



**digitalGREEN**

ANNUAL REPORT 2013





## CONTENTS



A LETTER FROM OUR LEADERSHIP

Page: 3



OUR WORK IN 2013

Page: 5



OUR PARTNER NETWORK

Page: 24



PEOPLE

Page: 26



BOARD MEMBERS

Page: 27



FINANCES

Page: 28



CONNECT

Page: 29



3,013

VIDEOS  
Produced



3,999

VILLAGES  
Reached



307,558

INDIVIDUALS  
Engaged





## A LETTER FROM OUR LEADERSHIP

This past year was an eventful one for us at Digital Green, with several opportunities for growth and forging of new partnerships, helping to set the stage for the next phase of our work. Through 2013, we saw increased traction of our approach in South Asia and Sub-Saharan Africa, cutting across public, private and social sectors. We built several new partnerships, advancing our primary work in agricultural extension and exploring how to apply our approach in areas of health and nutrition as well.

This process of expansion has been led by principles of research, experimentation and learning. We are constantly iterating and improving our approach to make it as effective as possible. Indeed, 2013 has focused not only on scaling up, but also on learning from experience and improving the quality of our work.

### **Building new partnerships to scale up our reach**

Given the nature of our approach, the success of our work is determined by the strength of our partnerships. This year, we partnered with nearly 20 new and extremely diverse organizations across the globe, testing the efficacy of our approach in multiple domains.

### **Ensuring quality as we expand**

As we grow, so does our commitment towards organizational strengthening, accountability and transparency. With exciting partners and projects in place, we continue to sharpen our quality assurance processes to accurately capture and assess our work on the ground. This focus on quality in our operations involves continually gathering feedback and evidence of impact from our interventions.

### **Creating a culture of collaborative learning**

As our network of partners continues to expand, we are creating a platform that enables learning and sharing across a variety of disciplines and social contexts. Towards this effort, we are building communities of practice across different sectors, such as agriculture and health, as well as different aspects of our work, such as knowledge management and quality assurance. These communities of practice aim to facilitate shared learning among our partners to collaboratively solve problems and define strategies for future work.

We invite all our partners, friends and supporters to join in this effort by offering your thoughts and feedback on how best to design this platform, so it can help us collectively achieve our mission to integrate innovative technology with global development efforts to improve human wellbeing.



# AUGMENTING AGRICULTURAL EXTENSION SERVICES IN INDIA



**Key partners**  
SERP, JEEVIKA



**Target states**  
Andhra Pradesh, Bihar

We have focused, since our inception, on improving the efficacy of agricultural extension in India. From our early beginnings working with non-governmental organizations (NGOs), we have evolved to embed our approach within larger government extension programs, initially in the states of Andhra Pradesh and Bihar.

Recently, in a significant step, we entered into a national level memorandum of understanding (MoU) with the National Rural Livelihoods Promotion Society (NRLPS), led by the Government of India's Ministry of Rural Development. This MoU positions us as a National Support Organization for bringing together technology with the agricultural and livelihood-development activities of the National Rural Livelihoods Mission (NRLM). While we have already been working with NRLM, this marks a new stage in the reach of this partnership. Over the next two years, we will expand our work with NRLM considerably, aiming to reach one million farmers across 11,000 villages in India.

Our partnership now extends beyond the implementation of our approach to also providing a much wider and deeper level of technical and analytical support. For instance, we created a modified version of our open-source data management tool, Connect Online Connect Offline (COCO), to enable NRLM to track its programs and activities across India. And to improve the quality and accuracy of the information shared using our approach, we constituted a Technical Advisory Committee. This Committee acts as a platform for learning, sharing, and vetting practices among research organizations and extension agencies.

## PROGRESS



**2,580**  
VIDEOS  
Produced



**3,179**  
VILLAGES  
Reached



**238,841**  
HOUSEHOLDS  
Engaged



**312,516**  
ADOPTIONS  
of new practices



# IMPROVING THE FOOD SECURITY OF ETHIOPIAN FARMERS

**Key partners**  
Ministry of Agriculture, Oxfam America, Sasakawa Africa Association

**Target states**  
Amhara, Oromia, Southern Nations, Nationalities and Peoples' Region (SNNPR)

Our pilot projects in partnership with Ethiopia's Ministry of Agriculture, Oxfam America and Sasakawa Africa Association (SAA) have demonstrated the efficacy of our approach with a rate of adoption as high as 88% in some regions. Given the success of these initial pilots, the Ministry of Agriculture, along with its Agricultural Transformation Agency, invited us to extend our approach to engage over 150,000 farmers across four regions in the country over the next three years.

Ethiopia has the second highest rate of malnutrition in Sub-Saharan Africa and the country continues to combat chronic malnutrition, especially among children under the age of five. We are partnering with SAA to promote the production and consumption of quality protein maize, a variety of maize with higher nutritional content than conventional corn. The videos produced in this project address both agronomic and nutrition related information, and even include good recipes and information to improve child nutrition.

OUR WORK IN 2013

“ *Farmers respect and believe me when I am able to demonstrate new practices and technologies through evidence recorded on video.* ”  
Teshale Amde, Development Agent, Government of Ethiopia



## PROGRESS

  
19  
VIDEOS  
Produced


  
36  
VILLAGES  
Reached


  
1,401  
HOUSEHOLDS  
Engaged

  
1,306  
ADOPTIONS  
of new practices



# INCREASING THE QUALITY OF COCOA PRODUCTION IN GHANA

**Key partner**  
World Cocoa Foundation

**Target state**  
Ashanti

As cocoa prices reach record levels due to growing global demand for chocolate, we partnered with the World Cocoa Foundation (WCF) in Ghana to implement a pilot project promoting better cocoa farming practices. The pilot provides farmers with access to extension and credit services through community-based business service centers. Our role is to provide training and supervision to WCF and the Cocoa Board of Ghana (COCOBOD) on video production, dissemination, quality assurance, and monitoring and evaluation.

The pilot also tests the efficacy of our approach within groups that have already received training on improved agricultural practices, as well as those that have not. Formative research and process evaluations reveal a high demand among the community for video-based information services. In fact, of the 1,800 farmers who have watched videos, about 85% have adopted at least one new practice.

These promising initial findings have led to an expansion of the partnership, and now involve commercial trading groups, like Noble Group and Armajaro Trading, as well.



OUR WORK IN 2013



## PROGRESS

  
17  
VIDEOS  
Produced

  
52  
VILLAGES  
Reached

  
1,833  
HOUSEHOLDS  
Engaged

  
3,433  
ADOPTIONS  
of new practices



## ENABLING THE ADOPTION OF BETTER HEALTH AND SANITATION PRACTICES IN INDIA



### Key partners

PATH, PCI



### Target states

Bihar, Uttar Pradesh

Based on the holistic nature of the needs and interests of a rural community, we started several small pilot projects to see how our approach can support issues related to maternal, newborn and child health and sanitation. One of these, the Digital Public Health project in Uttar Pradesh in partnership with PATH and its implementation partners, Gramin Vikas Sansthan and Nehru Yuwa Sangathan-Tisi, involves training over 100 government appointed accredited social health activists (ASHAs) on video production and dissemination skills. Videos are screened among mothers' groups, comprised of pregnant and lactating women, and are also shown to a wider audience during monthly Village Health and Nutrition Days.

The content typically focuses on reproductive health practices such as family planning, institutional delivery, exclusive and complementary breastfeeding, as well as maternal and child nutrition. Preliminary evidence from the pilot reveals an increase in attendance at mothers' groups' meetings following the introduction of videos, as well as an increase in the adoption of behaviors such as immediate and exclusive breastfeeding.

We are also collaborating with Project Concern International (PCI) to promote local solutions related to maternal, newborn and child health, and sanitation in Bihar. The videos in this pilot cover topics such as hand-washing with soap and water, which can make incremental changes in community behavior. We plan to share the learnings from these pilots with NRLM, which has expressed an interest in leveraging our approach in areas of health and nutrition as well.

## PROGRESS



26

VIDEOS  
Produced



82

VILLAGES  
Reached



19,667

HOUSEHOLDS  
Engaged



643

ADOPTIONS  
of new practices



# IMPROVING LIVELIHOOD OPPORTUNITIES IN RURAL INDIA



### Key partners

ACCESS-ATMA, Jeevan Jyoti Scheme under MNREGA



### Target states

Madhya Pradesh, Uttar Pradesh

With inflation and increasing wage rates, rural communities in India are curious about opportunities to diversify their income sources outside of agriculture. To cater to this emerging need, we have forged new partnerships to facilitate the production of videos on supplemental livelihood opportunities that are accessible to smallholder farmers. While some of these videos are on topics related to agriculture, such as establishing plantations on unproductive and degraded wastelands, others extend to post-harvest processing of agricultural produce, which gives farmers an additional source of income.

Several of these videos are also geared towards building and strengthening community institutions such as self-help groups and farmer cooperatives, and providing information about legal and economic services community members can avail. In addition to engaging with public and social sectors, we are also exploring partnerships with private sector organizations to link farmers to markets more effectively.

OUR WORK IN 2013

## PROGRESS



471

VIDEOS  
Produced



440

VILLAGES  
Reached



19,947

HOUSEHOLDS  
Engaged





51,975

ADOPTIONS  
of new practices



# IMPROVING MATERNAL, INFANT AND YOUNG CHILD NUTRITION IN INDIA

**Key partners**  
SPRING-VARRAT, Real Medicine Foundation

**Target states**  
Madhya Pradesh, Odisha

While improved agricultural practices can help boost overall food production, it is often found that farming families might lack knowledge of essential nutrition practices. We partnered with the U.S. Agency for International Development’s (USAID’s) Strengthening Partnerships, Results and Innovation in Nutrition Globally (SPRING) project and a local NGO, VARRAT, to test the feasibility of integrating nutritional messaging with an existing agricultural extension program.

The intervention is targeted at improving maternal, infant and young child nutrition practices among pregnant and lactating women in Keonjhar district, Odisha. Initial findings by the International Food Policy & Research Institute (IFPRI) which conducted the feasibility study indicate a high demand for nutrition messaging. Based on the learnings from the pilot, we are extending our partnership with VARRAT to reach 30 more villages in Keonjhar and 50 new villages in Kendrapara district of the state.

Another pilot, being conducted in partnership with Real Medicine Foundation in Khandwa district of Madhya Pradesh, aims to address the challenge of severe acute malnutrition by increasing community-level awareness on the issue. Videos on topics such as remedies for acute malnutrition, proper breastfeeding and child nutrition are screened to not only mothers’ and women’s groups, but also to men in the community. This is based on the understanding that significant behavior change can only occur when the entire community is engaged.

OUR WORK IN 2013

“*When I watched the videos on the importance of exclusive breastfeeding, I was surprised to learn that there are so many benefits for the mother and baby. I learned a lot of new things from these nutrition videos and found them beneficial for myself and my village.*”  
Malli Lohar, Keonjhar district, Odisha, India

## PROGRESS

**239**  
VIDEOS  
Produced

**233**  
VILLAGES  
Reached


**16,201**  
HOUSEHOLDS  
Engaged

**37,937**  
ADOPTIONS  
of new practices



# PROMOTING BETTER AGRONOMIC AND IRRIGATION PRACTICES IN ETHIOPIA

**Key partner**  
iDE

**Target state**  
Oromia

Ethiopia has experienced recurring droughts for the last 20 years resulting in food shortages and famine. We partnered with International Development Enterprises (iDE) in two districts of the country to exchange locally relevant practices, including low-cost irrigation technologies such as rope and washer pumps and suction-only treadle pumps, to help mitigate these challenges.


At present, the project reaches over 3,800 households across 119 villages in the Oromia region; initial successes encourage its further expansion to other villages and regions.



OUR WORK IN 2013



## PROGRESS



35

VIDEOS  
Produced



119

VILLAGES  
Reached



3,844

HOUSEHOLDS  
Engaged



1,596

ADOPTIONS  
of new practices






OUR WORK IN 2013

# IMPROVING SOIL HEALTH IN AFRICA

 **Key partner**  
AGRA

 **Target countries**  
Ethiopia, Ghana, Mozambique, Tanzania

Studies have shown that Sub-Saharan Africa has some of the world’s most degraded soils. While populations and their agricultural needs continue to grow, traditional practices such as fallowing have been discarded without being replaced by newer soil management practices. This has resulted in poor soil fertility, which in turn is responsible for low agricultural productivity and depressed yields, particularly in smallholder farms.

To address this situation, the Alliance for a Green Revolution in Africa (AGRA) has developed a major soil health initiative promoting locally appropriate soil management practices that combine the use of organic matter and fertilizers to restore soil health. We partnered with AGRA to help share these practices by strengthening existing extension systems in four Sub-Saharan countries: Ethiopia, Ghana, Mozambique and Tanzania.

The project amplifies the effectiveness of AGRA’s soil health program by showcasing videos that feature innovative farmers who have adopted blended fertilizer and lime inputs across several staple crops, such as teff, wheat, barley, legumes and maize. By highlighting the experiences of these farmers, the project encourages the adoption of these practices throughout the community.

## PROGRESS







## BUILDING EVIDENCE TO EVOLVE OUR APPROACH

We seek to ensure that our approach remains adaptive to suit the unique contexts in which we work. We have developed an organizational theory of change and a monitoring, evaluation, and learning framework, in partnership with the ALIne initiative at Firetail. We also partnered with IDEO.org to streamline our data collection processes and to see how that data could be better used to inform decisions by the partners and communities that we work with.

Our collaboration with Sambodhi Research & Communications is helping us to assess the quality of facilitation during video disseminations and the data on the practices that farmers have adopted to bring in an objective evaluation of our work, along with suggestions for its improvement.

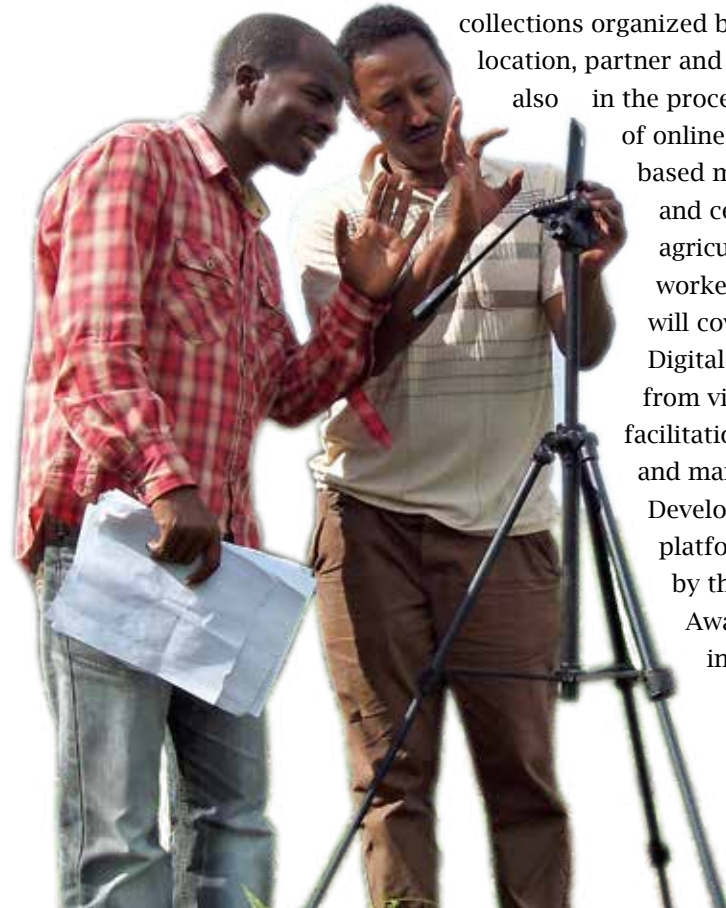
We are working with the Abdul Latif Jameel Poverty Action Lab (J-PAL) South Asia to conduct a randomized control trial of our partnership with the Bihar Rural Livelihoods Promotion Society (BRLPS). The study, which will take place in 2014, will rigorously quantify the efficiency gains of our approach relative to BRLPS' existing extension system and its contribution in improving the productivity of the farmers with whom we are working.



# DESIGNING KNOWLEDGE SHARING PLATFORMS FOR OUR PARTNERS AND THE COMMUNITY

As we have scaled our approach across geographies and thematic areas, we sensed the need to have an efficient mechanism to effectively build the capacities of partner organizations as well as local communities. Toward this end, we redesigned our website ([digitalgreen.org](http://digitalgreen.org)), positioning it as a platform for sharing knowledge among our network of partners and the world. The website now has a dedicated page for each of our partners, featuring the videos they promote and key milestones in our collaboration.

The redesign includes curated video collections organized by type of practice, location, partner and language. We are also in the process of building a set of online and offline video-based modules for training and certifying frontline agricultural and health workers. These modules will cover the end-to-end Digital Green approach; from video production to facilitation to data entry and management skills. Development of this platform is supported by the Google Impact Award that we received in November 2013.







# OUR PARTNER NETWORK

## GOVERNMENT PARTNERS



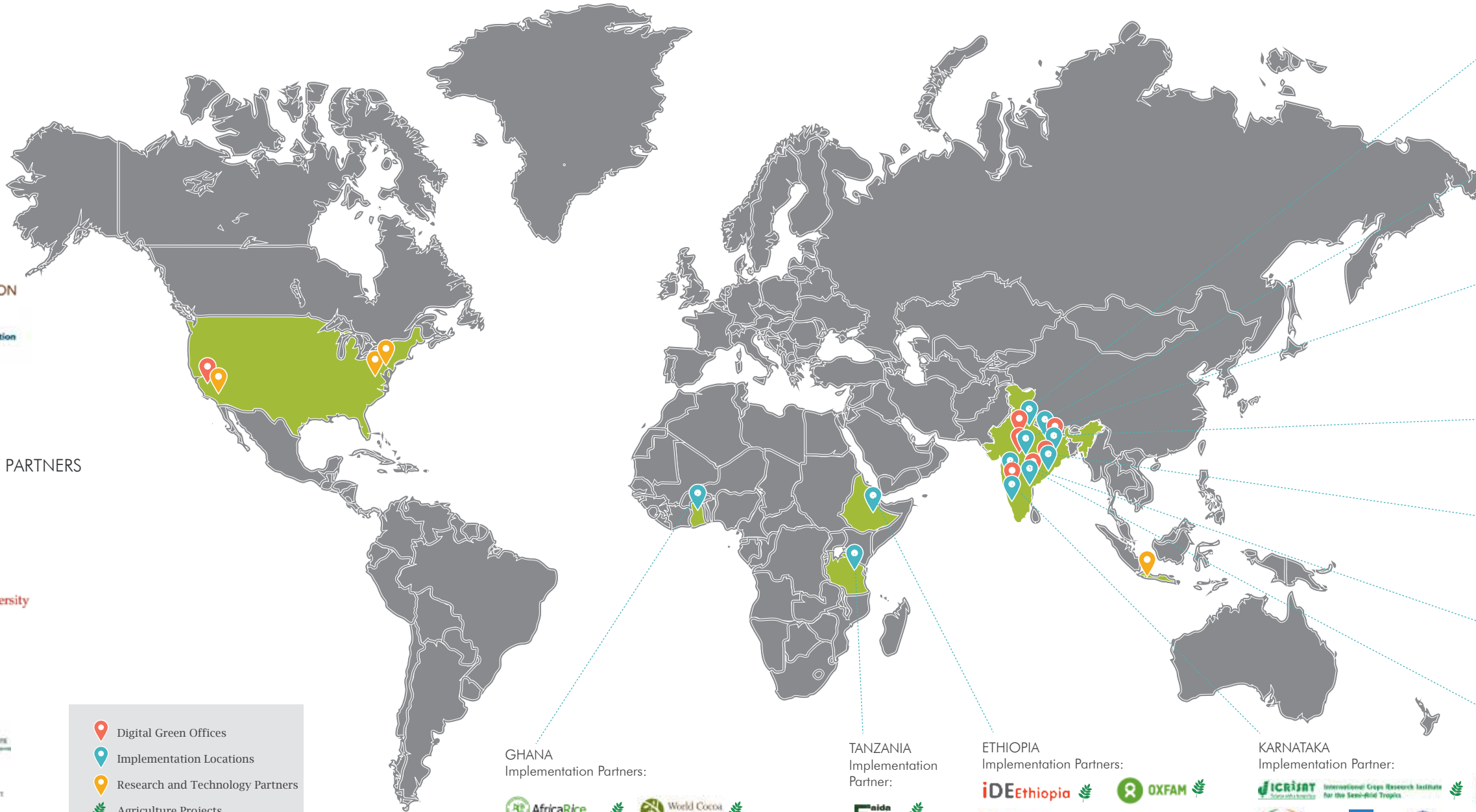
## INVESTORS



## RESEARCH AND TECHNOLOGY PARTNERS



- Digital Green Offices
- Implementation Locations
- Research and Technology Partners
- Agriculture Projects
- Health and Nutrition Projects
- Institution Building Projects



GHANA  
Implementation Partners:



TANZANIA  
Implementation Partner:



ETHIOPIA  
Implementation Partners:



KARNATAKA  
Implementation Partner:



UTTAR PRADESH  
Implementation Partners:



BIHAR  
Implementation Partners:



MADHYA PRADESH  
Implementation Partners:



JHARKHAND  
Implementation Partners:



ODISHA  
Implementation Partner:



MAHARASHTRA  
Implementation Partner:



ANDHRA PRADESH  
Implementation Partner:





## PEOPLE

### EXECUTIVE LEADERSHIP TEAM



**Rikin Gandhi**  
Chief Executive Officer



**Vinay Kumar**  
Chief Operating Officer



**Neeta Vinay**  
Chief Financial Officer



**Saureen Shah**  
Chief Technology Officer

### THE DIGITAL GREEN FAMILY



## BOARD MEMBERS

### U.S.



**Kentaro Toyama**  
Visiting Senior Researcher,  
University of California,  
Berkeley



**Srikant Vasan**  
President, MyCollege  
Foundation



**Eric Walker**  
Senior Adviser,  
PATH



**Melissa Ho**  
Senior Policy  
Adviser, U.S. Agency  
for International  
Development



**Rajesh Veeraraghavan**  
Doctoral Candidate,  
University of  
California, Berkeley



**Soumen Biswas**  
National Mission Manager  
NGO Partnerships,  
National Rural Livelihoods  
Mission Government of  
India

### INDIA



**G.N.S Reddy**  
Managing Director,  
Akshayakalpa



**Aishwarya Ratan**  
Director, Global  
Financial Inclusion at  
Yale University and  
Innovations for Poverty  
Action



**Indrani Medhi**  
Researcher,  
Microsoft Research India



**Tejesh Shah**  
Director,  
Topos Developers



## FINANCES

### 2013 EXPENSES

(AMOUNT IN USD)

U.S.  
\$ 749,257

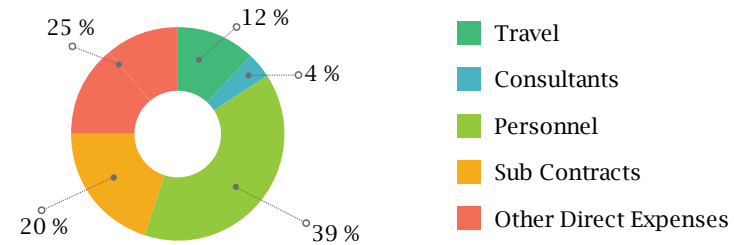
INDIA  
\$ 2,380,710

### FINANCIALS

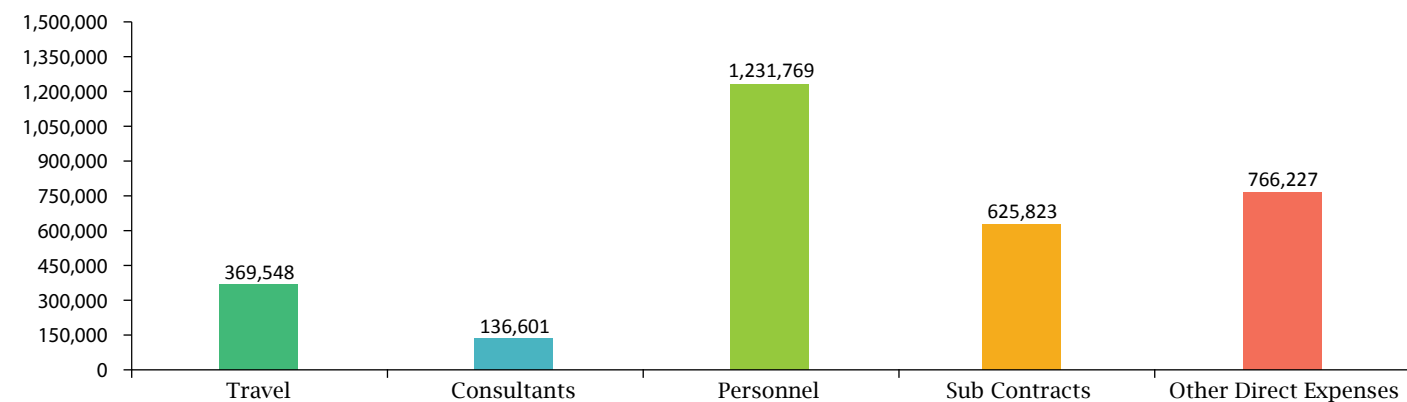
#### INDIA AND U.S. EXPENSES

Expenses	US Expenses	India Expenses
Travel	16,810	352,738
Consultants	48,035	88,566
Personnel	207,233	1,024,536
Sub Contracts	380,223	245,600
Other Direct Expenses	96,956	669,270

#### TOTAL EXPENSES - PERCENTAGE

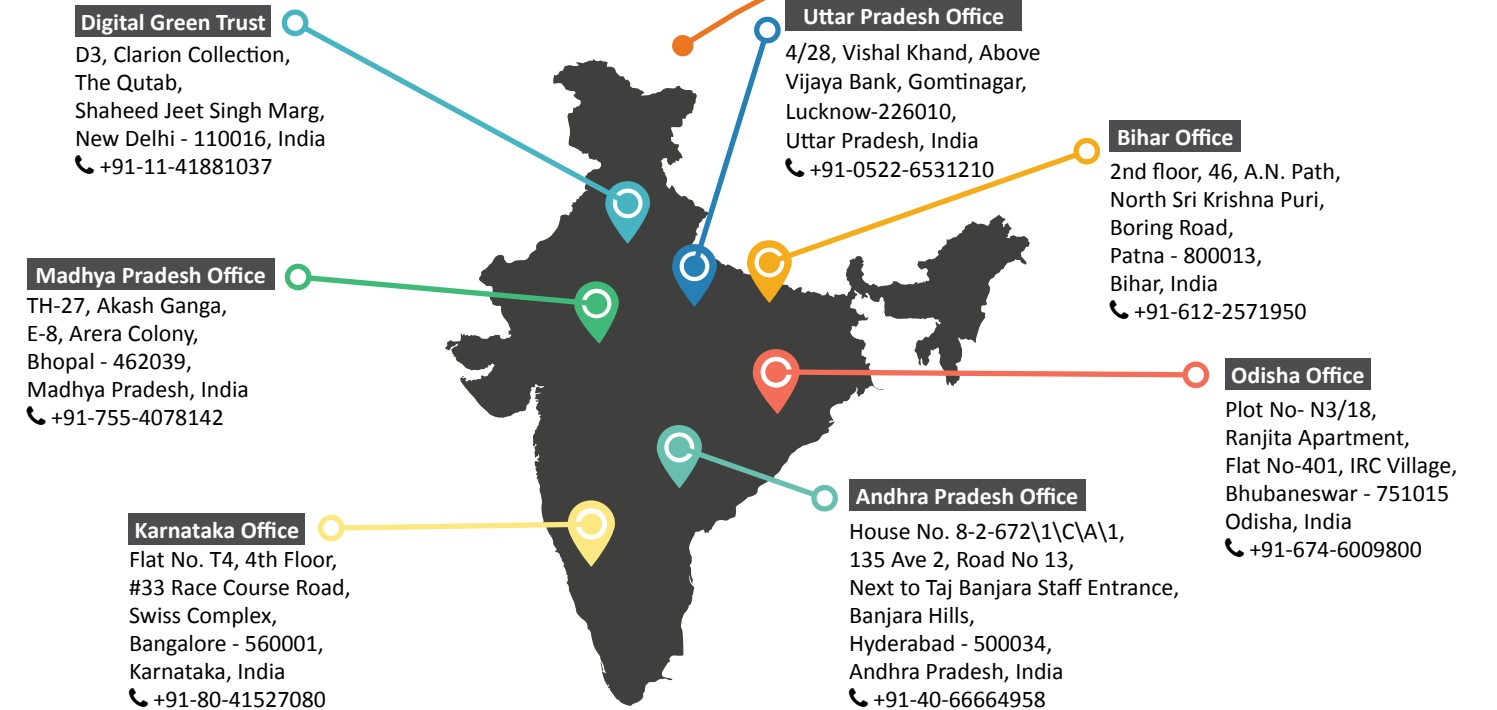


#### TOTAL EXPENSES



## CONNECT OUR OFFICES

- [twitter.com/digitalgreenorg](https://twitter.com/digitalgreenorg)
- [facebook.com/digitalgreenorg](https://facebook.com/digitalgreenorg)
- [plus.google.com/+DigitalgreenOrg\\_DG](https://plus.google.com/+DigitalgreenOrg_DG)
- [linkedin.com/company/digital-green](https://linkedin.com/company/digital-green)
- [youtube.com/user/digitalgreenorg](https://youtube.com/user/digitalgreenorg)







[digitalgreen.org](https://digitalgreen.org)

---