



**digitalGREEN**

ANNUAL REPORT 2013



3,013

VIDEOS  
Produced



3,999

VILLAGES  
Reached



307,558

INDIVIDUALS  
Engaged



This past year was an eventful one for us at Digital Green, with several opportunities for growth and forging of new partnerships, helping to set the stage for the next phase of our work. Through 2013, we saw increased traction of our approach across public, private and social sectors. We built several new partnerships, advancing our primary work in agricultural extension and exploring how to apply our approach in areas of health and nutrition as well.

This process of expansion has been led by principles of research, experimentation and learning. We are constantly iterating and improving our approach to make it as effective as possible. Indeed, 2013 has focused not only on scaling up, but also on learning from experience and improving the quality of our work.

#### **Building new partnerships to scale up our reach**

Given the nature of our approach, the success of our work is determined by the strength of our partnerships. This year, we partnered with nearly 20 new and extremely diverse organizations across the globe, testing the efficacy of our approach in multiple domains.

#### **Ensuring quality as we expand**

As we grow, so does our commitment towards organizational strengthening, accountability and transparency. With exciting partners and projects in place, we continue to sharpen our quality assurance processes to accurately capture and assess our work on the ground. This focus on quality in our operations involves continually gathering feedback and evidence of impact from our interventions.

#### **Creating a culture of collaborative learning**

As our network of partners continues to expand, we are creating a platform that enables learning and sharing across a variety of disciplines and social contexts. Towards this effort, we are building communities of practice across different sectors, such as agriculture and health, as well as different aspects of our work, such as knowledge management and quality assurance. These communities of practice aim to facilitate shared learning among our partners to collaboratively solve problems and define strategies for future work.

We invite all our partners, friends and supporters to join in this effort by offering your thoughts and feedback on how best to design this platform, so it can help us collectively achieve our mission to integrate innovative technology with global development efforts to improve human wellbeing.

OUR WORK IN 2013

## AUGMENTING AGRICULTURAL EXTENSION SERVICES IN INDIA



**Key partners**  
SERP, JEEVIKA



**Target states**  
Andhra Pradesh, Bihar

We have focused, since our inception, on improving the efficacy of agricultural extension in India. From our early beginnings working with non-governmental organizations (NGOs), we have evolved to embed our approach within larger government extension programs, initially in the states of Andhra Pradesh and Bihar.

Recently, in a significant step, we entered into a national level memorandum of understanding (MoU) with the National Rural Livelihoods Promotion Society (NRLPS), led by the Government of India's Ministry of Rural Development. This MoU positions us as a National Support Organization for bringing together technology with the agricultural and livelihood-development activities of the National Rural Livelihoods Mission (NRLM). While we have already been working with NRLM, this marks a new stage in the reach of this partnership. Over the next two years, we will expand our work with NRLM considerably, aiming to reach one million farmers across 11,000 villages in India.

Our partnership now extends beyond the implementation of our approach to also providing a much wider and deeper level of technical and analytical support. For instance, we created a modified version of our open-source data management tool, Connect Online Connect Offline (COCO), to enable NRLM to track its programs and activities across India. And to improve the quality and accuracy of the information shared using our approach, we constituted a Technical Advisory Committee. This Committee acts as a platform for learning, sharing, and vetting practices among research organizations and extension agencies.

### PROGRESS



2,580  
VIDEOS  
Produced



3,179  
VILLAGES  
Reached



238,841  
HOUSEHOLDS  
Engaged



312,516  
ADOPTIONS  
of new practices

# ENABLING THE ADOPTION OF BETTER HEALTH AND SANITATION PRACTICES IN INDIA

**Key partners**  
 PATH, PCI

**Target states**  
 Bihar, Uttar Pradesh

Based on the holistic nature of the needs and interests of a rural community, we started several small pilot projects to see how our approach can support issues related to maternal, newborn and child health and sanitation. One of these, the Digital Public Health project in Uttar Pradesh in partnership with PATH and its implementation partners, Gramin Vikas Sansthan and Nehru Yuwa Sangathan-Tisi, involves training over 100 government appointed accredited social health activists (ASHAs) on video production and dissemination skills. Videos are screened among mothers' groups, comprised of pregnant and lactating women, and are also shown to a wider audience during monthly Village Health and Nutrition Days.

The content typically focuses on reproductive health practices such as family planning, institutional delivery, exclusive and complementary breastfeeding, as well as maternal and child nutrition. Preliminary evidence from the pilot reveals an increase in attendance at mothers' groups' meetings following the introduction of videos, as well as an increase in the adoption of behaviors such as immediate and exclusive breastfeeding.

We are also collaborating with Project Concern International (PCI) to promote local solutions related to maternal, newborn and child health, and sanitation in Bihar. The videos in this pilot cover topics such as hand-washing with soap and water, which can make incremental changes in community behavior. We plan to share the learnings from these pilots with NRLM, which has expressed an interest in leveraging our approach in areas of health and nutrition as well.

**PROGRESS**

 <b>26</b> VIDEOS Produced	 <b>82</b> VILLAGES Reached	 <b>19,667</b> HOUSEHOLDS Engaged	 <b>643</b> ADOPTIONS of new practices
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OUR WORK IN 2013

## IMPROVING LIVELIHOOD OPPORTUNITIES IN RURAL INDIA

**Key partners**  
ACCESS-ATMA, Jeevan Jyoti Scheme under MNREGA

**Target states**  
Madhya Pradesh, Uttar Pradesh

With inflation and increasing wage rates, rural communities in India are curious about opportunities to diversify their income sources outside of agriculture. To cater to this emerging need, we have forged new partnerships to facilitate the production of videos on supplemental livelihood opportunities that are accessible to smallholder farmers. While some of these videos are on topics related to agriculture, such as establishing plantations on unproductive and degraded wastelands, others extend to post-harvest processing of agricultural produce, which gives farmers an additional source of income.

Several of these videos are also geared towards building and strengthening community institutions such as self-help groups and farmer cooperatives, and providing information about legal and economic services community members can avail. In addition to engaging with public and social sectors, we are also exploring partnerships with private sector organizations to link farmers to markets more effectively.

### PROGRESS

 <b>471</b> VIDEOS Produced	 <b>440</b> VILLAGES Reached	 <b>19,947</b> HOUSEHOLDS Engaged	 <b>51,975</b> ADOPTIONS of new practices
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# IMPROVING MATERNAL, INFANT AND YOUNG CHILD NUTRITION IN INDIA



## Key partners

SPRING-VARRAT, Real Medicine Foundation



## Target states

Madhya Pradesh, Odisha

While improved agricultural practices can help boost overall food production, it is often found that farming families might lack knowledge of essential nutrition practices. We partnered with the U.S. Agency for International Development's (USAID's) Strengthening Partnerships, Results and Innovation in Nutrition Globally (SPRING) project and a local NGO, VARRAT, to test the feasibility of integrating nutritional messaging with an existing agricultural extension program.

The intervention is targeted at improving maternal, infant and young child nutrition practices among pregnant and lactating women in Keonjhar district, Odisha. Initial findings by the International Food Policy & Research Institute (IFPRI) which conducted the feasibility study indicate a high demand for nutrition messaging. Based on the learnings from the pilot, we are extending our partnership with VARRAT to reach 30 more villages in Keonjhar and 50 new villages in Kendrapara district of the state.

Another pilot, being conducted in partnership with Real Medicine Foundation in Khandwa district of Madhya Pradesh, aims to address the challenge of severe acute malnutrition by increasing community-level awareness on the issue. Videos on topics such as remedies for acute malnutrition, proper breastfeeding and child nutrition are screened to not only mothers' and women's groups, but also to men in the community. This is based on the understanding that significant behavior change can only occur when the entire community is engaged.

OUR WORK IN 2013

“ *When I watched the videos on the importance of exclusive breastfeeding, I was surprised to learn that there are so many benefits for the mother and baby. I learned a lot of new things from these nutrition videos and found them beneficial for myself and my village.* ”

Malli Lohar, Keonjhar district, Odisha, India

## PROGRESS



239

VIDEOS  
Produced



233

VILLAGES  
Reached



16,201

HOUSEHOLDS  
Engaged



37,937

ADOPTIONS  
of new practices



## BUILDING EVIDENCE TO EVOLVE OUR APPROACH

We seek to ensure that our approach remains adaptive to suit the unique contexts in which we work.

Our collaboration with Sambodhi Research & Communications is helping us to assess the quality of facilitation during video disseminations and the data on the practices that farmers have adopted to bring in an objective evaluation of our work, along with suggestions for its improvement.

We are working with the Abdul Latif Jameel Poverty Action Lab (J-PAL) South Asia to conduct a randomized control trial of our partnership with the Bihar Rural Livelihoods Promotion Society (BRLPS). The study, which will take place in 2014, will rigorously quantify the efficiency gains of our approach relative to BRLPS' existing extension system and its contribution in improving the productivity of the farmers with whom we are working.



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