

**digitalGREEN**  
--- Human Innovation ---  
ANNUAL REPORT  
2012





**2,608**  
**Videos**  
Produced



**2,242**  
**Villages**  
Reached



**152,816**  
**Individuals**  
Engaged







# Progress

Across seven states in India,

**72%**

of individuals  
**watching  
videos &**

**54%**

of individuals  
**adopting new  
practices** are  
**women**

2012 marked a watershed in the evolution of Digital Green. We extended our work to new geographies and domains, developed institutional arrangements to support our rapid growth, and established partnerships with a diverse set of stakeholders.

We built on our experience with non-governmental organizations (NGOs) to enter into a collaborative relationship with the National Rural Livelihoods Mission (NRLM) in India to extend our approach in 10,000 villages, to reach over 1 million farmers in the states of Andhra Pradesh and Bihar. We also began pilot initiatives in health and nutrition.

We invested in strengthening our human resources, financial and administrative systems to support our team that grew three times (from 17 to 50) and annual budget increased five fold (USD 1 million to USD 5 million).

Our operations have expanded across 2,242 villages in India.

We continue to refine and improve our approach, which has been found to be 10 times more effective, per dollar spent, in motivating farmers to take up improved sustainable farming practices than classical extension systems.

We have established cross-cutting directorates to capture and share learnings across the team on aspects of program management, training, quality assurance, and research and learning. Our regional offices in Bangalore, Bhopal, Bhubaneswar, Hyderabad, and Patna provide support to our partner network, in coordination with our senior management and technology team in New Delhi.





# Impact

271

community members  
trained in **video  
production**

1,771

community members  
trained in **video  
dissemination**

219,827

**adoptions**  
of new farm and  
health practices

Our approach continues to inspire confidence in its ability to impact the lives of community we serve. While it takes time to determine how the uptake of improved practices results in bettering the lives of communities, we have developed intermediate indicators that track our progress.

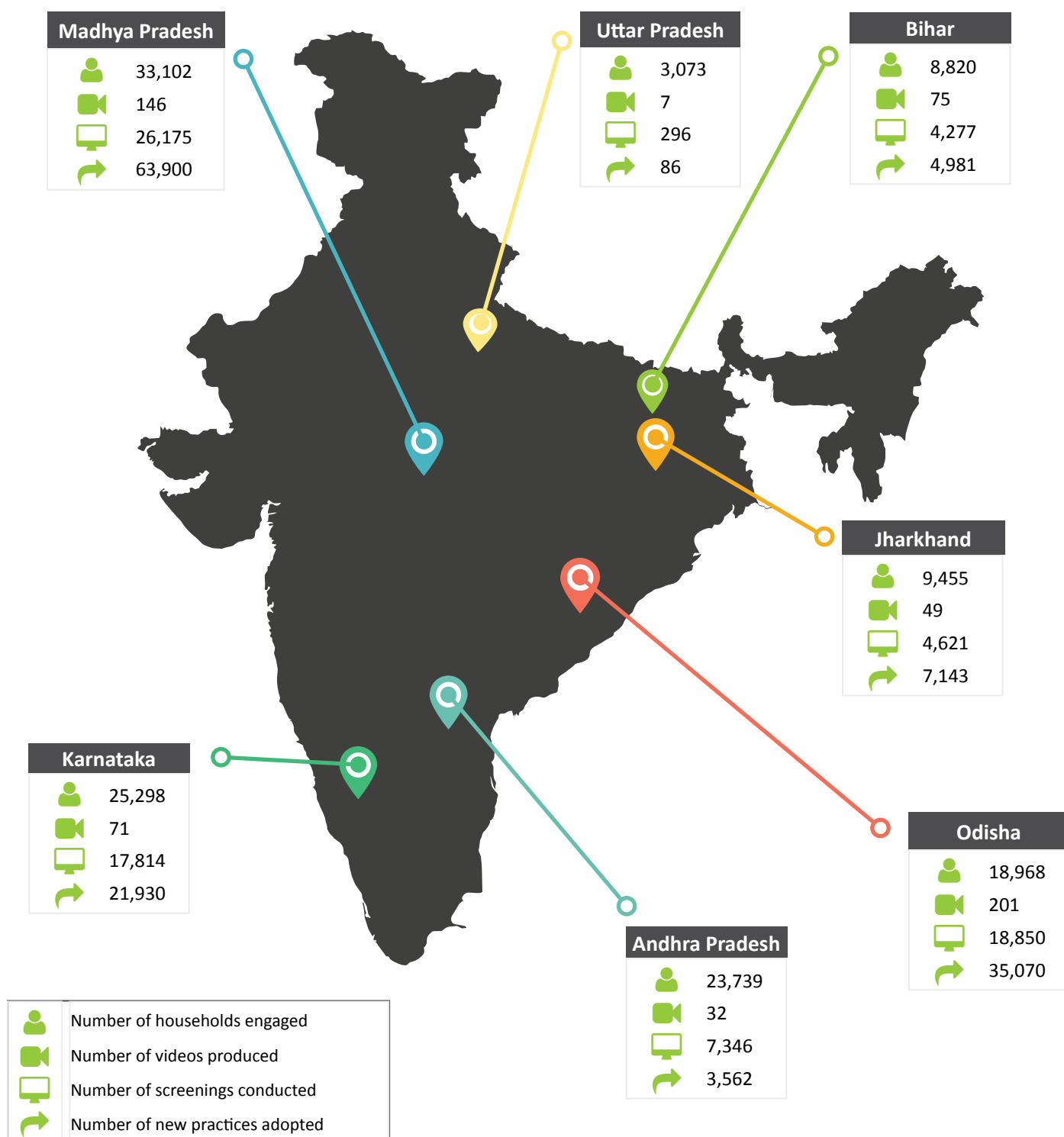
These indicators include the number of local intermediaries we train to produce and disseminate videos, and the number of community members that attend these screenings and that adopt new practices.

Our data capture and management system, Connect Online | Connect Offline (COCO), which is designed for environments with limited and intermittent connectivity, enables us to record near real time data on these indicators. We have also carried out studies to determine how the adoption of practices results in increased productivity in agricultural interventions and behavior change in health programs.

A recent study concluded that farmers who adopted new practices realized an average gain of \$243 over an eight month period. A rigorous randomized control trial to assess the impact of our work is underway.

“Conducting meetings using videos helps us remember details and also increases interest and attendance of communities. Women are now able to understand the exact breastfeeding position and can also retain that information because they hear and see.”

**Kalavati,**  
**Accredited Social Health Activist**  
 Jeegon Village, Rae Bareilly District,  
 Uttar Pradesh, India



# Our Work



## PARTNERSHIPS



Our partners' expertise enriched by years of working at the grassroots level help shape the agricultural and health practices and technologies disseminated through our network. We develop and provide technology solutions that can be incorporated within the structure of our partners to enable them to carry out their programs more effectively.

We work closely with our partners to ensure that our approach incorporates linkages at appropriate levels: at the village level, with self-help groups; at the block level, with service providers; and at district and national levels, with partner programs and government schemes.

Our partnership development and training unit provides ongoing capacity building and field support to partners.

We have also established knowledge sharing relationships with research organizations, like International Rice Research Institute (IRRI) and International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) to provide targeted technical support to our extension partners.

We developed an overarching strategy for our research and learning activities for our programmatic work across geographies and sectors. We are also exploring ways to better align our monitoring system with that of our partners to improve efficiency.



## SUSTAINABILITY



We have embedded our approach in the community networks with which we work to ensure local ownership. The community produces videos on subjects that are relevant to its needs. These videos feature local community members as actors. They themselves identify individuals from their villages to screen these videos to small groups.

Our partnerships are established by negotiating cost-sharing agreements with each partner and the communities that we work with. The approach is integrated within the context of our partners' existing extension system in a variety of ways. Some partners use our approach to support their entire operation, while others align it to complement their existing extension system.

Our regional teams continue to provide technical support to existing NGO partners, document long term learnings, advance content and process quality, and ensure the sustainability of program interventions.





**2012 has been a year of building upon our existing base of operations and forging new strategic partnerships across India.**

We are building upon our existing base of operations in India. We are working with the Government of India's NRLM to scale our approach to 10,000 villages in Andhra Pradesh and Bihar by December 2015. NRLM has also expressed interest in supporting activities in other geographies in which we currently operate with other partners such as PRADAN and BAIF.

Though our efforts have been focused on agriculture, the content produced and shared across our platform includes aspects across the value chain: from community mobilization to financial literacy to production improvement to market linkages to government schemes. We have also begun extending our approach into other aspects of rural development, including public health and nutrition. We have begun a pilot with PATH to use our approach to support a program on maternal and newborn health in Uttar Pradesh and with

USAID's Strengthening Partnerships, Results and Innovations in Nutrition Globally (SPRING) project in Odisha to introduce nutrition messaging such as homestead gardening and hand washing, as part of our existing agricultural and livelihood work with VARRAT in collaboration with John Snow Inc., Save the Children, and International Food Policy Research Institute (IFPRI).



## QUALITY ASSURANCE



The agricultural and health practices and technologies exchanged across our network are shaped by rigorous analyses and targeting of practices based on individual-level community feedback and usage data, so as to ensure long-term benefits for communities adopting them.

We have also set up a Technical Advisory Committee (TAC) comprising implementation agencies such as the Bihar Rural Livelihoods Promotion Society (BRLPS) and research agencies like the International Livestock Research Institute (ILRI), International Maize and Wheat Improvement Center (CIMMYT), and International Plant Nutrition Institute (IPNI).

The TAC facilitates knowledge exchange between extension partners and research agencies, prioritizes learning needs of the targeted communities, and validates content through scientific peer review.

We have developed a set of standard operating procedures (SOPs) for our

approach, such as mobilizing the community and building their capacity during initiation, topic identification, video production, dissemination and feedback analysis. These SOPs have evolved based on our work with partners across contexts and geographies.

We have also put in place an internal control system which includes procedures to perform reviews and audits. Videos, disseminations, and adoptions are selected, observed, and verified at village, district, and regional levels by partners and our staff based on this quality assurance framework. The feedback and data generated through these visits is collated and used to inform training programs and make course corrections, as appropriate.

Our monitoring and evaluation system helps track and analyze progress and capture learnings and best practices for further replication.





# Lessons Learned



## CONTEXT ADAPTATION

The rich diversity and complexity of our stakeholders, from large centralized organizations, to small decentralized agencies and smallholder farming communities, has contributed learnings that have informed our adaptability. We have successfully customized our approach to facilitate meaningful dialogues with communities. Our quality assurance process has proved vital in identifying opportunities for supplemental training and seeing how our approach can be better adapted to suit a specific community.

## INFLUENCER IDENTIFICATION

We conducted a preliminary study of the historical data for the farmers we work with to identify key influencers in a community based on whether farmers subsequently adopt (or do not adopt) the practices that they see over time. Our preliminary results identified highly influential individuals and patterns among their characteristics which will help inform our approach. We have found, for instance, that the gender of the mediator plays an important role; farmers are more likely to adopt a practice screened by a mediator of their own gender.



## VIDEO PRODUCTION AND SCREENING

We have experimented with alternative technology platforms and found that because of their low cost, ease of use and durability, pocket video cameras to capture videos and pico projectors to screen videos are ideal for the environments in which our partners operate.

## TRAINING METHODOLOGY

We are committed to building the capacity of our community video producers and village facilitators. We have worked with external agencies, including Agro-Insight, Video Maker and One Media Player Per Teacher, to improve the creative and aesthetic elements of the video production process. We have also engaged with the Boda Group to institutionalize their coaching approach to strengthen our team's ability to understand multiple points of view and build long-term, productive relationships.

## ORGANIZATIONAL DEVELOPMENT

We continue to focus on enhancing staff and organizational development through initiatives such as orientation programs, leadership coaching, and retreats, which ensure that new staff are sensitized to both the Digital Green approach and the partners and communities that we work with. Our team has transitioned to regional offices to allow for greater knowledge sharing and cohesion within the organization, while also providing the type of training and support that our partners need.







# Technology



Our suite of technological solutions has been upgraded for improved farmer feedback, robust data analytics, as well as to leverage new delivery platforms.

CONNECT ONLINE |  
CONNECT OFFLINE, COCO



COCO is an open-source online-and-offline data management framework, designed for connectivity-challenged and remote areas. It has been improved to simplify and accelerate data entry

and transfer. A mobile version of COCO for low-end phones has been piloted in Andhra Pradesh in collaboration with Dimagi, a technology development firm.



## ANALYTICS DASHBOARD

Our Analytics dashboard provides a view into the data in various time, geography and partner dimensions. The charts and graphs have now been upgraded to increase the speed of data retrieval.



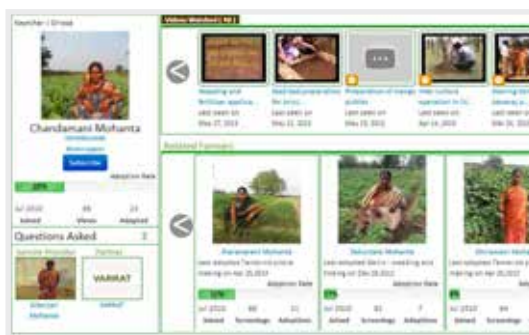
## VIDEO LIBRARY

Our online video library hosts over 2,500 videos in 20 languages. In addition to geography, language, seasonality of practice, the videos have now been classified according to sector (e.g., agriculture, health), topic and subject.



## FARMERBOOK

Farmerbook plots all the villages we work in on Google Maps and displays detailed timeline-based activities of individual farmers therein on an open-access platform. We have partnered with Madura Microfinance to map villages using GPS-enabled phones to provide accurate geographical context within Farmerbook.



## WONDER VILLAGE

Wonder Village, a social game on Facebook, explores how our core work in the field might connect with other audiences who could learn and engage with the issues of agriculture and rural development. Wonder Village has also been linked to Farmerbook to bring together existing online social networks with the offline networks of farming communities and partners.



## INTERACTIVE VOICE RESPONSE SYSTEM

We are working to develop a service that automatically calls the mobile phones of farmers viewing videos with a pre-recorded message that reinforce the content that they have seen. We are also leveraging network of rural stores and mobile vans to serve as additional distribution points for our videos.

# Board Members



**G.N.S Reddy**  
Managing Director,  
Akshayakalpa



**Aishwarya Ratan**  
Director, Yale  
University and  
Innovations for  
Poverty Action



**Indrani Medhi**  
Researcher,  
Microsoft Research India



**Tejesh Shah**  
Director,  
Topos Developers

# Partners

## AGRICULTURE AND LIVELIHOOD



## RESEARCH & TECHNOLOGY



INTERNATIONAL FOOD  
POLICY RESEARCH INSTITUTE  
sustainable solutions for ending hunger and poverty  
Supported by the CGIAR



International Crops Research Institute  
for the Semi-arid Tropics

Microsoft Research

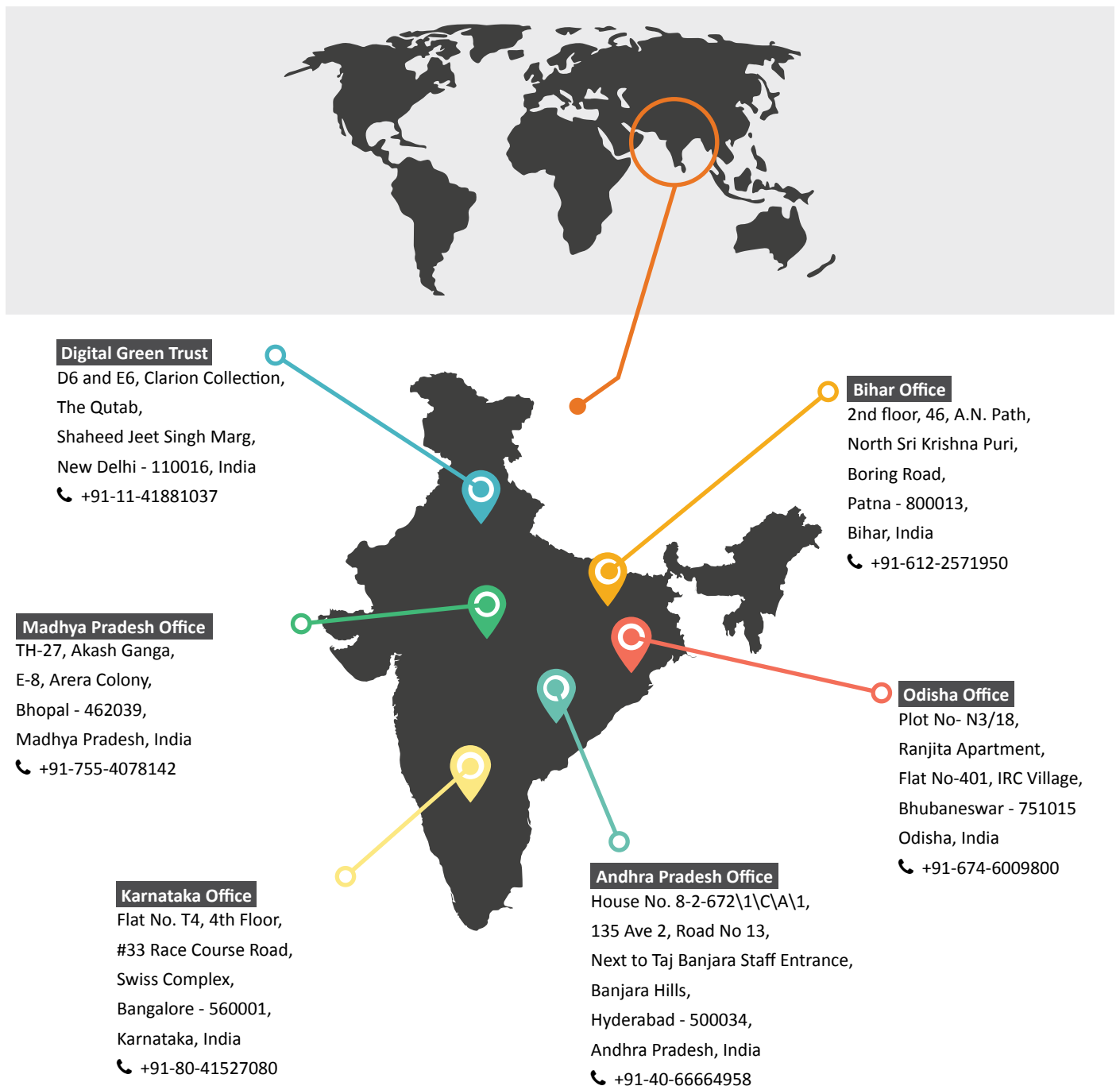
## HEALTH





# Connect

## OUR OFFICES







[digitalgreentrust.org](https://digitalgreentrust.org)

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