



SHIVIA



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



Chandrani Banerjee (far left) and Olly Donnelly (far right) with Shivia's poultry farmers in West Bengal

Shivia is a UK charity founded in 2008 by Olly Donnelly. Our aim is to empower the very poorest families, those often excluded from aid agency projects simply for being too poor, to create enterprises, boost income and inspire permanent and positive change. We fundraise in the UK and, through our partner organisation Shivia India (Nirdhan), operate our **Livelihood Development Programme** in West Bengal, one of the poorest states in India.

Shivia's **Livelihood Development Programme** gives families, and in particular women, the skills to start new enterprises and improve their power to earn. We chose **poultry farming** as our first enterprise for a number of reasons - Hindus, Muslims and Christians all eat chickens and eggs so there is a large market demand. Also very little land is needed to raise chickens. To date, we have helped over 6,600 very poor families start their own backyard poultry enterprise and work their way out of poverty.

In April 2014 we launched our second farming enterprise, **Agri-management Services (AMS)**, to further help our home farmers who own small but infertile plots of land. With training and advice, AMS is currently helping around 500 farmers make their land more productive, providing an additional income stream for them and their families. Most recently we researched and launched our third farming enterprise, **Goateries**. The pilot phase of this project is underway and 20 families are now in possession of a breeding pair of goats.

"Shivia is not simply about giving aid. We are committed to creating sustainable enterprises." Olly Donnelly, Founder & CEO

Shivia's Livelihood Development Programme



“Shivia has developed a really cost effective way to enable West Bengali people to raise their own standard of living. Furthermore, they continue to move towards the ultimate goal of any development organisation which is to hand over the management to local people with the passion and drive to take it onwards and upwards.”

**Nick Jenkins, Founder Moonpig.com,
Patron of Shivia**

Poultry Development Services

Poultry Development Services (or PDS) offers very poor families who are living below the poverty line the opportunity to start a small backyard farming enterprise and earn the money that will enable them to change their lives in a positive and permanent way.

Since 2011, PDS has been offered to over **6,600 impoverished families** living in rural villages on the outskirts of Kolkata. We have delivered over **19,000 subsidised poultry toolkits** to these families, teaching them the skills they need to raise healthy chickens and start earning from the sale of their produce. Impact assessments show that our PDS programme is making a real difference to the lives of approximately **39,000 men, women and children**.

Our poultry toolkits comprise ten one-day-old chicks or ducks, feed for two weeks, vaccinations and medicines and six months of expert training in all aspects of poultry rearing. The training is offered to the whole family, from the grandparents down to the young children, so everyone benefits from learning a new life skill.

Each toolkit costs 1,500 rupees (c.£15/USD\$24) and we sell them to home farmers at an average subsidised cost of 350 rupees (c.£3.50/USD\$5). In charging for the toolkits, farmers realise their value, attend the training and take ownership of their new enterprise. It also contributes to the financial sustainability of the programme.

Toolkits are delivered by our partner organisation, **Shivia India (aka Nirdhan)**, through a team of local Livelihood Service Providers (LSPs) who are recruited from the villages where we work. They are well respected, understand the needs of the farmers and are committed to creating positive social change. LSPs complete our **Social Impact Assessments** to identify potential farmers, measure outcomes and monitor success. Assessments show that the sale of eggs alone can supplement household income by up to 30%.

Families use their profits to **significantly improve** their lives. They buy better food and clothes for their children, keep them in school or even send them to school for the first time. Many reinvest in additional toolkits or use their income to start another small enterprise. One of the most rewarding benefits of the programme is that our women farmers are earning for the first time – they feel empowered, gain respect and have new hopes for their families.

THE £15 SHIVIA POULTRY TOOLKIT

- **Delivery of ten one-day-old chicks or ducks to the registered home farmer**
- **Poultry vaccinations and medicines to prevent disease**
- **2kg bag of poultry feed to last two weeks**
- **Shivia Livelihood Service Providers provide training for six months in poultry rearing; coop building; producing feed; disease prevention; sales & financial advice**
- **Farmers make an average contribution of £3.50 to the cost of their poultry toolkit**

**To donate one complete £15 Poultry Toolkit please visit:
www.justgiving.com/shivia**

Shivia's Livelihood Development Programme



"I am delighted with the way Shivia has developed over recent years and to see the positive impact we are now having on the lives of some of India's poorest people."

**STUART TESTER
CHAIRMAN, SHIVIA**

Agri-management Services

Launched in April 2014, our second livelihood enterprise is now very well established and producing excellent results for our farmers. This enterprise is offered to our farmers who have access to small but unproductive plots of land. We start with soil testing and advice on crop selection. Then we train farmers in the use of bio-fertilizers and bio-pesticides, some of which can be sourced locally at no cost, for example cow urine. We have witnessed stunning results in productivity for our farmers following this training, seeing their yield increase by 20-30%, directly translating to a 15-20% increase in household income. We are now working with around 500 members on AMS and have worked hard to organise them into Farmer Interest Groups (FIGs) so that they can benefit from better and cheaper supplies and also access banking facilities. The next stage is the transition to Farmer's Producer Organisation (FPO), which affords them even greater benefits with market linkages and access to bank loans. AMS is proving to be a fully sustainable enterprise for farmers and one where there is a clear exit strategy for Shivia – once our farmers are trained and a FIG member they are no longer dependent on us.

"We are taking a holistic approach to solve the basic problems faced by small scale farmers. The first step is soil testing and, based on the results, we advise on crop selection and use of bio-fertilizers. We also discuss pest management, focusing on bio-products, to help reduce costs and minimize loss of end produce for our farmers. We have formed a number of farmer interest groups that enable our farmers to have greater bargaining power and better market access, plus access to institutional credit and banking services, which are vital requirements for most agriculturalists to allow for business development and growth. With market linkage for agri-inputs (seeds, fertilizers and pesticides) and agri-outputs, we are able to offer our farmers all the support they need to establish a thriving enterprise that very quickly becomes sustainable." Joe Rao, General Manager, Shivia India (Nirdhan)

NISHIKANTA MONDAL (45) registered for Shivia's Agri-management Services programme in June 2014. He has a small plot of land (approx. 6,000 sq ft), part of which he leases to another local farmer, as he could not afford to plant the whole area himself.

Since joining AMS, Nishikanta has started making significant profits from his paddy field, with reduced input costs and higher output, both in terms of quality and quantity. He plans to take back his other plot when the lease runs out and plant more rice. Nishikanta has a family of six and he is delighted that he can now afford all the household expenses without having to resort to expensive moneylenders.



Shivia's Livelihood Development Programme

Goateries

In 2015 we conducted extensive research into the viability of our third enterprise, Goateries. Goats are greatly valued by the poor in West Bengal and fetch high prices at market. We have designed a model that we believe will allow farmers to become self-sufficient after a period of 27 months when they will own at least five goats of their own to breed from. In January 2016, we launched a pilot programme working with 20 families/home farmers in our current location of Babnan, a predominantly Muslim area where the desire to own goats is high.

How the programme works

Each family is supplied with two female goats, on loan from Shivia. A male goat is shared between a number of families locally. After seven months each doe produces one kid - the family is able to keep one and Shivia takes the second kid, which will be loaned to a new family. Over the next 18 months the two does will produce four kids each, so our family has bred ten goats in total, five to keep to continue the goat farming enterprise and five for Shivia to loan to new families. At that point Shivia takes back the original female and male goats that were on loan, for sale at market. Our farming family is ready to carry on without our help.

As well as being financially self-sustaining, this model also provides a clear exit strategy for Shivia, promoting enterprise and discouraging dependency.



MEASURING SUCCESS AND SOCIAL OUTCOMES

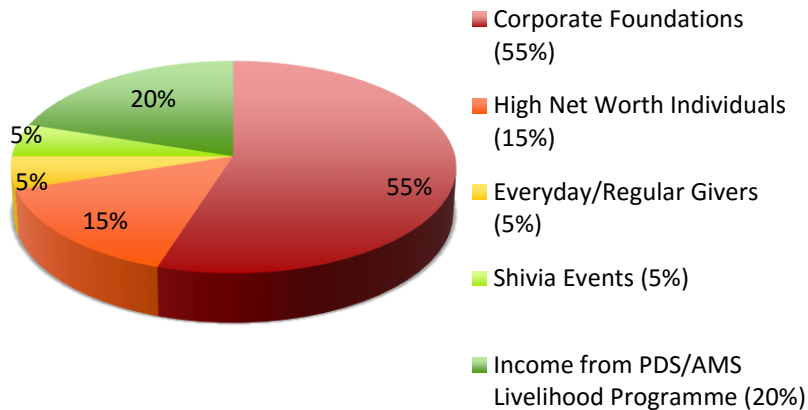
Through our Livelihood Development Programme we aim to deliver permanent and positive change for families living in poverty. Measuring and increasing our social impact drives what we do. We select our home farmers through our Social Impact Assessments that we repeat annually. We are witnessing multiple benefits for our home farmers and their families. PDS, our 'flagship' enterprise, is delivering these known outcomes:

- ✓ An average 30% increase in household income leading to more financial choices for families.
- ✓ The whole family gains a new skill for life.
- ✓ Women are empowered and respected by both family and their local community. We have seen a decline in cases of domestic violence.
- ✓ Children have healthier lifestyles, better sanitation and clothing and most importantly, access to education.
- ✓ Whole families are involved and all members benefit from a sense of responsibility and stewardship of the birds.
- ✓ Those families who no longer need us and have created self-sustaining enterprises.

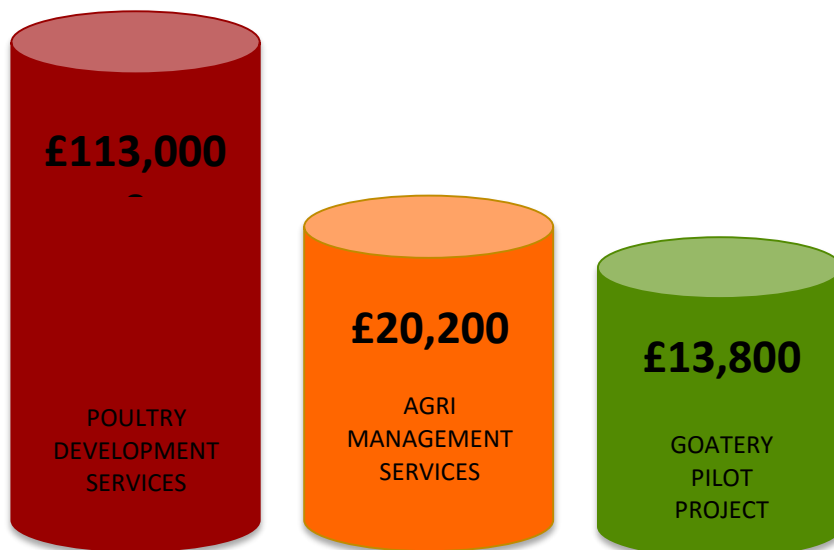
“Having recently sent a group from Artemis to India, we were thrilled to see the impact of the work being done and to meet the team on the ground. It was truly humbling to see the difference being made to so many people by this group of highly motivated and capable people. Well done Olly and the team.”

STEWART BROWN
Trustee, Artemis Charitable
Foundation

Shivia currently benefits from five different funding streams, which are shown in the chart below. We also welcome pro bono support from both individuals and corporates. We are grateful for the support we are currently receiving in the areas of legal services, office space, website development and marketing/social media.



2016 FUNDRAISING TARGETS



In 2016, Shivia needs to raise £215,000 to achieve our charitable and operational targets, with £147,000 (68%) being directed towards our livelihood programmes in West Bengal, including the development of our new goat farming enterprise.

AKINA BIBI (50) is married and has seven daughters. She and her husband Hajrat Mondal used to both work as agricultural labourers, earning Rs 100 (£1) each per day. Hajrat also owns a pedal van that he was using to take vegetables to the local market. In total, their monthly income amounted to about Rs.3,600 (£36). In 2013, the pedal van broke and they could not afford to fix it. They were already in debt to the local moneylender for money needed to buy basic food for the family.

In October 2013, Akina heard about Shivia through our local Livelihood Service Provider in the area, Saumen Biswas. Akina registered for the PDS programme and started her training in poultry rearing and received her first ten chicks. Since then she has built her farm to over 100 adult birds and is earning a regular income from the sale of eggs and chickens at the local markets. She has been able to provide a dowry for three of her daughters and has also paid for the repairs to Hajrat's pedal van. He is now earning over Rs 400 a day using the van for deliveries again.

Akina has high hopes of paying for their grandson's educational expenses and will soon pay off all the debts they previously accrued before she became a poultry farmer.



OUR ORGANISATION: SHIVIA UK

The UK Shivia team is responsible for strategy, governance and fundraising.



STUART TESTER, CHAIRMAN: Stuart was European Vice President for Shell and is now a consultant in the international oil and gas industry.



CHRIS LANGRIDGE, TRUSTEE & CFO: Chris is a Chartered Accountant trained by Ernst & Young and has worked in manufacturing and financial services for 30 years at board level.



TIM NESLEN, TRUSTEE: Tim works for Aventure Capital Management. Prior to this, he worked for The Townsend Group and Europa Capital Partners having started his career at Goldman Sachs.



NISHANT LALWANI, TRUSTEE: Nishant has extensive experience in international development and social enterprise and recently formed a new fund, Global Innovation Fund, to support innovations that accelerate poverty alleviation.



VICTORIA DENISON, Executive Assistant: Victoria supports the trustees in the day-to-day running of the charity. She previously worked for a heritage charity, The Abubilla Music Foundation.



OLLY DONNELLY, FOUNDER & CEO

Olly drives Shivia's overall strategy and fundraises to support our operations in India. Prior to Shivia, she worked at Accenture Strategy in London and the World Bank in Washington DC where she was awarded the World Bank Youth Innovation Fund.

Olly has an MSc (Distinction) and MA Geography (First Class Honours) both from Oxford University. She based her undergraduate and Masters theses on issues affecting the poor of West Bengal, India. She has travelled extensively over the last 15 years both in India and Nepal and has much experience working with NGOs and charities. She sits on the board of the charity MAITS; her Oxford College Committee, St Edmund Hall; her school Alumnae Committee, St Mary's Ascot. Olly previously sat on the committee for Leonard Cheshire International and the board of Moonpig Foundation. She is the UK Ambassador for the NGO, BASE, working with very poor communities in West Nepal and is also heavily involved with the foster home, Familia, in West Bengal.

In 2009, Olly was selected as one of Management Today's '35 women under 35'. In 2014, she was awarded 'Women of the Future, Community Spirits' for her work with Shivia. In 2015, Olly featured in the Financial News Extra Mile list, celebrating 'the 40 in finance' who go further for others.



Olly is married with two young children.

Olly Donnelly and Chandrani Banerjee (Head of Livelihood Programmes) with home farmers at our Sundia location in West Bengal.

Olly Donnelly and Chris Langridge with members of the Nirdhan team in Kanchrapara, West Bengal



OUR ORGANISATION: SHIVIA INDIA (NIRDHAN)

The Shivia India (Nirdhan) team, based in Kolkata and our four field locations in West Bengal, is responsible for delivering the Livelihood Programme in India.

Shivia India (Nirdhan), incorporated in India in 2011, has 5 non-executive directors and a management team led by General Manager Jogeshwar (Joe) Rao and supported by Chandrani Banerjee who is Head of the Livelihood Programme and Alope Saha who is Head of Finance and Compliance. The field staff are all recruited from the local villages where we operate.

WHERE WE OPERATE

Our **Livelihood Programme** in West Bengal is operational in four rural locations in the outskirts of Kolkata, all within a 70km radius of the city.

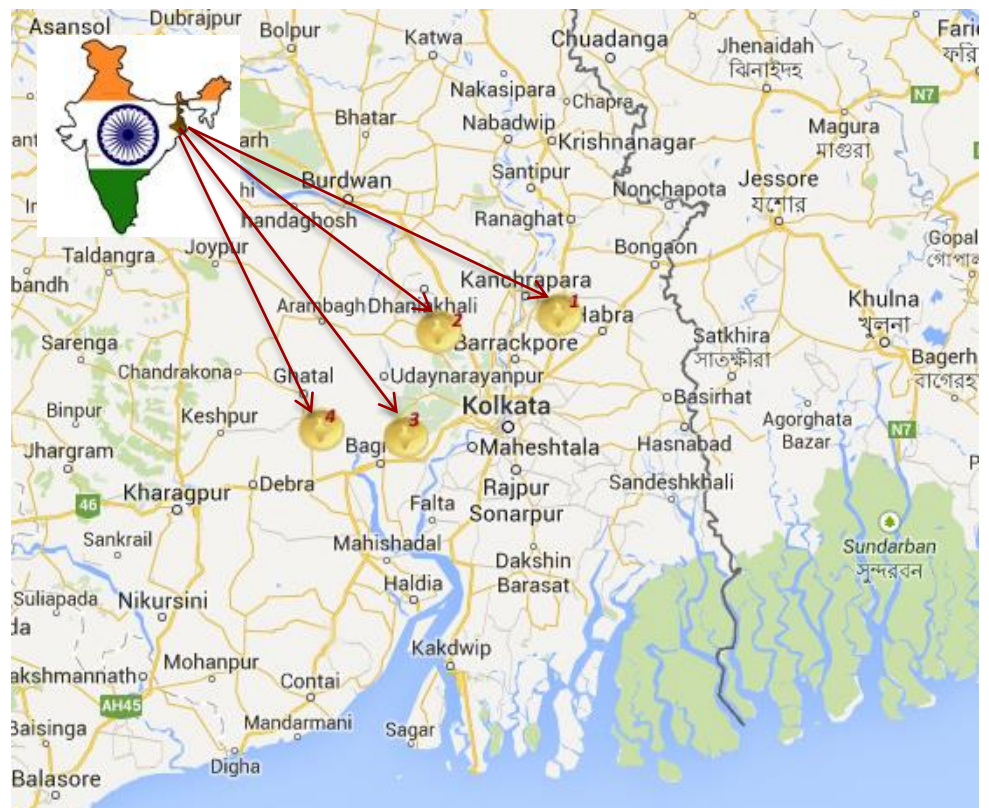
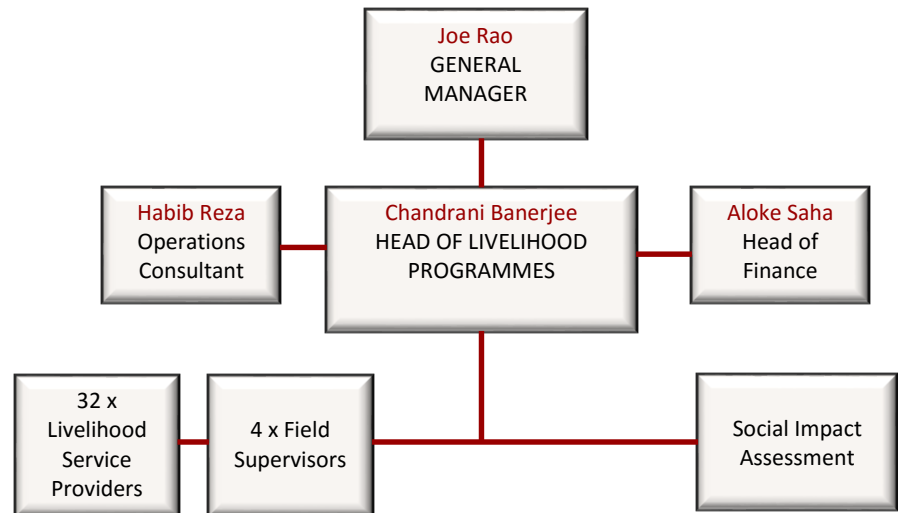
- 1) KANCHRAPARA (FAMILIA): Operating since March 2011
- 2) BABNAN: Operating since September 2011
- 3) SUNDIA: Operating since April 2014
- 4) KOLAGHAT: Operating since December 2014

Through our **Partners Programme** we have also supported training and microfinance projects. In **GUJARAT** we worked with SAATH from 2010-2014 and we have worked with BASE in **WEST NEPAL** since 2009.

BOARD OF DIRECTORS



MANAGEMENT & FIELD STAFF TEAM



CORPORATE GIVING

We would love you to pick Shivia as your charity of choice to support your company's charitable giving and CSR objectives.

REGULAR GIVING

A standing order with your bank makes it easy to give a regular sum. Please contact Victoria for details: victoria@shivia.com

TEXT DONATION

Text **CHIC35 £10** to 70070 to make a donation of £10 via JustText Giving.

DONATING ONLINE

You can do this securely with Just Giving: www.justgiving.com/shivia

BECOME A SHIVIA AMBASSADOR Organise a fund-raising event, run a marathon or climb a mountain on our behalf. Or just spread the word about Shivia at home, at work or on social media – anything you do will make a difference to a family living in poverty in India.

PRO BONO SUPPORT

If you can offer your time, goods or services we would love to hear from you.

For more information about how to support Shivia, please visit our website:

www.shivia.com/donate

info@shivia.com

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

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

"Thank you Shivia. I have finally been able to afford to send my children to school and I am now important to my sons which I wasn't before. I feel empowered."

MRS BEGUM, Home farmer, West Bengal



2015
charitytimes Awards
Recognising leadership and professionalism
Shortlisted

"It's an easy decision to go on supporting an organisation that delivers such concrete impact on the ground."

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

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