

An Innovative Digital Platform for Rural Development



About Us

Digital Green is a not for profit international development organization that uses an innovative digital platform for community engagement to improve livelihoods of rural communities across South Asia and Sub-Saharan Africa. We partner with local public, private and civil society organizations to share knowledge on improved agricultural practices, livelihoods, health, and nutrition, using locally produced videos and human mediated dissemination. In a controlled evaluation, the approach was found to be 10 times more cost-effective and uptake of new practices seven times higher compared to traditional extension services.¹

Till date, we have produced over 2,800 videos in more than 20 languages, reached 3,000 villages and over 330,000 farmers. We currently implement projects in eight states in India and in select areas in Ethiopia, Ghana, Mozambique and Tanzania in Africa in partnership with over 20 partners.

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

Our mission is to integrate innovative technology with global development efforts to improve human well-being. By 2015, we aim to reach 1 million farmers across 11,000 villages in India and other parts of South Asia and Sub-Saharan Africa.

GOVERNMENT PARTNERS



INVESTORS



RESEARCH AND TECHNOLOGY PARTNERS



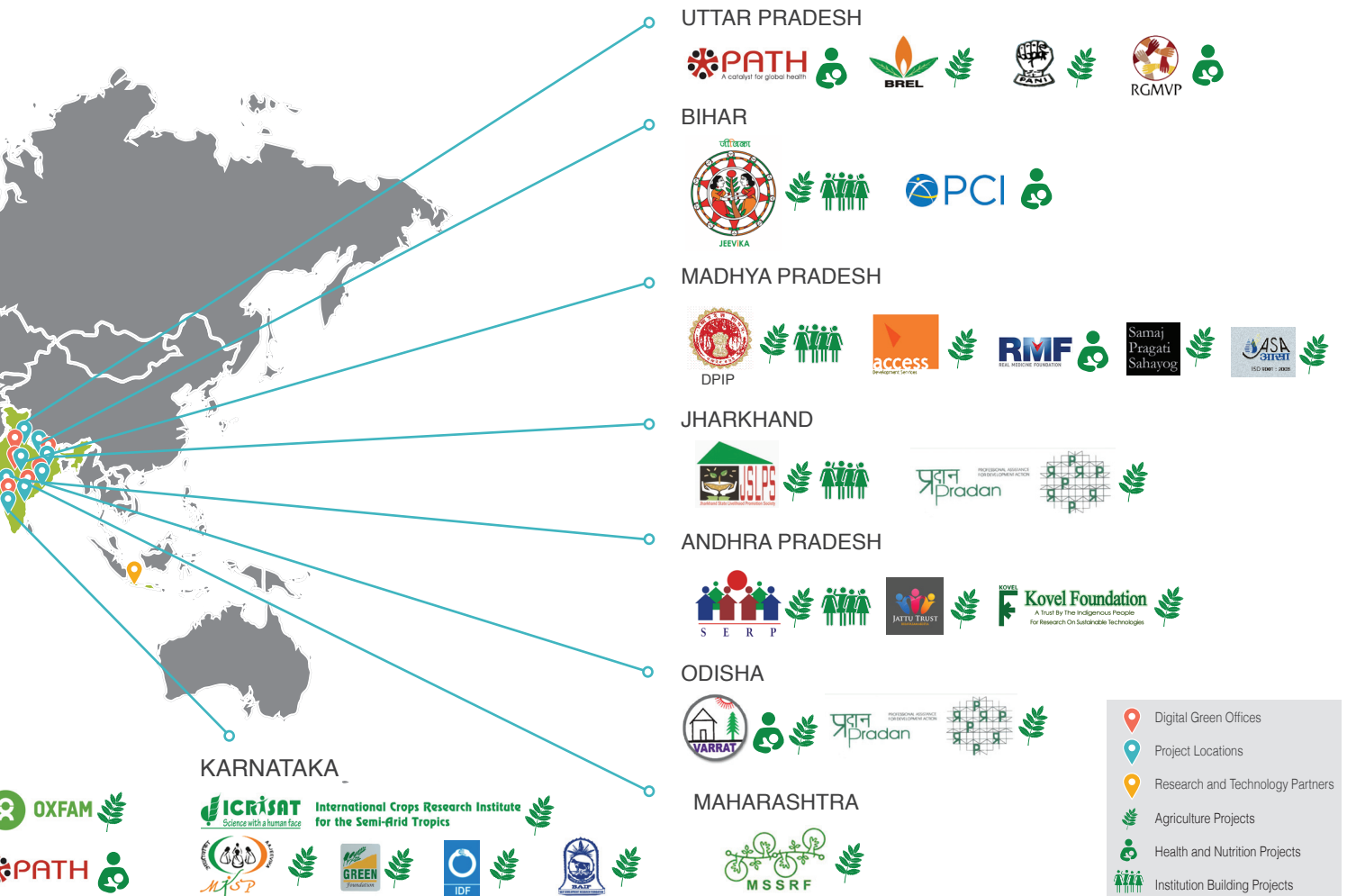
2,914
Videos Produced

3,598
Villages Reached

268,3
Individuals Engaged

and Network

Our network of partners and communities reaches out to over 1,65,000 members across 2,400 villages in India (Andhra Pradesh, Bihar, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha and Uttar Pradesh), Ethiopia and Ghana.



Impact
(March 2014)

18 Engaged

216,238 Video Screenings

86,984 Unique Adoptions

Our Approach



PARTICIPATORY LOCAL VIDEO PRODUCTION

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



HUMAN MEDIATED DISSEMINATION

Community mediators screen locally produced 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.



TECHNOLOGY TO EXCHANGE DATA IN AREAS WITH LIMITED CONNECTIVITY

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



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), identifies 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

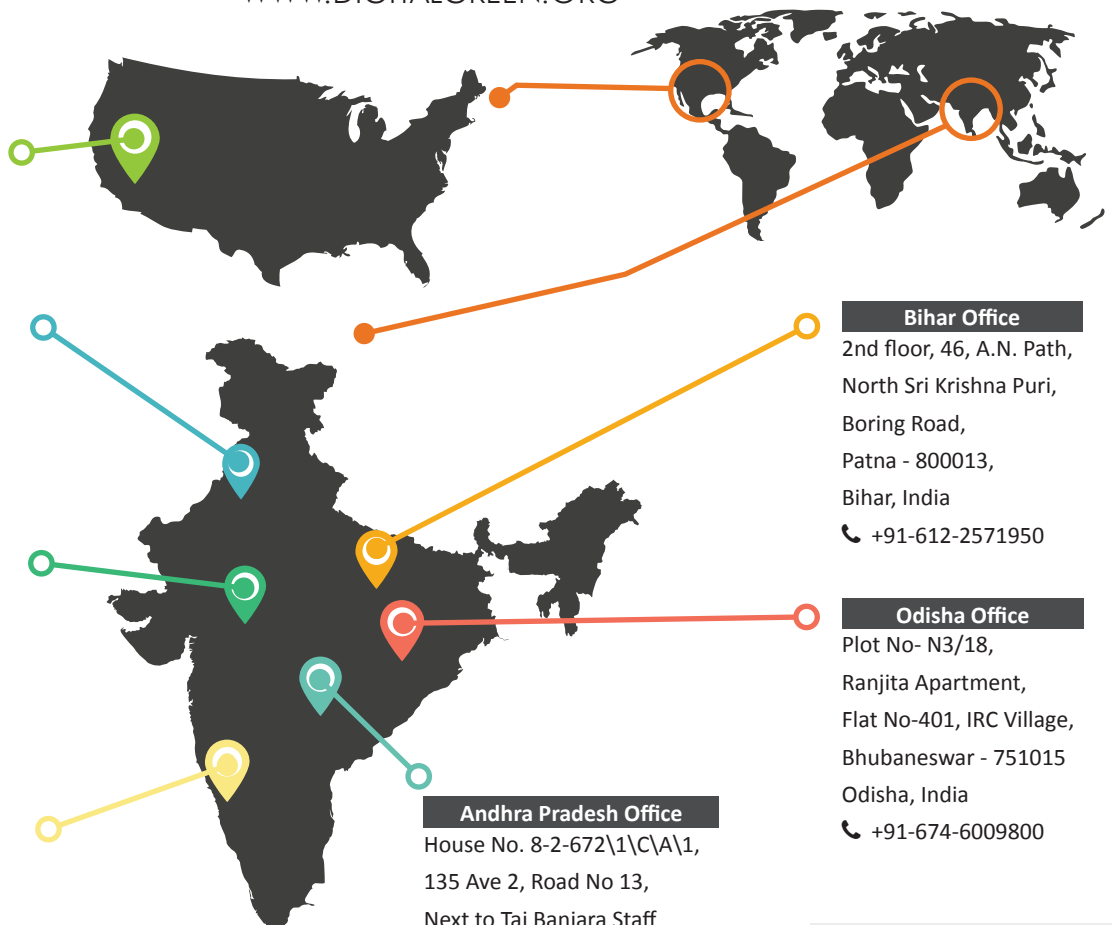
WWW.DIGITALGREEN.ORG

Digital Green Foundation
2342 Shattuck Ave., #151,
Berkeley, CA 94704,
USA

Digital Green Trust
D6 and E6, Clarion
Collection, The Qutab,
Shaheed Jeet Singh Marg,
New Delhi - 110016, India
☎ +91-11-41881037

Madhya Pradesh Office
TH-27, Akash Ganga,
E-8, Arera Colony,
Bhopal - 462039,
Madhya Pradesh, India
☎ +91-755-4078142

Karnataka Office
Flat No. T4, 4th Floor,
#33 Race Course Road,
Swiss Complex,
Bangalore - 560001,
Karnataka, India
☎ +91-80-41527080



Andhra Pradesh Office
House No. 8-2-672\1\C\A\1,
135 Ave 2, Road No 13,
Next to Taj Banjara Staff
Entrance, Banjara Hills,
Hyderabad - 500034,
Andhra Pradesh, India
☎ +91-40-66664958

Bihar Office
2nd floor, 46, A.N. Path,
North Sri Krishna Puri,
Boring Road,
Patna - 800013,
Bihar, India
☎ +91-612-2571950

Odisha Office
Plot No- N3/18,
Ranjita Apartment,
Flat No-401, IRC Village,
Bhubaneswar - 751015
Odisha, India
☎ +91-674-6009800

f /digitalgreenorg
t /digitalgreenorg
g+ /+DigitalgreenOrg_DG
in /company/digital-green