant positive impact in Madagascar as the women learn how to run their poultry farms successfully. We have seen increased food security through both eating and selling eggs and meat as well as additional income for education and healthcare. Several of the women have invested in secondary livelihoods such as pig rearing.

## Challenges

One of the biggest challenges we face in Madagascar is the high feed costs given the women struggle to feed themselves and their families. We have tried to come up with solutions such as providing seeds to grow chick feed at home. The women also face predator risks especially those living near to the “jungle”. We addressed this by improving the coops, using materials such as bamboo and minimising the spacing between the bamboo poles. Limited infrastructure and extreme remoteness mean the women have to walk for several hours to sell their produce but as they produce more, this challenge declines.





# Agriculture Programme

---



# About Our Agriculture Programme

**Programme mission:** to address the particular challenges faced by very poor, marginalised farmers and make farming a sustainable and profitable livelihood.

We launched the programme in 2014 in response to requests from farmers on our Poultry Programme. Many shared that farming was no longer profitable due to poor soil quality and rising input costs, forcing migration to cities in search of work.

Within the Agriculture Programme, farmers engage in two main approaches depending on location and context. **Smallholder Farming** involves cultivating leased or owned land on a commercial basis, with a focus on increasing yields and generating income through market sales. In contrast, **Kitchen Gardening** is practiced on smaller, home-based plots, primarily to improve household nutrition and food security, with any surplus produce sold locally. Both approaches contribute to strengthening livelihoods, tailored to the needs and resources of different communities.

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

- Soil testing
- Crop selection
- Access to wholesale markets for agri-inputs (seeds etc.)
- How to make free or inexpensive bio-pesticides and bio-fertilisers
- Forming Farmer Interest Groups
- Access to Government sponsored agri-programmes

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.

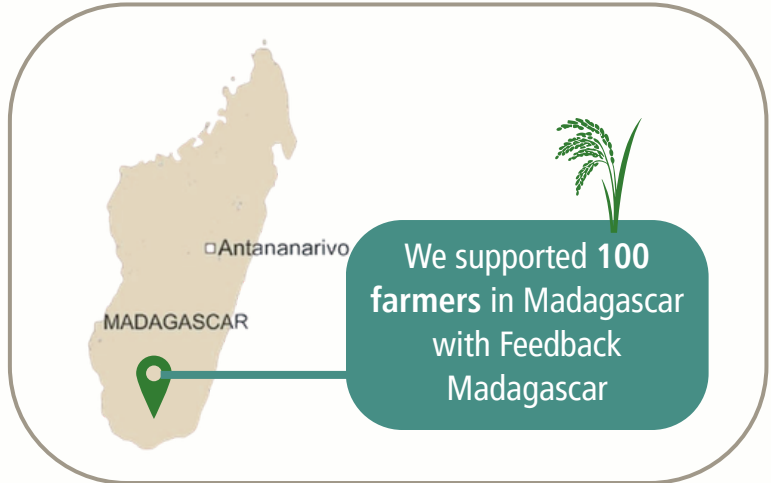
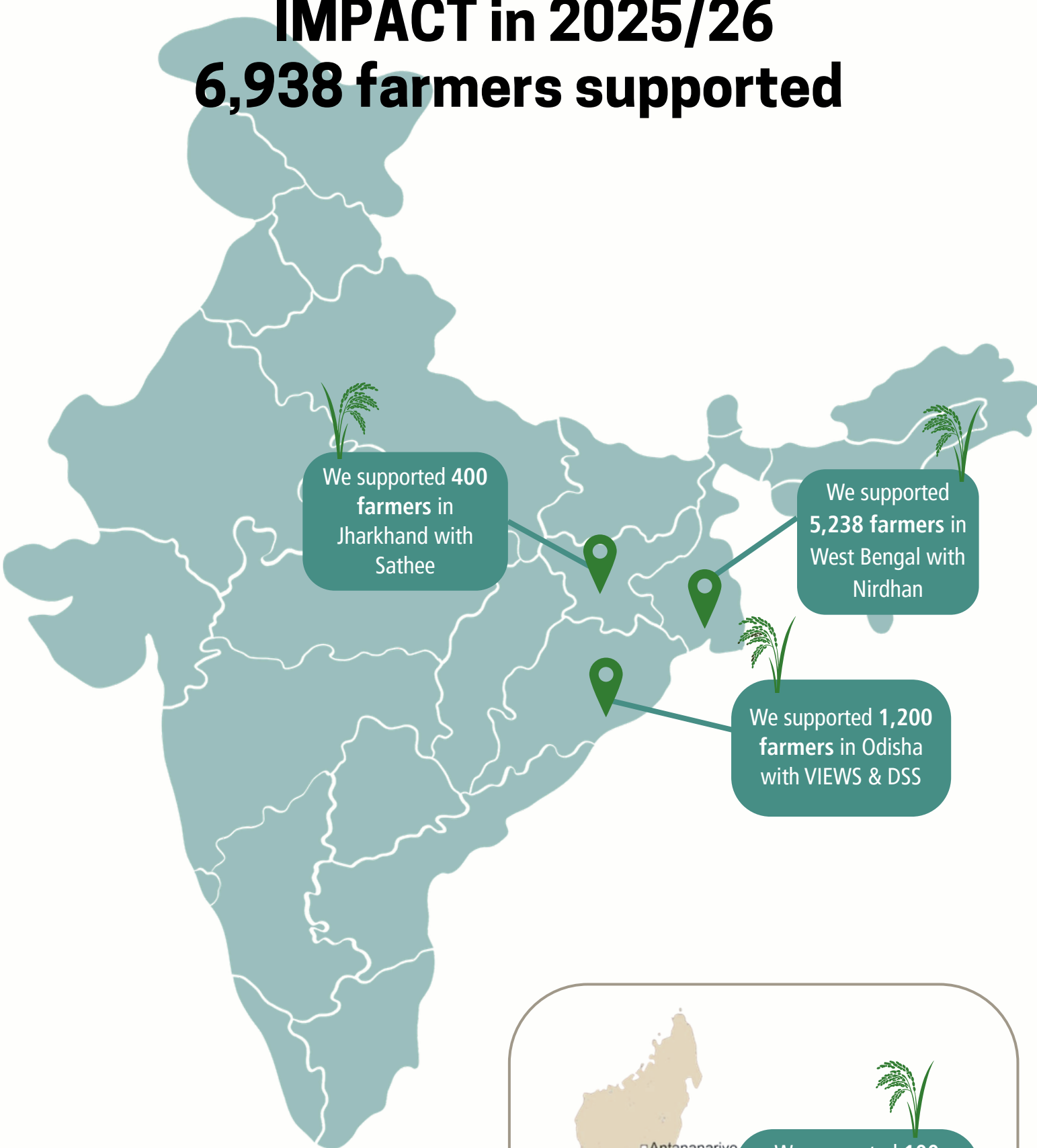
We are working with five excellent NGO partners to deliver the programme in India and Madagascar.

**Since 2014, we have registered 19,751 farmers on our Agriculture Programme, of which 15,815 are now independent of us. Many participants are part of all-women farmer groups and the impact has extended way beyond direct beneficiaries with entire communities adopting improved farming techniques from their neighbours.**



# IMPACT in 2025/26

## 6,938 farmers supported



# Spotlight on West Bengal

In West Bengal, farming practices vary by location. At our Sundia, Kolaghat and Krishnagar locations, farmers typically engage in smallholder farming where mainly male farmers lease land and cultivate crops on a more commercial scale. This approach is market-oriented, with farmers aiming to generate income through higher yields and sales of produce. We are seeing over time that more women are actively participating in commercial farms turning it into a joint business by helping with compost preparation and producing bio-fertilisers.

## Farmer Interest Groups - the key benefits

- The group has more bargaining power with 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 unaware of or not eligible for.

## IMPACT in West Bengal

In 2025/26, we supported **5,238** farmers, including **2,636** who were new to the programme this year.

We conducted soil tests for all new farmers.

We organised **167 Farmer Interest Groups (FIGs)** of 15-20 members in each group.

Since 2014, we have worked with **16,851** farmers across **502** villages and formed **1,041** FIGs.

**14,214** farmers are now independent of our services.

Thousands of neighbouring farmers have also started adopting our techniques.



## 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, the team has facilitated numerous links to government schemes through the groups, providing benefits that farmers could not have imagined when we started the programme. Over 30% of these links have been to the Krishak Bandhu Scheme, helping impoverished farmers with agricultural activities, as well as Kisan enrolment schemes for subsidies and seasonal support. A further 25% have benefited from access to agricultural tools.

Links to government programmes include the supply of:

- Crop seeds and soil micronutrients
- Bio-products for fertilisers and pesticides
- Farm machinery and agri-tools
- Livestock: cows, chickens and fish
- Insurance/compensation for crop damage
- Other agri-inputs including non-bio fertilisers and pesticides
- Additional training in agri-management
- Enrolment on specific farming schemes such as Krishak Bandhu and Kisan

Given we work with the poorest populations, we ensure farmers can continue farming in an affordable and environmentally friendly way. We train them to produce bio-pesticides and bio-fertilisers at little or no cost using locally available materials such as cow dung, cow urine, jaggery, garlic, turmeric, oil cakes, neem leaves, akanda leaves (milkweed) and grass. We also support them in building vermicompost containers using government-supplied materials.



*“Shivia's Agriculture Programme has the capacity to deliver lasting change for marginalised farmers.*

*I have always felt that it is the farmers who actually feed our nation while they can hardly afford to feed themselves. What an irony. So, if my team and I are able to help farmers earn a sustainable income through agriculture, there's nothing better than this.”*

**Joe Rao, Lead Consultant for Shivia, India**



Since joining our Agriculture Programme, Binata has been growing a selection of vegetables on a small plot of land. After feeding the family with her fresh produce, she sells the surplus at the local market. Last season she earned Rs. 8,500 (c. £85) which helped cover all the daily household expenses plus allowed Binata to buy meat for the family at least four times a month. Now she is pregnant and is using her income to cover some medical expenses.

*“Previously, it was very difficult to run our household. Even though we had land, we did not know how to cultivate it properly. After joining this training programme, I learned new farming methods and now I can produce on my own. Along with growing vegetables for my family, I am also earning by selling some. Now I feel that I can do something positive and want to move my family forward by expanding my farming enterprise. I have already bought some ducks and a goat!”*

## Impact

The impact of the programme is significant, particularly during a time when farmers are facing a cost-of-living crisis. Our data shows that farmers are earning, on average, **40% additional income**, with input **costs reduced by 15%** and **yields increased by 30%**. Farmers have also shifted to using 50% bio-products, compared to 100% chemical products at the start.

Feedback shows that families are able to stay together, as improved farm income reduces the need for migration to cities. Farmers also gain lifelong skills and become independent of Shivia.

Our data shows that more than 60% of small holder farmers now lease additional land, increasing from around two bighas to 3–6 bighas. Through field reports and observations, the difference between bio and chemical farming methods is clearly visible with healthier and stronger looking crops, fruits and vegetables.

## Challenges

The prolonged monsoon in West Bengal caused severe waterlogging, delaying sowing and damaging standing crops as well as Kitchen gardens. Excess moisture led to seed failure, pest outbreaks and higher input costs for farmers. Field access was disrupted, slowing training and input distribution. Delayed sowing and transplantation of paddy was experienced in the larger fields in Sundia, Kolaghat and Krishnagar.

To manage these challenges, we encouraged re-sowing with short-duration and flood-tolerant crops and improved drainage was promoted in affected plots. We also established government links to distribute more seeds from government schemes. Our field teams adapted schedules and ensured continued farmer engagement despite mobility constraints.



# Spending Priorities

This year we completed a survey using the Solstice App to re-evaluate the spending priorities of farmers participating in the Agriculture Programme across our locations in West Bengal, Odisha and Jharkhand. We are encouraged that across all locations, farmers are using increased income in ways that strengthen both their livelihoods and household resilience. Farmers reported reinvesting earnings back into their farming enterprises, improving food security through consumption of their own fruits and vegetables as well as buying additional food items and allocating additional income towards the wellbeing of their families.

The survey findings also reveal important differences in spending priorities between smallholder, commercial farmers and kitchen garden farmers, highlighting how geography, gender and stage of economic development influence household decision-making. In our more advanced programme areas of West Bengal, including Sundia, Kolaghat and Krishnagar locations, smallholder farmers are typically male and are more likely to prioritise productive agricultural investments aimed at increasing scale and income generation. By contrast, in more remote and tribal areas of West Bengal, Odisha and Jharkhand, kitchen garden farmers are predominantly female and tend to prioritise household welfare and family needs, demonstrating the critical role women play in strengthening nutrition, education and long-term family security.

## SMALL-HOLDER FARMERS

### The top three spending priorities for this group are:

- Taking more land on lease
- Buying farm tools
- Purchasing additional livestock (goats & pigs)

These spending choices indicate growing confidence in agriculture as a viable livelihood and suggest that farmers are seeking to expand production, diversify income sources and improve long-term economic resilience. Investments in land and tools are particularly significant as they demonstrate a transition from subsistence farming towards more market-oriented agricultural activity.



## KITCHEN GARDEN FARMERS

### The top three spending priorities for this group are:

- Food security and nutrition
- Children's education
- Buying more seeds

These priorities reflect the wider social impact of kitchen garden enterprises beyond income generation alone. Increased access to nutritious food contributes directly to improved household health, while spending on children's education highlights how agricultural income can support intergenerational development. Investment in seeds also demonstrates that women farmers are committed to sustaining and expanding their kitchen gardens, ensuring continued access to food and small-scale income opportunities.



# Programme Expansion

## • Working in Odisha

We introduced the Agriculture Programme in Odisha in 2021 with our NGO Partner VIEWS and further expanded the programme with DSS in 2023. Since then, we have worked with a total of 2,400 farmers across 105 villages in tribal communities in Odisha. Most of the farmers are female and focused on cultivation of kitchen gardens for food security.

Since 2021, we have worked with 1,600 farmers through VIEWS, including 400 new farmers registered this year meaning we are currently working with 800 farmers. During the year, 37 Farmer Interest Groups were formed, bringing the total to 87 groups since 2021.

With VIEWS, the Mukul Madhav Foundation funded a further 200 farmers by providing the input costs for seeds, weeders and watering cans in the Gajapati district of Odisha, enabling some of the most vulnerable households to participate in the programme. The farmers in Odisha face severe droughts and harsh, dry landscapes; for the past five years they have been asking Shivia for water pumps to help address these water shortages and improve their farming. This year, with the support of Mukul Madhav Foundation, we were able to supply ten water pumps and feedback is that they are making a real difference. They never used to grow much during the months of March, April and May but this has now changed. Previously, they could only grow one cycle of crops in a year but now two cycles are possible which means their income could well double.

In partnership with DSS, we have worked with 800 farmers, including 400 new farmers registered this year.

## • Working In Jharkhand

The Agriculture Programme is delivered by our NGO partner, SATHEE, building on the success of our Poultry Farming Programme in the region.

Since 2024, we have worked with 400 farmers across 22 villages and have formed 22 Farmer Interest Groups.

Alongside the core programme, we have introduced a seed bank to support farmers with access to traditional, indigenous seeds such as rice, millet, ragi and pulses. Farmers take seeds on loan from the seed bank, use them for cultivation and return the same quantity after harvest along with a small surplus to maintain the system. This approach reduces reliance on costly market-purchased seeds and high-interest loans from moneylenders, while promoting sustainability and preserving local seed varieties. The seed bank has already helped farmers lower input costs and strengthen their financial resilience.

## • Working In Madagascar

We introduced the Agriculture Programme to our three locations in Madagascar in 2024 as we could see that our poultry farmers did not have enough food to consume throughout the year. We started with 100 families and trained them in how to prepare a kitchen garden and then provided them with 5-6 types of seasonal vegetable seeds such as greens, beans and courgettes. The farmers use these vegetables for their daily consumption leading to a more nutritious diet. In the last year, we have seen more farmers able to sell excess vegetables and they have used this additional money for their children's education.



# Impact Stories



## Kuntala, Ganjam District, Odisha

Before joining the SHIVIA Agriculture Programme, Kuntala Mallik and her family had limited livelihood opportunities and depended on small-scale subsistence farming. Their kitchen garden was used mainly for household consumption and generated little income. Due to limited access to quality agricultural inputs, tools and technical knowledge, the family found it difficult to improve their income and living conditions.

The programme significantly improved Kuntala's household income and nutrition. Commercial vegetable cultivation created a profitable livelihood source, helping the family improve food security and financial stability. In the first season, Kuntala sold her beans and brinjal crops for Rs. 14,000 (c. £140). Her earnings enabled the family to diversify livelihoods by investing in goat rearing. Her success has strengthened her confidence and social recognition, and she has become an inspiration for other women in her village.

***"The training has helped me turn my kitchen garden into a source of income. With vegetable farming, I can support my family and invest in a better future."***

## Hiramani Murmu, Dhenkanal District, Odisha

Before joining the programme, Hiramani faced severe financial difficulties due to limited livelihood opportunities. She struggled to manage household expenses and her children's education also suffered.

In 2025, Hiramani joined the SHIVIA Agriculture Programme and received various forms of support to improve her livelihood including training on organic farming practices; training on preparation and use of organic manure; vermicompost pit preparation and management; supply of quality vegetable seeds; technical guidance on seasonal crop cultivation; continuous handholding and monitoring support.

The programme has brought significant positive changes in Hiramani's life and household economy. Through organic vegetable cultivation she now earns approximately Rs. 42,000 annually, with an average monthly income of Rs. 3,500 (c. £35). She reported spending her income on daily household expenses, education, repairs to her house and reinvesting in her farming enterprise.

***"The agriculture support and training has changed my life. Now I can grow organic vegetables, earn income regularly and support my children's future."***

# Programme Awards

We are delighted to report that our Agriculture Programme has been recognised for a number of awards, not only for helping farmers to create sustainable livelihoods but also for our efforts to promote soil health and the use of bio-fertilisers and bio-pesticides.



## 2025

Nimima received an award from Krishi Vigyan Kendra, a government organisation, for promoting vermin-compost production in her village and her contribution towards environmentally friendly and sustainable agricultural practices.



## 2024

This group of women farmers won the 'Best Farmer Group' award in TV quiz show broadcast on state television. Another farmer, Tarak, received a cash prize for having the highest yield and best quality rice crop.



## 2023

Our LSP, Gour Naskar (Sundia Location), was recognised for his commitment to promoting soil health at a national award ceremony in New Delhi. The ceremony took place on World Soil Day.



## 2023

Namita was awarded a government-sponsored prize at her local village fair for her dedication in preparing organic compost to use on her small plot of land. She also started selling it to local farmers. She told us that she's spending her new income on her son's education and investing in tools and materials for her small farming enterprise.



## 2022

This Farmer Interest Group received the first prize trophy from a local, government-sponsored television channel for being the best group practicing ecologically sound farming (using mostly bio inputs for fertilisers and pesticides) as well as making more profits compared to other farmers in their locality.



## 2022

We were delighted to win the Third Sector Award for 'Small Charity, Big Achiever' in recognition of the impact the programme makes on the lives of very poor and marginalised farmers in West Bengal and Odisha.



# Fish Farming Programme

---



# Fish Farming in West Bengal

**Programme mission:** helping communities with access to small back-yard ponds make their ponds productive for fish farming so they can earn a decent income, with dignity.

We introduced our Fish Farming Programme in 2023 to West Bengal with our partner Nirdhan. This was in response to farmers asking us to help them find an additional source of income. Many farmers are already on our Agriculture or Poultry Programmes, enabling them to diversify their livelihoods, make better use of available water resources and improve household income and nutrition.

## Toolkits and training

We provide our fish farmers with a package of products, services and ongoing training, enabling them to develop a productive and profitable fish farming enterprise, including:

- Pond preparation: cleaning up the ponds, water purification, application of disinfectant and pond manure
- Quality fish seedlings, fish food, vitamins & probiotic preparations
- Methods of applying organic inputs to the pond and at what intervals
- How to make low-cost fish food
- Fortnightly PH testing of the water and re-balance levels if needed
- Disease prevention and management to minimise fish mortality
- Advice about selling the produce by linking them to local markets and reputable buying agents

As with our other programmes, we ask our farmers for a contribution towards the cost of the toolkit, in this case Rs. 1,000 (c. £9.50). In our experience, this model ensures that farmers are committed to the programme and value our services as they take ownership of the enterprise.



**450 farmers, predominantly women,  
have joined our Fish Farming  
Programme since 2023**

**250 farmers have completed the  
training and are working  
independently of our services**

**200 new farmers joined the  
programme this year**



# Spending Priorities

This year we completed a survey using the Solstice App to ascertain spending priorities of our fish farmers in West Bengal at Sundia and Kolaghat locations. Given Fish Farming is usually a joint business between husband and wife, results show that additional income is being spent on a mix of business reinvestment and addressing household needs. Sundia and Kolaghat are two of our most advanced locations so farmers' immediate needs are likely to be met already.

- **At Sundia, the top three spending priorities were:**
- **Investing in the fish farming enterprise**
- **Spending on other farming activities**
- **Spending on repairs to the house**

Investing in expanding their fish farm was by far the largest spending category at Sundia and includes expenses such as fish seed, fish feed and lime. We are pleased that farmers are investing their income back into their fish farming enterprise as they see it as a valuable and sustainable livelihood activity. Farmers also talked about investing their income into other agricultural activities such as farm tools, seeds, fertilisers or pesticides, livestock or cultivation-related costs. This supports our field observations that, rather than relying only on fish farming, households engage in multiple livelihood activities to improve long-term resilience and food security.

- **At Kolaghat, the top three spending priorities were:**
- **Investing in the fish farming enterprise**
- **Spending on healthcare needs**
- **Spending on repairs to the house**

As per Sundia, investing in the fish farming enterprise was by far the largest spending category at Kolaghat location. The second priority was healthcare showing that the Fish Farming Programme is helping vulnerable households address important health-related needs that were previously unmet or delayed. They are also spending their income on repairs to their houses to improve living conditions for themselves and their families.



# Impact Stories

## Shyamoli, Sundia Location, West Bengal

When Shyamoli's husband, Anil, returned home to West Bengal after the pandemic and could no longer work as a migrant labourer, the family's income fell sharply. With only irregular agricultural work to rely on, and Shyamoli's poor health making field work difficult, they were struggling to cope. Through the Fish Farming Programme, they received training and support to turn an unused backyard pond into a productive source of income. As Shyamoli says, **"Before joining the fish farming programme, we struggled to earn regularly."**

With our support and training, Shyamoli and Anil adopted improved fish farming practices and, over three production cycles, earned more than Rs.100,000 (C. £1,000) in additional income. That extra income is already helping them build a concrete house, keep their children in school and look ahead with more confidence. Shyamoli says fish farming is now **"a reliable source of income"** that helps her provide better food for her children and **"plan for the future with confidence"**, including saving so her daughter can pursue her dream of becoming a nurse.



Biswanath, our Fish Farming Service Provider who supported them, has seen the change firsthand: **"I still remember the days when Shyamoli and Anil looked at their empty pond with worry. Today, I see the same pond full of healthy fish and their home full of hope."**

The family is now planning to lease more ponds and grow the business further, showing how the right support can help a family move from crisis to stability and ambition.

# Impact Stories

## Pushpa, Sundia Location, West Bengal

### From uncertainty to opportunity

Before joining our programme, Pushpa and her husband relied on irregular work on other people's farmland to survive. Although they owned a small plot of land, it was not enough to support their family, and periods without work often meant financial hardship. When our Fish Farming Service Provider, Biswanath, introduced the Fish Farming Programme, the family was hesitant. It was difficult to imagine that their own pond could become a reliable source of income, especially with such limited resources.

As soon as she registered, Pushpa received practical training, fish fingerlings and ongoing guidance to get started. With encouragement from the team, she began producing low-cost fish feed at home and applying new techniques to manage the pond. Within months, the results were clear: the fish grew quickly and healthily, giving the family confidence that this new livelihood could succeed.

The impact has been transformational. After 6–8 months, Pushpa and her husband made their first sale and earned approximately Rs. 35,000 (c.350) in profit. At the same time, the family's diet improved as they were able to eat more fish from their own pond, strengthening food security and reducing pressure on household finances. With the extra income, Pushpa rented a small space in the local market and opened a fruit shop, creating a second source of income for the family.

Today, Pushpa contributes directly to household earnings and plays a stronger role in family decision-making. The family is no longer dependent on irregular agricultural labour and is looking ahead with confidence. They now hope to expand their fish farming and one day buy a permanent market stall for their business. Pushpa's story is a powerful example of how low-cost intervention supported by proper training can help a family move from daily struggle to stability, dignity and hope for the future.

“Before this programme, we struggled every day. Now our pond gives us income, food and hope for a better future.”



“Seeing Pushpa smile with confidence today is truly moving. She has turned her struggles into strength, and her journey reminds us why this work matters.”



# Goat Farming Programme

---



# About Goat Farming

We reintroduced the Goat Farming Programme because it directly responds to the repeated needs and priorities expressed by the tribal farming communities we work with. Goats are practical, low-cost and well suited to rural and tribal livelihoods. They require relatively low investment, can survive in harsh environments, reproduce quickly and provide families with a reliable source of income, nutrition and financial security, especially during periods of crop failure or economic uncertainty.

The programme also strongly reflects Shivia's core value of "Beneficiaries First." Rather than imposing outside solutions, we listened carefully to what communities themselves identified as most useful and sustainable.

We chose to reintroduce the Goat Farming Programme with our NGO partner SATHEE in Bihar in May 2025. In the initial phase, we targeted 200 beneficiaries, each of whom contributed Rs. 500 towards the programme, fostering a sense of ownership and commitment.

## Toolkit and Training

- One female goat per farmer
- Male goats are shared between a group of farmers
- Goat shed construction guidance
- Low-cost feed preparation training
- Disease identification and treatment support
- Vaccination and preventive healthcare training
- Napier grass seed distribution for reliable, low-cost fodder

A core feature of the model is its "pass-on" approach: the first female kid born is gifted to another new farmer, who also receives full training. This enables the programme to expand organically, doubling its outreach and benefiting 400 women within the first year.



“

*Over the past year, we have had the privilege of partnering with Shivia on their transformative goat farming project in Bihar, India and throughout this time we have been deeply impressed by their unwavering dedication to the economic empowerment of the women they serve. We've been particularly inspired by their steadfast commitment to upholding the dignity of every woman they work with.*

**Georgina Awoonor-Gordon, Director, EA Foundation**





With SATHEE, we recruited two new Livelihood Services Providers who were responsible for selecting the farmers and providing the goats as well as training. **To date, 52 goats have been born and nine female kids gifted to other women in the community who will start the training programme.**

SATHEE faced challenges obtaining affordable goat insurance and so we pivoted to a new path: to empower the women to form groups, open bank accounts and deposit small amounts every month to cover the cost of goats in case of mortality. To date, four groups have been formed and bank accounts opened with small deposits.

---

Following this pilot, in 2026 we also introduced Goat Farming at our Chhatna location in West Bengal where again the farmers have been asking us for a long time to help by providing them with goats. At the time of writing, we have recruited the two Livelihood Service Providers and they have been on an exposure visit to learn from our team at SATHEE in Bihar. The first 200 women have been identified and selected for the programme.

*"At the Ashmore Foundation, we are proud to support Shivia's goat farming initiative in West Bengal, a programme that places sustainable livelihoods directly in the hands of rural communities. Goats are a proven and accessible asset for smallholder families, offering both income and resilience in some of the region's most vulnerable areas. This partnership reflects our commitment to funding practical, community-led solutions that generate lasting change from the ground up. We look forward to seeing the continued impact of Shivia's work as this project takes root and grows."* **Esther Arthur, Foundation Director, Ashmore Foundation**

# Beautypreneurs & Nutripreneurs



As well as our work in the rural areas of East India and Southern Madagascar, since 2020, we have been working in the urban areas of Gujarat and Rajasthan in West India with our NGO partner SAATH. Here we are supporting young women living in urban poverty on two programmes: Beautypreneurs and Nutripreneurs.



“  
The Mac Bevan Charitable Trust is very pleased to continue supporting Shivia and its Nutripreneurs and Beautypreneurs programmes. Shivia’s work centres on helping women develop practical, income-generating skills, while also building confidence and encouraging an enterprising outlook. Through training in areas such as cooking and beauty services, women are given the opportunity to establish sustainable livelihoods and move towards greater financial independence.

What particularly stands out is Shivia’s thoughtful, respectful approach, placing dignity at the heart of everything they do and enabling women to shape their own futures. The benefits extend beyond the individual, positively impacting families and the wider community. It is a genuinely empowering model with lasting impact, and one we are proud to support.

**Shareen Ellahi, Chair of The Mac Bevan Charitable Trust**

# The Beautypreneur Programme

**Programme Mission:** to train women from urban slum communities in beauty and wellness services and provide business and marketing training so they can start their own micro-business.

## Basic Training

- Waxing
- Manicure & pedicure
- Facials
- Hair treatments
- Ozone services

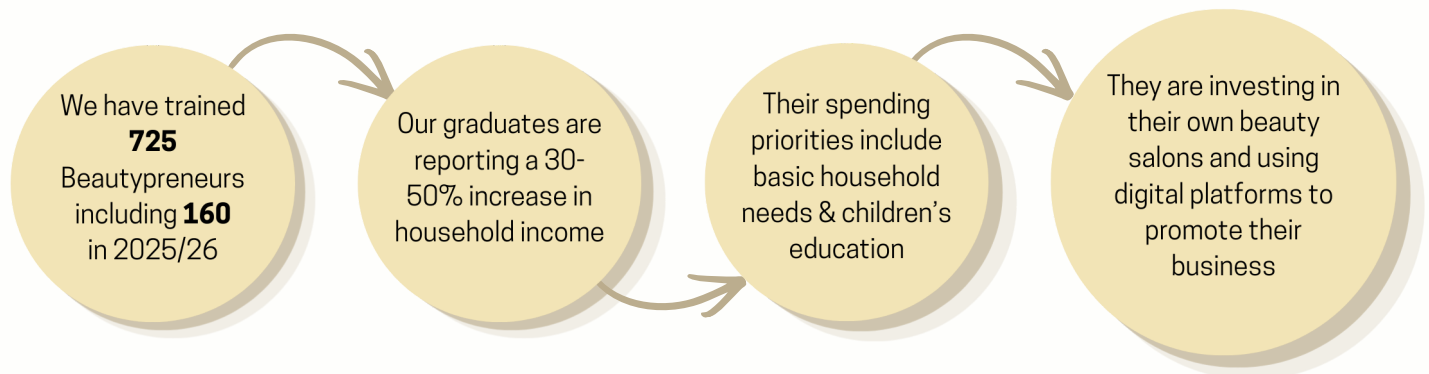
## Advanced Training

- Professional haircuts
- Hair colour treatments
- Make-up theory
- Business management
- Digital marketing
- Financial literacy.

## Additional Workshops

- Business plans
- Cash flow management / financial inclusion
- Client data tracking
- Income diversification
- Hygiene
- Life skills & professional conduct

## Results and Impact



A major milestone over the course of the year has been the establishment a Beauty Collective under the Multipurpose Cooperative (MPC) model.

The Beautypreneurs Collective has 120 members which has created a platform for women entrepreneurs to pool resources, strengthen bargaining power and access wider market opportunities. There was also a concerted effort this year to link Beautypreneurs to finance so they can expand their businesses.

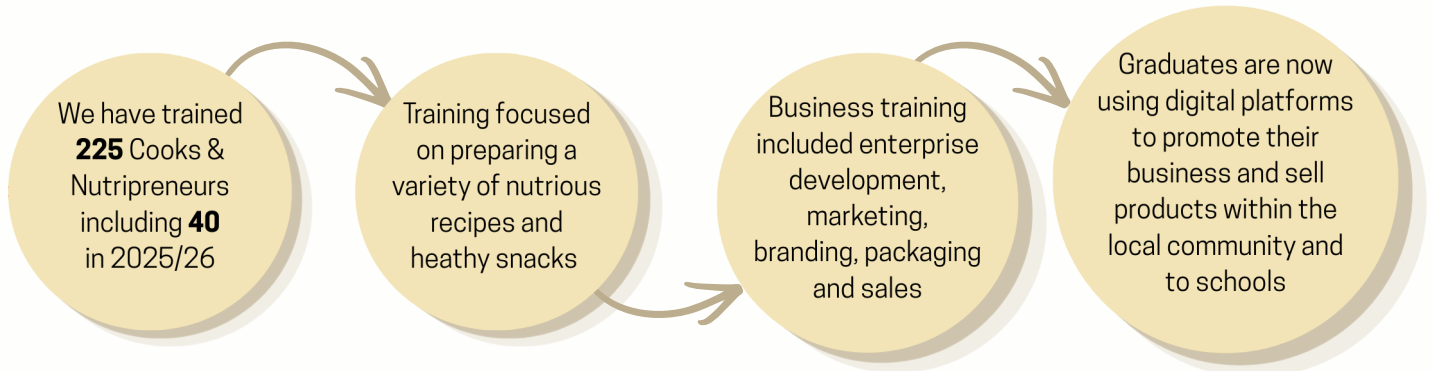
A further 30 Beautypreneurs in the Beauty Collective benefited from the PM Vishwakarma Government Scheme, receiving salon setup kits and make-up tools to expand their businesses. They also received three months of additional training, supported by a stipend of Rs. 1,500 per month.

“ I am extremely grateful to Shivia and SAATH for their constant support and guidance which has helped me transform my passion into a successful profession.



# The Nutripreneur Programme

**Programme Mission:** to train women from urban slum communities to produce nutritious food products and operate small catering or snack businesses, largely from home.



As per the Beautypreneur Programme, a Nutripreneur Collective has been established this year, under the Multipurpose Cooperative (MPC) model. This initiative offers huge benefits for 50 of our Nutripreneurs by enabling economies of scale and bargaining power.

Unlike the Beautypreneurs, there are no Government Schemes available for Nutripreneurs and so they struggle to benefit beyond the services and training that Shivia and SAATH have provided to them.

## IMPACT STORY

Naziyanu, from the slum areas of Ahmedabad, had long been supporting her family by doing piece meal tailoring work. It provided some income but not enough to meet growing household needs. She always had a strong interest in cooking and dreamed of turning her passion into an additional source of livelihood. However, she lacked formal cooking skills, business knowledge and a customer base that could help her begin this journey confidently.

Naziyanu joined the Shivia-SAATH Nutripreneur Programme where she learnt how to cook more than fifteen snack recipes along with nutritional cooking techniques. Through hands-on practical sessions, demonstrations and regular feedback, she gradually strengthened both her cooking abilities and her confidence.

During the course, Naziyanu discovered a special interest and talent in preparing corn nachos and rice chakri. Encouraged by the positive response from trainers and peers, she began exploring ways to promote her products. Using social media platforms she shared pictures of her homemade snacks which soon attracted potential customers and positive reviews.

Naziyanu has taken the first steps toward establishing her own small home-based snack business. With growing confidence, customer interest and determination, she is steadily moving towards financial independence and building a brighter future for herself and her family.





# SECTION 4

## Financial Review 2025/26



# Income & Expenditure for Y/E 31<sup>st</sup> March 2026

## Income: £594,120

Income	Source of Income	%
£267,275	Family Foundations	45%
£110,175	Corporate Foundations	19%
£75,728	Independent Foundations	13%
£47,820	Internal Events	8%
£44,785	External Events	8%
£14,802	Interest earned	2%
£12,535	Gift Aid	2%
£8,130	Everyday Giving	1%
£7,969	Regular Giving	1%
£4,901	Pro Bono Services	

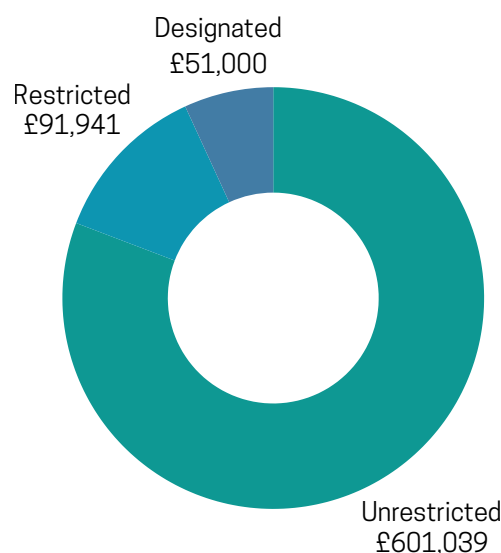
Shivia also facilitated donations within India totalling c. £143,000 (1 GDP = Rs. 115). This comprised Rs. 1,50,00,000 from Asim Ghosh who donated to Nirdhan directly to help build up a corpus fund. A further Rs. 14,40,088 was donated by the Mukul Madhav Foundation directly to Shivia Livelihoods Foundation which also raised Rs. 25,100 from local donors in Mumbai.

## Expenditure: £556,973

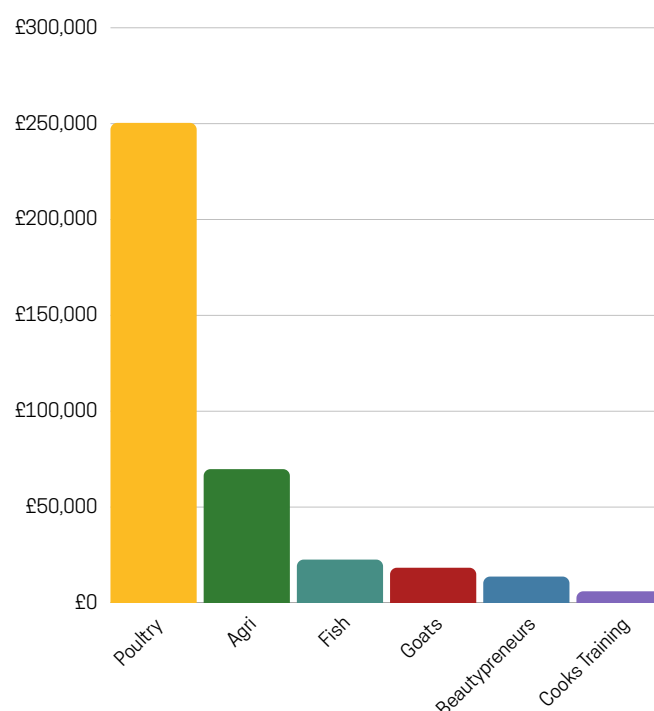
Spend	Area of spend	%
£484,358	Charitable Activities	87%
£43,980	Governance	8%
£28,635	Fundraising	5%

## Income held in reserves

The Board's Reserves Policy, approved in March 2024, is to hold cash reserves within a range of 6-9 months of annual operating costs which is an approximate value of £332,000. The Board has a wider three year plan which will dissipate this surplus and requires us to raise additional funds to implement the plan.



## Programme Expenditure in India



### **Other Expenditure**

- £15,130: Nirdhan general support / impact measurement
- £8,665: Programme replications in Madagascar
- £22,750: Shivia Farmer App

# Funding Our Ambitions

---

## Fundraising

Our expenditure over the next three years is £X with £Y in FY 2026-27. To achieve this - whilst staying within our Reserves Policy - we will draw on Reserves and plan to raise £1.9 million of which £523,528 will be in FY 2026-27. If we do not raise the funds, we have identified the programmes and areas where we can cut back without compromising our beneficiaries.

We plan to fundraise mainly in the UK as per usual. However, we will also try to raise funds in India through Shivia Livelihoods Foundation and from overseas donors. We will engage our new and existing supporters in a mix of events including our Virtual Field Trips where we take supporters to hear from our farmers and staff in rural areas from the comfort of their homes and offices by using technology. We will also host “in person” events such as a special lunch hosted by Damon de Laszlo and an evening for our friends and supporters hosted by Artemis. We plan to take part again in The Big Give Christmas Challenge, have runners in the Royal Parks Half Marathon and the London Marathon itself. Finally, we will offer close supporters the chance to come and see the work in both India and Madagascar over the course of the year, including a team from Artemis.

We are always proactively looking for new corporates or foundations to partner with so that Shivia can continue to fulfil our mission of providing livelihoods with dignity for some of the world’s poorest people. New donors will allow us to expand our footprint beyond our current operations as well as continue our core work which is at the heart of all we do.

## 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 and EFG Private Bank. We hope to continue to benefit from these excellent partners, especially as we expand our programmes and launch our Shivia Farmer App.



# A word of thanks

We are pleased to report that for the FY 2025-26, Shivia raised a total of £594,120 which included £4,901 of pro bono services. We also raised an additional Rs. 1,50,00,000 in India from Asim Ghosh who donated to Nirdhan directly to help build up a corpus fund. A further Rs. 14,40,088 was donated by the Mukul Madhav Foundation directly to Shivia Livelihoods Foundation which also raised Rs. 25,100 from local donors in Mumbai.

We are very grateful to the many companies and foundations that donated so generously to Shivia in 2025-26 including:

## Corporate Foundations

- The Artemis Charitable Foundation
- St James's Place Foundation
- The Ashmore Foundation
- Warburg Pincus
- La Live
- Eco Animal Health

## Foundations

- PS Foundation
- T & J Meyer Family Foundation
- The Marr-Munning Trust
- EA Foundation
- Mac Bevan Charitable Trust
- Mukul Madhav Foundation
- The Medlock Coles Foundation
- The de Laszlo Foundation
- Sahara Means Support
- Nick Jenkins Foundation
- The Cayzer Trust Company
- Paget Charitable Trust
- The B & J Lloyd Family Charitable Trust
- The Sisi & Savita Charitable Trust

“  
Nirdhan's progress this year once again reflects the dedication of our teams, the resilience of farming families and the generosity of all our supporters. We remain committed to scaling sustainable, climate-resilient livelihoods and your continued partnership, whether through funding, technical support or advocacy, helps us reach more communities and deepen impact. Thank you. **Vasant Subramanyan, Chairman of Nirdhan, West Bengal**

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

**Vin Murria | Asim Ghosh | Derek Stuart  
Leon Lee and Family | Stewart Brown  
Andrew Sibbald | Mark Niznik  
Peter Saacke | Ravi Gupta | Eduard Ruijs**

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 The Big Give Christmas Challenge and thank everyone who supported us with their donations.

We are also grateful to our Patron Vin Murria for her box at the Royal Albert Hall and thank those of you who bid to attend an event throughout the year.

We are most appreciative to Max Patel from Shenley Private Wealth for hosting our fundraising dinner at the House of Commons.

Thank you also to our runners from Artemis who took part in the Royal Parks Half Marathon, aka the “Chicken Run”.

We are grateful to the organisations and individuals who gave their time, expertise, knowledge, advice and office space this year on a pro bono basis, making a significant contribution to Shivia's governance and charitable activities. This year, we received pro bono services from Salesforce (Donor Management System) and EFG Private Bank (Registered address and office space).



# How to Support Us

There are many ways you can support Shivia and help us to fund our ambitions. Please contact Olly by email: [olly@shivia.com](mailto:olly@shivia.com) about:

- Corporate Foundations
- Other Foundations & Grant Givers
- Becoming a Regular Donor
- Payroll Giving
- Sponsored Events and Challenges
- Supporting Shivia Campaigns such as The Big Give and Global Giving
- Pro Bono Services
- To make a one off donation with Just Giving, just scan the QR code opposite



## The Story of Shivia

In 2025, our Ambassador and photographer Garlinda Birkbeck published a stunning book of photos from her time supporting Shivia. This 'coffee table' style book includes images from Nepal, India and Madagascar taken over a 15 year period, with the definitive story of Shivia told by Founder & CEO, Olly Belcher (Donnelly).

- If you would like a copy of this beautiful book for a suggested donation of £100, please contact Victoria by email: [victoria@shivia.com](mailto:victoria@shivia.com).
- **100% of your donation will be used to support our programmes in India.**
- P&P will be charged separately at £10.





SHIVIA  
LIVELIHOODS WITH DIGNITY

[shivia.com](https://shivia.com)

SHIVIA, c/o EFG Private Bank, Park House, 116  
Park Street, London W1K 6AP UK  
Registered Charity: 1126444

© Shivia 2026



Donate now on  
Just Giving