





## Our Heroes

Digital Green was founded on the belief that smallholder farmers are heroes. These heroes produce much of the world's food, yet they are often the poorest and most malnourished among us. Over the last 10 years, we have improved systems that support these farmers and have reached them at scale.

Yet, they continue to face important challenges, especially as the world rapidly changes around them. Farmers in even the most remote parts of the globe are gaining access to mobile phones and the Internet, want to connect with markets, tackle issues related to climate change and ensure their families have healthy, nutritious meals.

For Digital Green, 2016 was a year of envisioning the future and identifying new ways to make an impact by building on our cutting-edge approach of using videos produced by farmers, for farmers. We have refreshed our strategy, leveraging our deeply-rooted partnerships to find innovative ways to meet the needs of farming communities and maximize the harvest they reap for themselves. We are taking new risks as we take this new mission forward. We know that not everything we test will succeed, and there will be setbacks as we challenge our own status quo, but we sense the need to act.

We are grateful to our friends, supporters, collaborators and, of course, the farmers themselves for standing alongside us as we take this new direction forward. We will continue to work together to live up to our founding promise of empowering farmers to lift themselves out of poverty.



## FIVE-YEAR STRATEGY

# Empowering farmers to lift themselves out of poverty

In 2016, Digital Green developed a new strategy to guide our work for the next five years. Our approach to working with farming communities to amplify the effectiveness of agricultural development programs, which we have been implementing over the last 10 years, is succeeding. We remain committed to our approach, and we now seek to build on this work.

In the next five years, we will be leveraging the network of partners and farming communities we have built and combining it with the power of digital technology to develop additional solutions to directly boost farmers' incomes.

Over the next five years, we aim to achieve a sustainable

# 25%

increase in income for

# 1.1 million

smallholder farmers.

### OUR APPROACH

Together with our grassroots partners, Digital Green creates digital solutions for rural communities around the world. Before we develop these solutions, we listen closely to people and to data. We seek to understand the local context and build technology that is of the community and for the community. As we do so, we continually test our solutions, adapt them and test them again to ensure their effectiveness.

### OUR MISSION

Empower smallholder farmers to lift themselves out of poverty by harnessing the collective power of technology and grassroots-level partnerships.





## OUR SOLUTIONS

# Integrating digital innovation with grassroots expertise



## Community Videos

Since 2008, we've facilitated the production and dissemination of more than 5,000 locally relevant videos in more than 50 languages, allowing farmers to share knowledge with one another. Though the videos are primarily screened offline in communities that have limited electricity and Internet connectivity, the videos are available online—ensuring the wisdom captured continues to improve the livelihoods of farmers and their communities.



## Loop

What good is increased yield if farmers aren't able to make money from it? That's why we invented Loop, an app that facilitates farmers' efforts to sell their produce as quickly as possible, for the best possible price, without having to take time away from farming or their families.



## Training Courseware

Our approach builds the capacity of frontline workers so they can build the capacity of others in their community—which means training is an integral part of what we do. With online and offline components, our training curriculum combines practical instructional videos that guide trainers and a mobile training app that assesses the mastery level of frontline workers.



## CoCo

Data collection and analysis is critical to what we do—and CoCo is our data workhorse. Short for Connect Online Connect Offline, CoCo and our analytics dashboards allow users to collect and visualize crucial insights anytime, anywhere, on any device—regardless of network connectivity.

UNDERSTAND & LOCALIZE

In every community, we begin with understanding the local context.

Wherever we go, we believe that the people and organizations already working in a community are best positioned to understand what will and will not work. We listen to people and closely collaborate with existing systems to identify gaps and opportunities for improvement, using technology as an entry point to transform these systems from the inside out.

When Digital Green began working in India we aligned our goals with those of the national extension systems in each country. We forged partnerships at every level to introduce our approach for using videos to amplify the reach and effectiveness of extension agents in a way that is locally relevant, cost-effective and inclusive, able to cross barriers of gender, language and literacy.

Digital Green agricultural specialists found that potato blight, an infamous disease known by the famines it spurred in Europe in the mid-1800s, was spreading in the state of Bihar. We brought our field observations and insights from India’s Central Potato Research Institute to the Government of India’s National Rural Livelihood Mission counterpart in Bihar, to produce a series of videos on countermeasures. Because the agricultural context can vary on an acre by acre basis, not all potato farmers dealt with the blight. But, for those farmers who did, the remedy doubled their harvests.

INDIA

Farmers reached:

454,094

Practices improved:

185,988







Improving Nutrition Outcomes

Sabitarani Bhitaria, a mother of two in Tambahara village in Odisha’s Keonjhar district, is a member of a self-help group and, like most of her neighbors, is a rainfall-dependent farmer. Sabitarani was recently trained by Digital Green as a facilitator of locally-produced Maternal, Infant and Young Child Nutrition and nutrition-sensitive agriculture videos that she shares among mothers and their young children in her village. To date, she has facilitated video screenings among two self-help groups on growing spinach and chicken farming as practical means to improve nutrition. The women shared how the videos helped them to learn about and gain the confidence to try new practices, and see them as life changing.

We do not create new systems in parallel with existing ones.

We innovate and integrate solutions that meet farmers’ needs by testing and iterating until we have something that works or have learned from what does not.

We developed a shared transport to market service, called Loop, which enables farmers to sell their produce more efficiently. Loop employs a mobile phone app and aggregates farmers’ harvests to move the produce to market on the same day. Without refrigerated storage or transportation options, farmers face a battle against time to get them to market before they perish. Loop increases farmers’ net incomes by cutting transportation costs, increasing market access and saves precious time. The more farmers supply to Loop, the more negotiating power they collectively have to lower costs of transport and increase their income from sales.



Loop evolved from an offline initiative with produce initially only sold at one location and where transactions were recorded on paper ledgers to a scalable system that uses a mobile app and where payments are beginning to be processed digitally. The Loop mobile app handles the connectivity constraints of rural communities, and we launched a web-based analytics dashboard to monitor performance remotely and analyze sales volumes, market prices, transport costs and farmer payments. We also set-up an automated helpline for farmers to share feedback and escalate issues ranging from transport pickup timings to payments.











# Digital Green

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