



Digital Green uses social organization and technology to improve the efficiency of extension systems globally

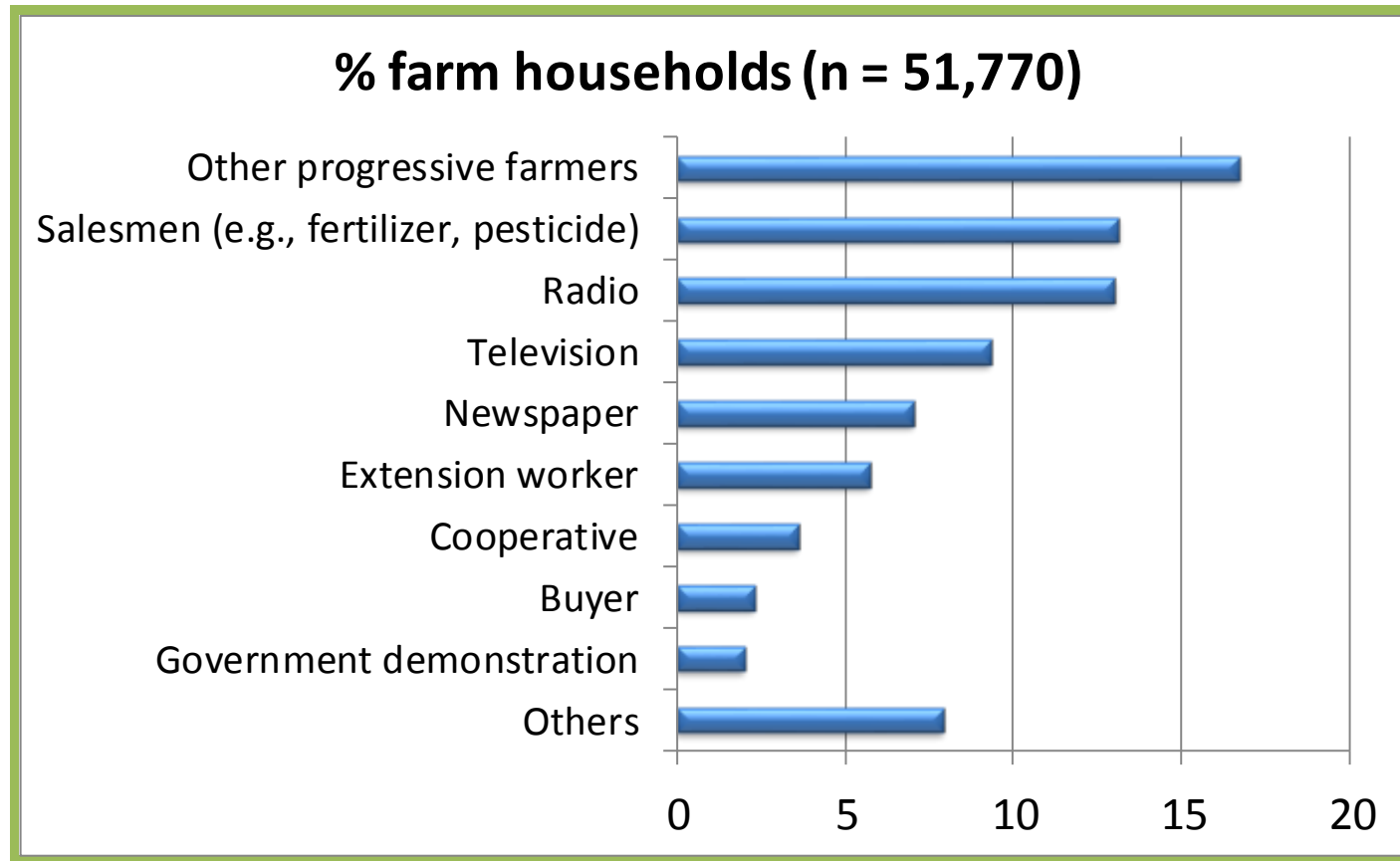




- DG Offices
- DG Partners
- DG Academic Collaborations

WHERE WE WORK

Information Sources for Farmers *in India*



Main source of information about new technology and farm practices over the past 365 days (India: NSSO 2005)

Digital Video for Extension



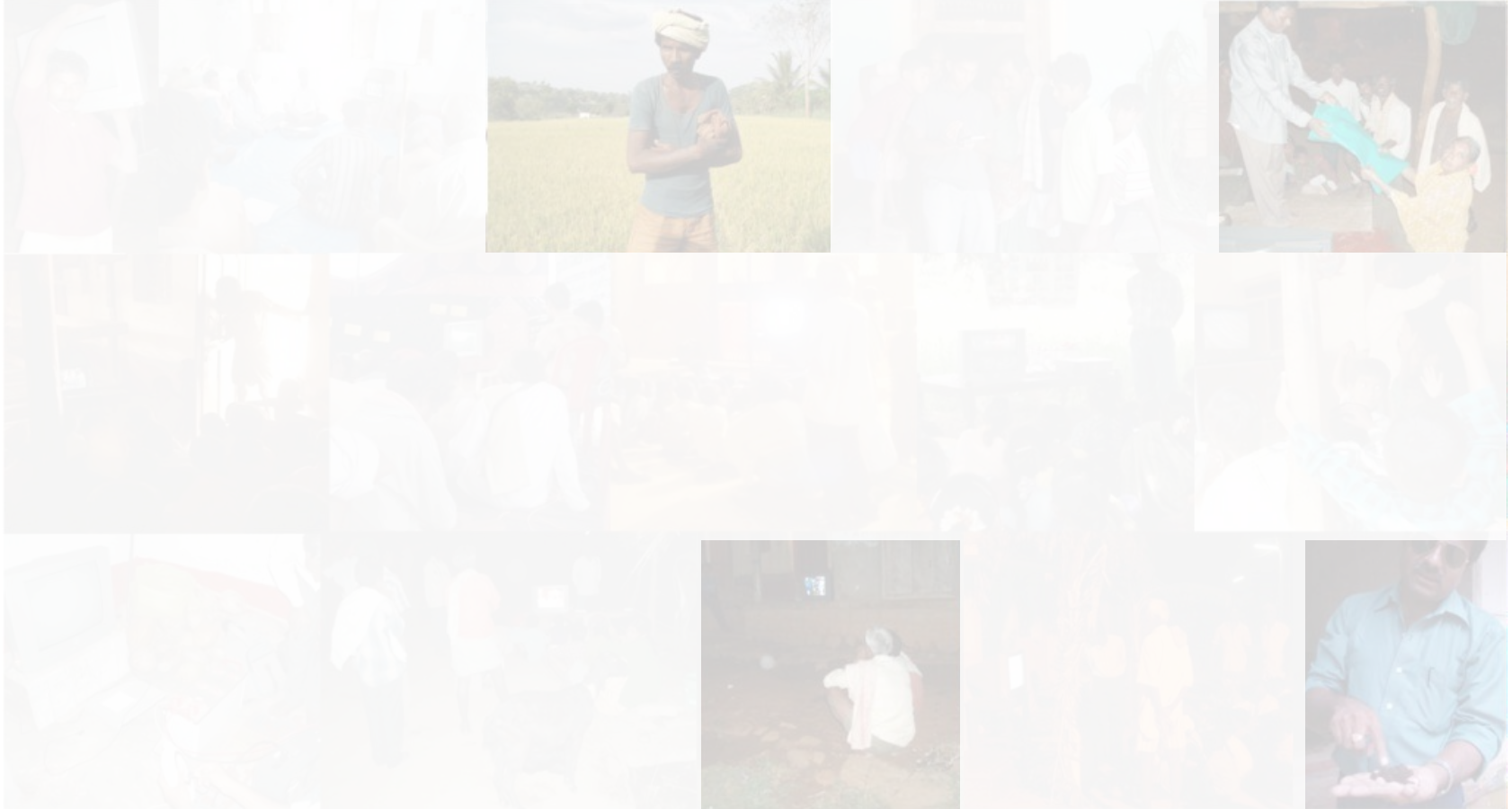
Video provides...

- Resource-savings: human, cost, time
- Accessibility for non-literate farmers

Early Experimentation

Early Experimentation

Parameters Varied



Background of actors in video, Types of content,
Location and timing of screenings, Method of dissemination,
Degree of mediation, Background of mediator etc.
Over 200 days of surveys, ethnographic investigation, participative design

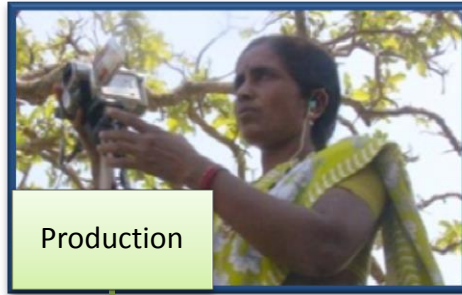


Initiation

Mobilization

Situational Awareness

Training



Production

Topic Identification

Storyboarding

Shooting

Editing



Diffusion

Dissemination

Adoption

Reporting

Digital Green: Early Results

7 times more adoptions over Training & Visit model

Mediation

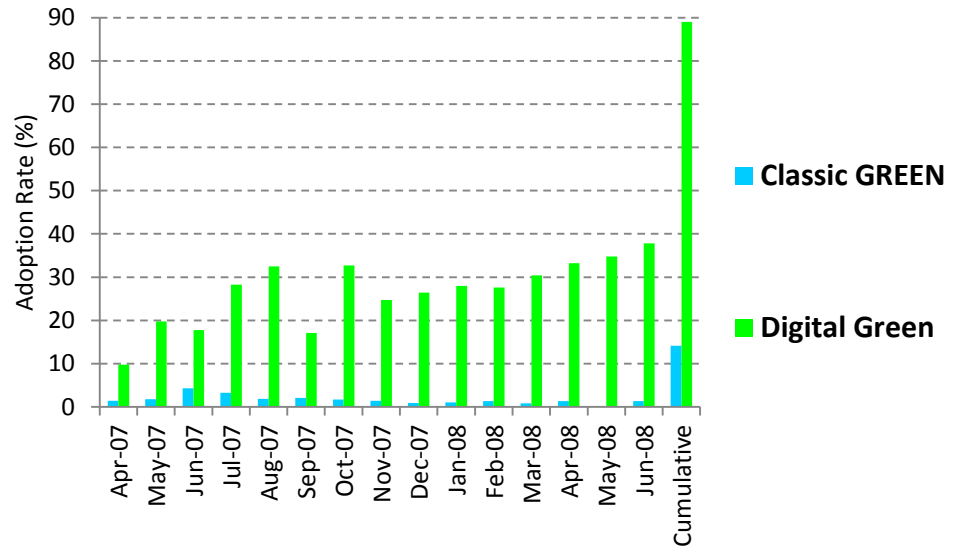
Repetition (and novelty)

Integration into existing extension operations

Social homophily between mediator, actor, and farmer

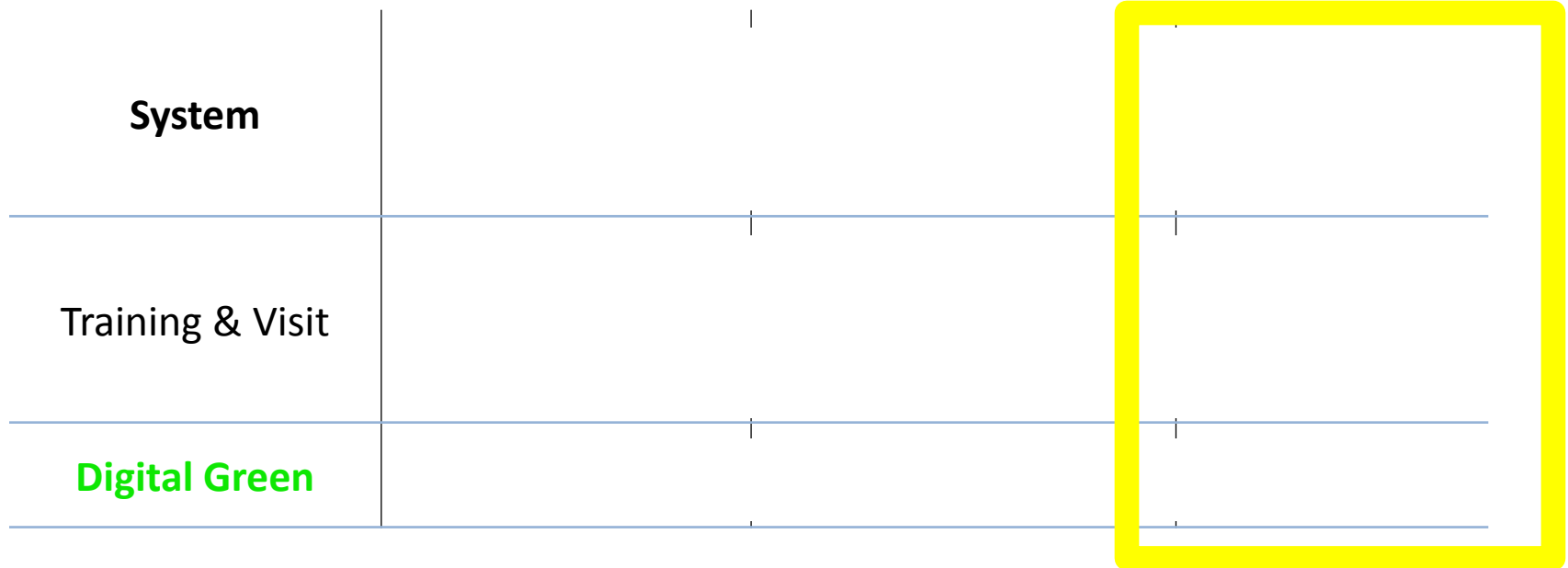
Desire to be “on TV”

Trust built from identities of farmers and villages in videos



15 months:
13 villages, 3 nights a week, 1,000 regulars

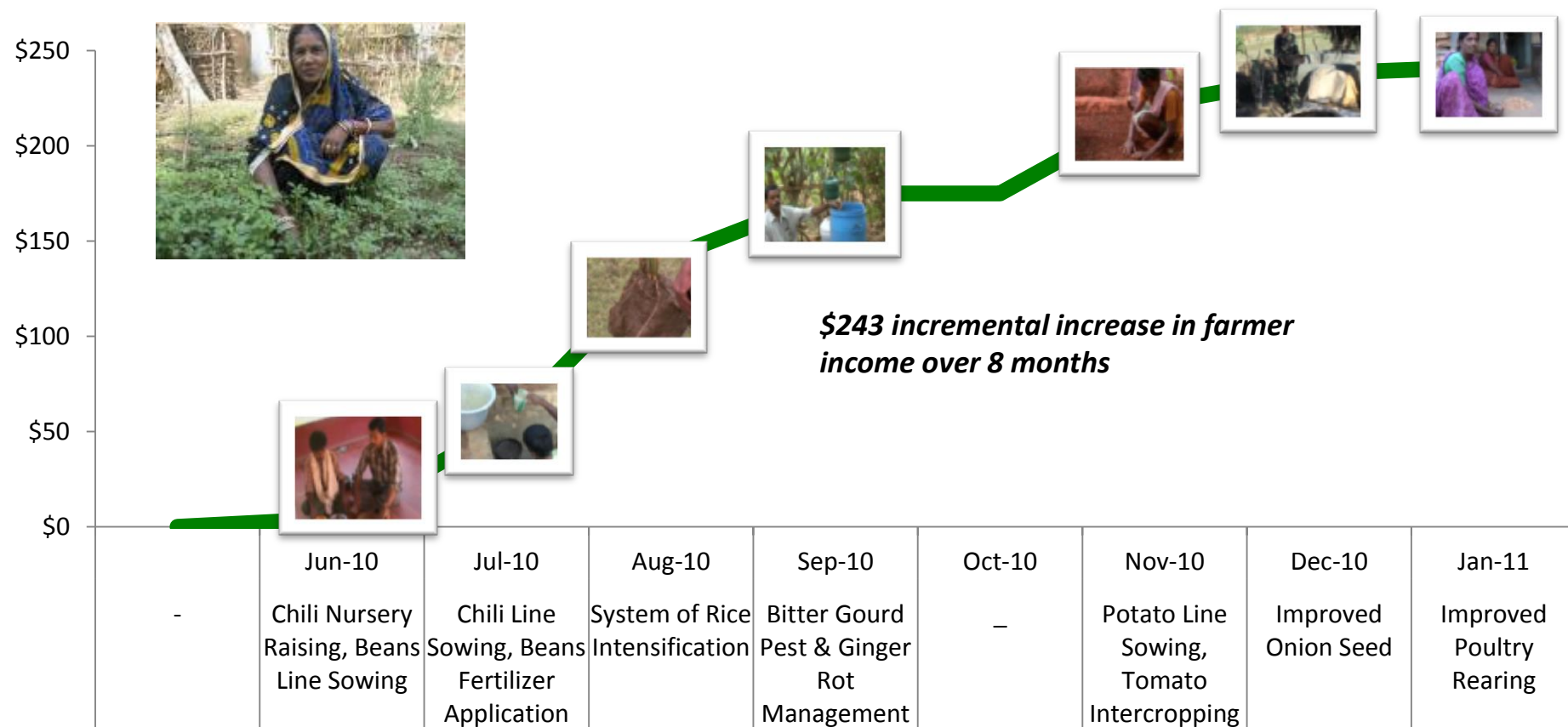
Cost-Benefit



Note: Decreasing amortized cost of hardware with time and scale

digitalGREEN is at least 10 times more effective *per dollar* spent than a Training & Visiting system

Initial assessment



Analytics

Calendar

date: 'yyyy-mm-dd' format

from:

to:

Search by

Select State

Select District

Select Block

Select Village

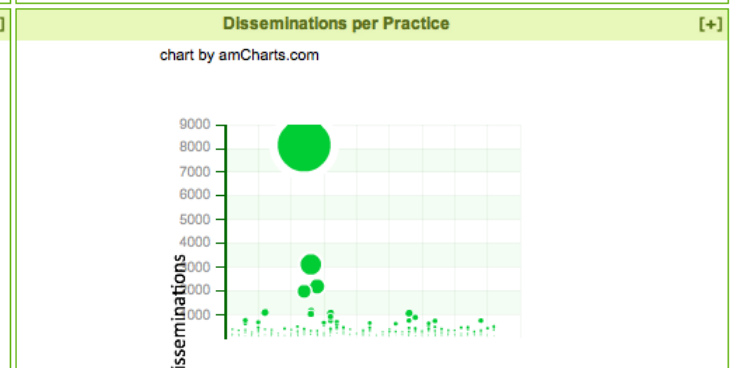
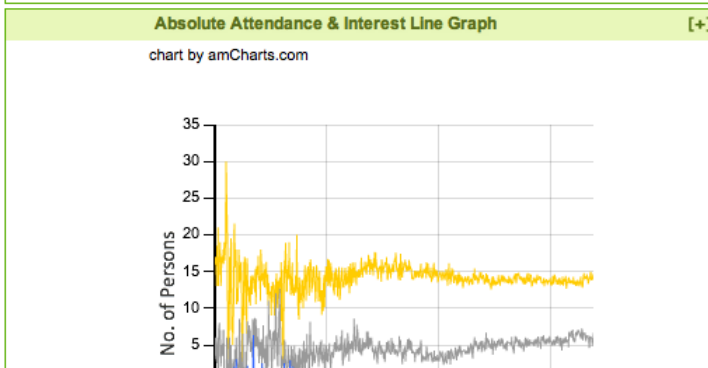
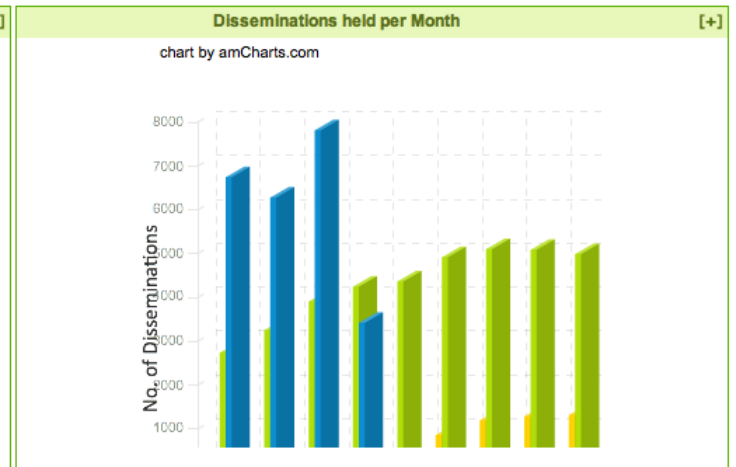
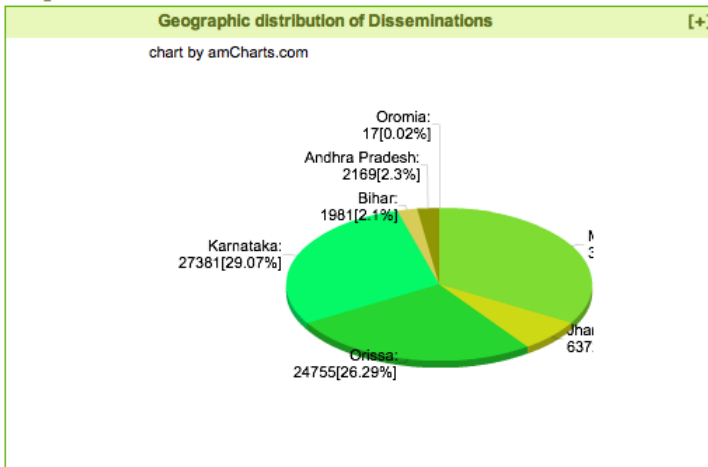
Partners

- PRADAN
- BAIF
- SPS
- ACCESS
- ASA
- PRAGATI
- VARRAT
- SERP
- IDE
- BRLPS

Key Statistics

Total number of disseminations 94176 disseminations	Total distinct persons attending disseminations 101544 persons
Average disseminations per day 86.00 disseminations/day	Average attendance per dissemination 14.18 persons/dissemination

Graphs



Videos

Partners:

- All Partners
- PRADAN
- BAIF
- GREEN Foundation

Select Geography

Select State

Select District

Select Block

Select Village

Select Language

Select Language

Select Seasonality

- All Seasons
- Months
- January
- February

Select Practices

- All Practices
- KK - Low cost Vermicompost

Local poultry farm Oriya Pragati Odisha Poultry.
 00:15:32 Produced On: 23 Feb 2011
 3751 viewers | 1156 Adoptions

Planting technique of Little gourd
 Planting technique of Little Gourd(Kumuli)
 00:12:55 Produced On: 12 Feb 2011
 6933 viewers | 1134 Adoptions

Harvesting of wheat
 Harvesting.
 00:08:36 Produced On: 05 Feb 2011
 4485 viewers | 1033 Adoptions

AWARNESS ON HYGIENIC LIVING
 Awareness.
 00:15:16 Produced On: 20 Oct 2011
 2442 viewers | 1011 Adoptions

Safe Technique of Cotton Picking
 Cotton Piking.
 00:05:31 Produced On: 03 Feb 2011
 1866 viewers | 876 Adoptions

Planting technique in garlic cultivation
 Planting technique of Garlic.
 00:13:20 Produced On: 13 Oct 2010
 4843 viewers | 872 Adoptions

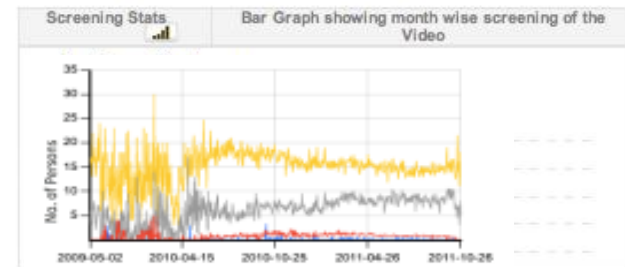
Seed bed preparation in Cauliflower
 PRAGATI



PRAGATI | 23 Oct 2010
 21 Disseminations | 372 Viewers | 31 Adoptions

Video Details | Video Summary

Farmer: JOGESH KHILLO
Practices Shown: CAULIFLOWER NURSERY PREPRATION
 Language: Oriya | Village: Dongari Malliguda
 District: Koraput | State: Orissa
 Production Duration: 3 days | Produced On: 23 Oct 2010



Questions Asked | 53 Questions asked in total

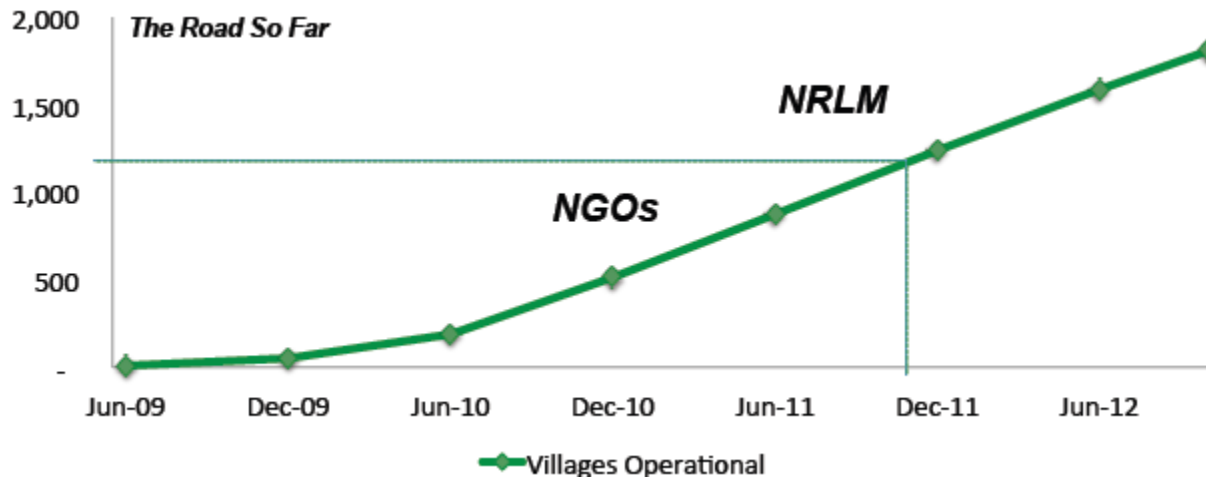
BHAGABAN JANI 20 Nov 2010 Koraput, Orissa	After preparation of nursery bed how many days take to grow well?
BIJAYADASH BENYA 22 Dec 2010 Koraput, Orissa	Can the bed be made of 1.5"-2" in height.?
MANA MUDULI 12 Nov 2010 Koraput, Orissa	How many days we put water after preparation of cauliflower nursery bed?
KUMULU JANI 12 Nov 2010 Koraput, Orissa	What happens if we dont put cauliflower seeds in systematicall?

Digital Green's next 3.5 years in India

National Rural Livelihood Mission (NRLM)

Bill Melinda Gates Foundation (BMGF)

- From 2000 villages to **10,000 villages**
- From 200,000 farmers to **1 million farmers**
- Increase their production by **20%**
- Decrease their production costs by **15%**



Digital Green work beyond NRLM

- Research and learning grant **from DFID**
- Test model in **low-income countries**
- Moving into **health and nutrition** domains
- Nutrition and agriculture domain based **convergence** – research-based conferences
- **Virtual Training Institute**
 - Internal cadre of master trainers on video production and dissemination techniques
- Formative **research** / RCT design for ongoing programs



Thank you

digitalGREEN