

digitalGREEN

Digital Green builds and applies technologies to amplify development efforts that change the world.



COMPONENTS

PARTICIPATORY LOCAL VIDEO PRODUCTION

TECHNOLOGY TO EXCHANGE DATA
IN AREAS WITH LIMITED CONNECTIVITY

HUMAN MEDIATED DISSEMINATION

TARGETED CONTENT BASED ON
NEEDS AND INTERESTS OF COMMUNITY

Digital Green believes in transforming lives of the poor around the world by bringing together technology and social organization. We work with partners to effectively communicate identified good practices to the community using locally produced videos and mediated dissemination. We began as a research project in Microsoft Research India's Technology for Emerging Markets team in 2006, and started functioning as an independent nonprofit in 2008.

Our innovative communication approach focuses on low cost and effective peer-to-peer learning processes, thus, empowering poor households to increase their productivity and incomes in a sustainable manner. We have been integrating this approach to existing extension systems of public, private, and civil society organizations, thus making them more effective and efficient. Widely applied in the context of agriculture and livelihood, the approach is also being piloted in the health and nutrition domains.

GEOGRAPHIES

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, Odisha and Uttar Pradesh), Ethiopia and Ghana. Over the next three years, we aim to reach at least 1 million farmers across 11,000 villages in India and other parts of South Asia and Sub-Saharan Africa.

TECHNOLOGY

We have developed technology solutions for data management like COCO (Connect Offline Connect Online) and Analytics dashboard to 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. Wonder Village (a social game on Facebook), Farmerbook and a video library also form part of the technology suite.

IMPACT

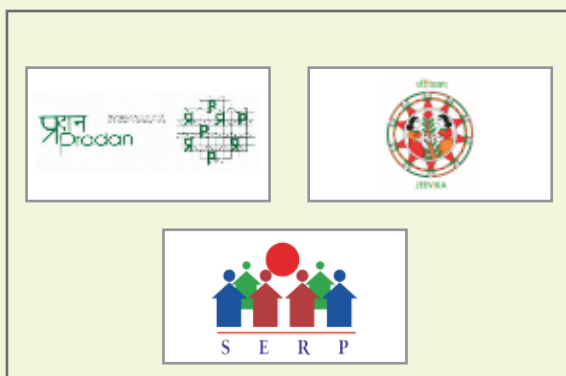
Our approach has been found to be 10 times more effective, per dollar spent, in converting farmers to better farming practices than classical approaches to agriculture extension.

SELECT PARTNERSHIPS

We leverage and build on the existing expertise and extension systems of our partners, thus amplifying their effectiveness by using appropriate ICT solutions. Our partners include:

Agriculture and Livelihood

In India



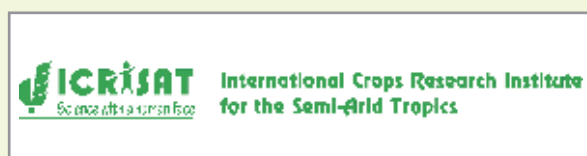
In Africa



Health



Research and Technology




SELECT INVESTORS

The following organizations have helped bring Digital Green to farming communities:



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