

An Innovative Digital Platform for Rural Development



About Us

Digital Green is a not-for-profit international development organization using innovative digital solutions to improve livelihoods, health and nutrition of rural communities across South Asia and Sub-Saharan Africa.

Digital Green partners with public, private, civil society and communities to produce, disseminate, and monitor the impact of short, locally-relevant videos that share knowledge and increase the uptake of improved agriculture, health, and nutrition practices among the rural poor.

We leverage mobile solutions, radio, and other technologies to amplify reach and promote behavior change. We monitor progress on a near real-time basis, and use data, learning, and community feedback to iterate messaging to make it more effective.

Our participatory community-based video approach, more cost-effective and efficient than traditional extension model¹, leverages existing community networks aided by low cost technology like the pico projectors, to disseminate short videos on best practices, which are edited and screened by trained community cadre.

Our Approach

We engage with and empower rural communities to produce participatory localized videos, leveraging pre-existing group structures to disseminate these videos through human mediation. These videos are of the community, by the community and for the community. The approach includes: (1) a participatory process for video production on improved livelihood practices, (2) a human-mediated learning model for video dissemination and training, (3) a hardware and software technology platform for data management customized to limited or intermittent Internet and electrical grid connectivity, and (4) an iterative model to progressively address the needs and interests of the community with analytical tools.

Our data management software called Connect Online | Connect Offline (COCO) and Analytics dashboard suite customized to low resource settings are used to collect and analyse near real-time data on dissemination, adoption, and community interest.

¹ Gandhi, R., R. Veeraraghavan, K. Toyama and V. Ramprasad (2009). "Digital Green: Participatory Video for Agricultural Extension", Information Technologies for International Development, MIT Press. <http://itidjournal.org/itid/article/view/322/145>

Global Reach and Network

Our mission is to integrate innovative technology with global development efforts to improve human well-being. We now have presence in Afghanistan, Ethiopia, Ghana, India, Niger, Nepal, Tanzania, Guinea, Papua New Guinea, Ivory Coast, Malawi, Mozambique, Senegal, Burkina Faso. In India, currently, we're partnering with eight state rural livelihood promotion societies, namely, in Bihar, Rajasthan, Andhra Pradesh, Telangana, Odisha, Maharashtra, Jharkhand and

Chhattisgarh. Since 2012 in India, NRLM and its state-level counterparts have purchased over 5,025 mobile projectors, 43 video cameras, computers, printers, and software; trained over 9,015 frontline workers; and contributed tens of thousands of hours of staff time to roll out Digital Green's approach to support their work across nine states.

Government Partners



Investors



Cisco
Google
International Finance Corporation
Oracle
World Bank

Cross-site Technology & Knowledge Partners

Abdul Latif Jameel Poverty Action Lab
Awaaz.De
Dalberg
Dimagi
Innovations for Poverty Action
International Food Policy Research Institute
London School of Hygiene & Tropical Medicine
Microsoft Research

Afghanistan

National Horticulture and Livestock Project & Roots of Peace

Burkina Faso

Catholic Relief Services
JSI Research & Training Institute, Inc.
National Cooperative Business Association, CLUSA International

Ethiopia

ACDI/VOCA
AGRA/Scaling Seeds for Technology Partnership
Care International
Equip Training and Consultancy Service
Ethiopian Agricultural Transformation Agency
Ethiopian Institute of Agricultural Research
Farm Radio International
iDE
International Livestock Research Institute
International Maize and Wheat Improvement Center
Oxfam America
Regional Bureaus of Agriculture of Amhara, Oromia, Tigray, and Southern Nations, Nationalities, and Peoples' Region
Sasakawa Africa Association

Ghana

Grameen Foundation
International Fertilizer Development Centre
World Cocoa Foundation

Guinea

Institut Supérieur Agronomique et Vétérinaire de Faranah
JSI Research & Training Institute, Inc.
Winrock International

India

Bihar Rural Livelihoods Promotion Society
Biotechnology Industry Research Assistance Council
Centre for Media Studies
Chhattisgarh State Rural Livelihoods Mission
D-COR
Department of Agriculture and Cooperation, Government of Andhra Pradesh
EKJUT
Godrej
International Crops Research Institute for the Semi-Arid Tropics
Jharkhand Nutrition Mission
Jharkhand State Livelihoods Promotion Society
Madhyam Foundation
Madhya Pradesh State Rural Livelihood Mission
Maharashtra State Rural Livelihoods Mission
Mahindra and Mahindra
Marcatus QED
MS Swaminathan Research Foundation
Odisha Livelihood Mission
MYRADA
National Rural Livelihoods Mission
NDTV
Rajasthan Grameen Aajeevika Vikas Parishad
Society for Elimination of Rural Poverty Andhra Pradesh
Society for Elimination of Rural Poverty Telangana
Voluntary Association for Rural Reconstruction & Appropriate Technology

Malawi

Catholic Development Commission
Catholic Relief Services

Mozambique

Alliance for a Green Revolution in Africa

Niger

Catholic Relief Services
JSI Research & Training Institute, Inc.
Mercy Corps
National Cooperative Business Association, CLUSA International
Save the Children

Papua New Guinea

Volcafe

Senegal

Africare
Caritas
Cellule de Lutte contre la Malnutrition
JSI Research & Training Institute, Inc.
Plan International Symbiose

Tanzania

Alliance for a Green Revolution in Africa

Impact (as of August 2016)



4,940

Videos Produced



16,003

Villages Reached



1,288,608

Individuals Engaged



653,496

Video Screenings



2,016,370

Unique Adoptions

Our Approach



PARTICIPATORY LOCAL VIDEO PRODUCTION

Digital Green's partners and community video producers create videos of locally relevant practices into short, 8-12 minute segments. The videos are made by the community and feature local community members.



TECHNOLOGY TO EXCHANGE DATA IN AREAS WITH LIMITED CONNECTIVITY

Our technology solutions for data management, COCO (Connect Offline Connect Online) and Analytics dashboard generate near real-time information for learning, monitoring and evaluation, even in remote and rural areas with limited power supply and Internet connectivity.



HUMAN MEDIATED DISSEMINATION

Community mediators screen the videos within small groups, using battery operated pico projectors. These groups create an informal and intimate environment enabling all members to interact, ask questions, and clarify doubts.



TARGETED CONTENT BASED ON COMMUNITY NEEDS AND INTERESTS

The partner staff, in consultation with the local community and subject matter specialists (partner organization's domain experts), identify locally relevant topics or practices. These practices meet the local community needs, are scientifically valid, and are screened based on seasonal relevance.

Connect With Us

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