

**digitalGREEN**



**ANNUAL REPORT 2014 - 2015**





**3,785**

Videos Produced



**7,905**

Villages Reached



**434,496**

Video Screenings



**1,082,132**

Uptake of Practices









## Insights

- Successful integration of our approach with government systems requires meaningful engagement from national to local levels.
- At the village level, the quality of our training improves by increasing the engagement of the community viewers at the video screenings, enabling them to hold the mediators that screen the videos accountable. Increasingly, village groups take on overseeing these mediators which improves the consistency and follow-up of the training delivery.
- When translated into different languages, videos can become a catalyst for local government partners to expand their work into new areas, reaching previously unserved populations.



# SCALING IMPROVED LIVELIHOODS FOR SMALLHOLDER FARMERS IN INDIA

Our partnership with Government of India's National Rural Livelihood Mission (NRLM) scaled new heights in 2014. As a designated National Support Organization, we deepened our support in the areas of knowledge management, capacity building, quality assurance and technology development.

At the state level, we successfully integrated our approach within the State Rural Livelihood Missions (SRLMs) of Andhra Pradesh and Bihar. This year we also introduced our approach to support extension activities of SRLMs of Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha and Rajasthan. In addition to training frontline workers in our video production and dissemination approach, we are also now helping to improve the content of the practices that are being promoted by providing subject matter specialists and technical experts to improve the training material.

Our sustainability strategy is realized when key partners take on parts of our approach and make it their own. This is happening as NRLM increasingly integrates our approach into their training and budgeting cycles. We combine this focus on integration with capacity building and through an open dialogue on our role as our partners' capacity increases.



## Partners

NRLM and State Rural Livelihood Missions of Andhra Pradesh, Bihar, Chhattisgarh, Telangana, Madhya Pradesh, Karnataka, Maharashtra and Odisha, Mahila Kisan Sashaktiaran Pariyojna (MKSP) partners in Karnataka, Maharashtra and Odisha.



## Geographies

Andhra Pradesh, Bihar, Chhattisgarh, Telangana, Madhya Pradesh, Karnataka, Maharashtra and Odisha.



## Investors

Bill and Melinda Gates Foundation



**592**

Videos Produced



**4,718**

Villages Reached



**161,024**

Video Screenings



**554,029**

Uptake of Practices





## Insights

- It is vital to include key community influencers such as husbands and mothers-in-law in conversations around health and nutrition behaviors. Creative storytelling, whether through video or in-person facilitation, is essential to make messages compelling.
- Frontline health workers embrace the use of videos as job aids that reinforce their work. This approach has the additional benefit of enhancing health workers' capabilities and increasing their motivation.
- Among participants that have only been watching videos featuring agricultural practices, including health messages can increase attendance at community group meetings, and many viewers spread messages to others in their community after viewing the videos.



# PROMOTING NUTRITION SECURITY AMONG RURAL COMMUNITIES

**We** extended our approach to promote healthy behaviors among rural women and children to improve their nutritional status through two different channels: integrating our video production and dissemination approach with frontline health workers' activities, and also by using our approach to promote the production of nutritious food. We found that a large number of lactating mothers adopted practices that improved their and their newborns' health when counselled by a health worker using a video on a pico projector. We also brought together important agriculture and nutrition messages to increase dietary diversity, increase the consumption of micronutrients, high-protein foods, and iron and folic acid supplements for pregnant women.



## Partners

India: PATH, Project Concern International (PCI), Real Medical Foundation (RMF), Strengthening Partnerships, Results and Innovations in Nutrition Globally (SPRING) consortium; and Voluntary Association for Rural Reconstruction and Appropriate Technology (VARRAT)



## Investors

DFID



**73**

Videos Produced



**529**

Villages Reached



**21,061**

Video Screenings



**53,420**

Uptake of Practices





### Insight

Developing mobile applications that take advantage of the increasing prevalence of smartphones will become more important as more rural poor gain access to them.

## INTEGRATING TECHNOLOGIES FOR QUALITY TRAINING

A core element of our work is training our partners and frontline workers to produce and share local videos featuring practices that improve the wellbeing of rural communities. In order to reach more people more quickly, we are enabling trainers to improve the quality of training taking into account how trainers learn and pass along knowledge and information. This model uses clear and simple language, peer-learning in groups, creates a motivating learning environment and assesses participants objectively. Videos are interspersed with discussion and practice opportunities and supported by a mobile application for trainers to streamline the training and collect feedback data. We find that this new training design is easy for trainers to replicate and we are increasingly enabling partners to conduct these trainings themselves.

To help our partners use a consistent approach to how videos are produced and shown, we curated a set of curricula of videos. Partners can learn and share from each other through this rich, high-quality content repository. These permanent collections of videos can be used beyond the partners we directly work with and enable rapid scaling to new regions. Our video repository has garnered over 1.2 million views in 2014 alone, pointing to the demand and relevance of quality content.



# INCREASING INCOMES THROUGH IMPROVED MARKET ACCESS

Our work began with helping farmers to produce more and better quality produce, but increasingly we are also helping them to earn more at the marketplace. We are making use of our wide network of extension agents and community workers to help farmers link with the buyers and sellers, and with companies who want specific product at a certain level of quality. Getting better information about those quality standards informs the content of our video training, which helps farmers meet them and earn a better price at the market.

In Bihar, India, we launched a project to enable vegetable farmers that were already attending video screenings to aggregate and transport their produce to local markets.

## Insights

- Farmers are quick to adopt new behaviors when they realize tangible and immediate value that comes from improved performance in the market.
- A focus on specific commodities enables us to take our approach for exchanging information to new levels by directly addressing constraints farmers face and allowing them to better engage with markets.







### Insights

- Reaching scale can be realized when others pick up our message and promote it widely, maximizing the use of mainstream media channels such as television.
- Engaging the growing urban, middle-class population in India with the people and issues of rural areas can be fun and personally engaging for wide audiences.
- Making the link between urban and rural communities also enables farmers to see themselves in a new light as they become a part of mainstream media and farming no longer has to be seen as a vocation of last resort but rather a career of choice.

## BRINGING TOGETHER URBAN-RURAL COMMUNITIES IN INDIA

India is rapidly urbanizing. Today, urban consumers everywhere are making decisions that impact farmers more than ever before, yet most city dwellers are unaware of the influence they wield in rural areas.

Toward this end, Digital Green has taken steps to engage urban consumers in the rural agriculture conversation through interactive, online platforms like Farmerbook and Wonder Village. Digital Green also supported the production of a reality television series in India, Green Champion, which aired on NDTV and was sponsored by Godrej. In it, contestants compete to solve environmental and rural challenges. At Digital Green, we seek to give rural India a big stage for farmers, heroes in their own right, to learn and share with one another. With Green Champion, we introduced the twist of developing a broadcast reality television series that focuses on real issues in the local environment, ranging from cooking nutritious meals to setting up rainwater harvesting units, that viewers can do in their own lives. The show has attracted 2 million viewers so far.











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