

digitalGREEN

Agriculture-Nutrition Knowledge Sharing Workshop

Reaching the grassroots and informing educational curricula

**New Delhi
10th November, 2014**



I. Background

The South Asia Region (SAR) has the highest rates of hunger in the world. The challenge of hunger and malnutrition in South Asia is complex and multi-causal and must be met by a variety of cross-sectoral interventions.

Recognizing that an effective way to ensure food and nutrition security is to promote convergence between agriculture and nutrition. Leading experts, policy makers and program implementers with rich and extensive experience in agriculture, livelihood, nutrition and maternal and child health came together for a day long workshop, jointly organized by Digital Green, IFPRI and World Bank in New Delhi on the November 10, 2014. The workshop proved to be a forum for diverse group of experts to reflect, discuss and brainstorm on the need for convergence between nutrition and agriculture. The effort was made to get recommendations on ways to enhance the quantity and quality of nutrition related curriculum in the agricultural university system. Key learnings of two pilot projects funded under the South Asia Food and Nutrition Security Initiative (SAFANSI) were discussed and reflected upon during the workshop.

[SAFANSI](#), supported by the World Bank and the UK's Department for International Development, is aimed at fostering cross-cutting actions that will lead to measurable improvements in food and nutrition security.

In order to meet the project objectives, the World Bank partnered with [Digital Green](#), an international organization that specializes in using videos produced by communities, for communities to improve the efficacy of behaviour change communications. Digital Green was already working with the Government of Bihar's Bihar Rural Livelihood Promotion Society to use its approach to share agricultural knowledge among self-help groups of women that it had mobilized across more than 2000 villages in the state. Through SAFANSI, Digital Green conducted a pilot in 42 of these villages in three districts of Bihar to evaluate the feasibility of integrating nutrition information with this existing agricultural program.

At the same time, SAFANSI partnered with the International Food Policy Research Institute (IFPRI) (<http://www.ifpri.org/>), to work with three agricultural universities: Tamil Nadu Agricultural University, Chennai; Rajendra Agricultural University, Bihar; P.J.T.S. Agricultural University, Hyderabad to investigate how nutrition information could be integrated in their existing agricultural university curricula.

Digital Green's pilot focused on investigating how locally produced videos could increase community knowledge on and adoption of improved nutrition practices. These same videos have the potential of strengthening university curricula by their context-specific practical nature. On the other hand, the IFPRI pilot investigated how academic institutions can provide technical input to improve community nutrition and education curricula.

The key objectives of the workshop were to:

- Synthesize learnings from the pilot projects funded under SAFANSI and develop appropriate tools and media for wider dissemination and adoption of agriculture- nutrition practices
- Review and make recommendations for content and curriculum of the agricultural universities, other higher learning institutions and farmers organizations

2. Workshop Overview

Ms. Eija Pehu, Senior Advisor, World Bank, welcomed the delegates and set the context of the workshop by explaining the role of the World Bank in reducing poverty. She mentioned the concept of the 'South Asian enigma' in which economic growth has been accompanied by persistent under nutrition and introduced the SAFANSI project as an attempt to address the problem through two levels of nutrition interventions:

- Grassroots-level participatory extension of improved nutrition practices
- Education-level incorporation of nutrition into state agricultural university curricula



Dr. K.L Khurana, Principal Scientist, Indian Council of Agricultural Research (ICAR), explained his organization's perspective of integrating nutrition into agricultural education curricula. He said that all state agricultural universities are accredited by ICAR which is in the process of revising the agricultural curriculum. The time is ripe to integrate agri-nutrition education as a part of this process and that the SAFANSI workshop would provide requisite inputs.

Dr. M.K. Bhan, Nutrition Expert, the keynote speaker for the event, laid out the key challenges around agriculture-nutrition convergence in relation to educational curricula. He said that the primary concern is designing of the agricultural nutrition curricula since the education system has not progressed much over the years. There are no faculties or subjects for nutrition studies and nutrition as a discipline has not survived in India beyond higher research, thus lacking practical cross-disciplinary application. Sessions following the keynote address were designed around sharing key learnings from the SAFANSI projects.

Mr. Rikin Gandhi, Chief Executive Officer (CEO), Digital Green, introduced the community-driven video-enabled learning approach which was initially applied only in the agricultural sector and has since expanded to the health and nutrition domains. The key difference in using the same approach



across the two domains is that while agricultural benefits are immediate and visible, outputs within health and nutrition are not immediate or often tangible. Rikin welcomed inputs from academic institutions to improve the structure of Digital Green's health and nutrition content.

Ms. Peggy Koniz-Booher, Advisor, SPRING (Strengthening Partnerships, Results and Innovations in Nutrition Globally) further enumerated upon the findings of 'Converging Agriculture and Nutrition Feasibility Study' under the SPRING and Digital Green partnership. As a part of the project, SPRING adapted the DG approach for promotion of nutrition

and hygiene messages. Peggy as a social behavior change communication (SBCC) expert mentioned that Digital Green's video-based extension approach is a game-changer in nutrition messaging. (Watch the videos on our website <http://www.digitalgreen.org/blog/spring-overview/> and <http://www.digitalgreen.org/blog/basantis-story-spring/>)

Ms. Anila Samuel, Consultant, JEEViKA Bihar, shared the learnings from the pilot implemented through JEEViKA's Community Health and Nutrition Care Centers on the application of video-enabled approach for nutrition program in Bihar. She noted that through the DG approach, illiterate women can also become agents of change and help improve maternal and child health indicators within their community. (Watch the videos on our website <http://www.digitalgreen.org/blog/safansi-pilot-in-bihar/> and <http://www.digitalgreen.org/blog/safansi-jeevika-topics/>)

Dr. Suresh Babu, Senior Fellow and Project Lead, IFPRI, proposed a strategy for enhancing the nutrition focus of agricultural education curricula. He emphasized that no learning are being generated through the existing nutrition programs in the country due to little or no monitoring and evaluation and nutritional security needs to be understood at both micro and macro levels. Dr. Babu highlighted the importance of analyzing dietary patterns and food and non-food expenditures and how these factors affect nutrition.



The series of presentations from National Institute for Agricultural Extension and Tamil Nadu Agricultural University, Chennai; Rajendra Agricultural University, Bihar; P.J.T.S. Agricultural University, Hyderabad focused on existing agricultural education curricula. The presenters provided recommendations for change that can be made in the existing curriculum on agriculture-nutrition convergence.

Mr. G. Chandrashekhar, Associate Editor from The Hindu – Business Line, moderated a panel



discussion including panelists Ms. Eija Pehu, Dr. P. Adhiguru (Principal Scientist, ICAR), Dr. Suresh Babu and Mr. Rikin Gandhi. The panelists deliberated on leveraging community-centric nutrition content to inform agricultural education curricula, strategy to be adopted for disseminating messages and overall responsibility for disseminating the information to the larger community. There is a pressing need to have an integrated approach which brings

together universities, practitioners and development communities. The critical component is

introducing experiential learning into university curricula. The key players to take this forward would be academia (to review and vet results), grassroots organizations (to source local content from the communities), the media (to create greater awareness), corporate citizens (to generate funding opportunities), policy makers, and lastly, the development community. The workshop concluded with a vote of thanks from Eija Pehu.

Key recommendations from the experts

- Our education system needs to be redesigned so as to be able to produce solution designers who can address issues such as women's nutritional needs, workforce nutrition, fetal growth, stunting in first 2 years, metabolic fitness etc. by using a practical solution-based approach.
- In order to reach rural communities, we need to think along the lines of developing massive open courses for training frontline workers as well as communities, which can be available online and offline as well.
- There is a need to understand dietary patterns and food and non-food expenditures of rural households in order to educate communities about spending on nutrition.
- We need to review linkages between ongoing capacity building efforts of individuals and NGOs implementing nutrition programs and the existing knowledge base of universities and research institutes and integrate the two for a more comprehensive training program.
- Popular opinion and political will must be mobilized to mandate the Government's responsibility for ensuring nutritional security to all.
- Nutrition ought to be on the national agenda and Public Distribution System should include pulses under the National Food Security Act.
- Corporates should be assigned responsibility of nutritional advancement in the country under their corporate social responsibility initiatives.
- Platforms like Krishi Vigyan Kendras and Agricultural Produce Market Committee markets should be used as hubs for dissemination of nutrition related messages.
- Every village must have a nutrition ambassador who can communicate the nutrition messages.

NOTE: All the presentations made at the workshop are available on our website <http://www.digitalgreen.org/events/#presentations>

Annexures

- I. Summary of all the sessions
- II. List of participants

Annexure I

Summary of the sessions

Welcome note & context setting

Speaker: Ms. Eija Pehu - Senior Adviser, Agriculture and Rural Development Department, World Bank

Eija set the context of the workshop by giving the background of the goal of World Bank in reducing poverty. She explained the concept of South Asian enigma which is sustained economic growth but persistent under nutrition. On one hand, there are 400 million poor in the South Asian region and on the other hand, there is rapid rural-urban transformation causing pressure on food production and agricultural productivity and quality of production. With this, she set the context of the South Asia Food and Nutrition Security Initiative (SAFANSI) funded by DFID and the World Bank. World Bank is looking at two different aspects of nutrition:

- Grassroots participatory extension for nutrition and
- Formal education curricula in state agricultural universities

Eija emphasized that the aim is to scale up and have a deeper impact around nutrition related issues. This workshop will give us a rich picture of what is going on and recommendations for the way forward.

ICAR perspective: Integrating nutrition into agricultural education curriculum

Speaker: Dr. K.L. Khurana- Principal Scientist, Indian Council of Agricultural Research (ICAR), New Delhi

Dr. Khurana explained the role of ICAR said that ICAR is “like the University Grants Commission for agricultural education”. He explained that agricultural education is a state subject, unlike other educational programs. He explained that the Central/ National government of India does not have any control over it, although it does take certain macro-level decisions. Key points regarding ICAR and future prospects of collaboration included:

- ICAR is in the process of revising its agricultural curriculum.
- ICAR decides the curricula of undergraduate and postgraduate programs and allows a variation of 15% between universities.
- All agricultural universities are accredited by ICAR.
- ICAR provides 100% grants in research in 68 niche areas of excellence.
- There is also a program of national talent scheme with a central entrance exam.

With regard to nutritional security, Dr. Khurana highlighted the problem of water scarcity and societal need to understand nutritional values, post-harvest value addition and post-harvest technologies.

Keynote address

Speaker: Dr. M.K. Bhan, Nutrition Expert & former Secretary, Govt. of India

Dr. Bhan said that the primary concern is the design of the agricultural nutrition curricula. He drew a parallel with the education system in medicine that the system has not changed much. The key problems highlighted by Dr. Bhan include:

- Lack of evolution in educational content and design
- No faculties or subjects for nutrition studies and infectious diseases
- Nutrition as a discipline has not survived in India but has been taken up as higher research subjects in the university system without practical cross-disciplinary understanding

The immediate challenge in designing the optimal agricultural nutrition education curricula as per Dr. Bhan is the difficulty in converting conceptual linkages into practice.

Dr. Bhan emphasized that many practical aspects around nutrition need to be looked at, including: women's nutritional needs, workforce nutrition, fetal growth, stunting in first 2 years, and metabolic fitness.

Given the definition and indicators around nutrition have changed over time, it is important to make progress in multiple fields such as agriculture and nutrition and look at best practices in the rest of the world to have an inclusive and thoroughly updated program. Dr. Bhan suggested:

- Look for solution designers as both leaders as well as in workforce.
- Review existing materials on nutritional training and capacity building that have been crafted through years of experience all over the world and try to leverage from what is already available.
- Modernize the existing modules of short term training and make them more accessible and therefore palatable - like starting online programs
- Look across disciplines to inform the process and content of design.

He concluded by saying that it is not the course that is the end product, but the person who does the course.

Introduction to Digital Green and its experience in bringing together agriculture and nutrition

Speaker: Mr. Rikin Gandhi - Chief Executive Officer, Digital Green

Rikin shared that Digital Green started as a research project in Microsoft Research India's Technology for Emerging Markets group in 2006 and spun-off as an independent organization in 2008 to "explore the role of information technology in small scale agriculture." Digital Green works with existing rural social networks and the communities to produce local language videos on improved agricultural and related livelihood practices of, for, and by the farmers. These videos are sequenced according to seasonal suitability, shown as a part of a human-mediated dissemination process, and the data from these screenings is recorded online. The focus is primarily on bringing localized content -- with about 80% of videos screened in the same district it was produced so that the videos are suited to the geography and agro-economy of the target region.

Rikin described the experience of extending the Digital Green approach to support programs related to health and nutrition as well. The key difference between using the approach within the agriculture domain and within the health and nutrition space is that agricultural benefits are immediate and visible which is not the same for health and nutrition. He suggested that we extend the notion of the internet and we need to think in the lines of massive open courses, which can be available online and offline as well.

SPRING/VARRAT findings from feasibility study on converging agriculture-nutrition in Odisha

Speaker: Ms. Peggy Koniz-Booher - Senior Advisor, Nutrition/SBCC, SPRING

Peggy provided an overview of SPRING (a five-year USAID funded global nutrition project working in 13 countries) and talked about findings of 'Converging Agriculture and Nutrition Feasibility Study'¹

¹ <http://www.spring-nutrition.org/publications/reports/using-community-led-video-approach-promote-maternal-infant-and-young-child>

conducted under a year-long collaboration with Digital Green & SPRING, in partnership with VARRAT. As a part of the project, SPRING adapted the Digital Green approach to promote maternal infant and young child nutrition (MIYCN) and hygiene messages to rural communities. Peggy as a social behavior change communication (SBCC) expert mentioned that Digital Green's video-based extension approach is a game-changer in nutrition messaging.

She explained the process that was adopted under the pilot project which started with conducting formative research to understand the practices and community needs. A set of 10 videos were developed and pretested and then disseminated on promoted practices such as hand-washing, exclusive breastfeeding, maternal diet etc.

Peggy also talked about the cost effectiveness analysis conducted by Digital Green which showed that the cost per behavior change to be \$5-7.

JEEViKA pilot learnings from applying video-enabled approach for nutrition program in Bihar

Speaker: Ms. Anila Samuel - Consultant - Health & Nutrition, JEEViKA

Anila set the context by giving an overall picture of Bihar's health statistics from the National Family Health Survey (NFHS). JEEViKA partnered with Digital Green on addressing health and nutrition issues as JEEViKA wanted to expand to agriculture, nutrition and health with focus on women through Community Health & Nutrition Care Centers (CHNCCs) and self-help groups (SHGs). A pilot project was carried out in 42 villages across three districts of Bihar; Gaya, Khagaria and Muzaffarpur.

Anila showcased a video which highlighted the process that was followed in implementing the pilot. Anila shared that community members said that there were many things in the videos which they felt they were previously unaware. Much of the information in the videos was new for them and there were many myths which they were living with since adolescence. This approach has worked especially well with people with limited literacy. She noted that the Digital Green approach empowers even illiterate women to become agents of change and contribute to improving maternal and child health.

Strategy for enhancing nutrition capacities in agricultural education curricula

Speaker: Dr. Suresh Babu - Senior Fellow & Program Leader – Capacity Strengthening, IFPRI

Dr. Suresh Babu said that it is important to understand the source of knowledge, and how useful it is to the end user. He explained that there are a lot of nutrition programs happening in the country with very little monitoring and evaluation. At the macro-level, there is need to answer these questions:

- What are we promoting under the nutrition programs in the country?
- How do we strengthen the capacities, of individuals and NGOs in implementing nutrition programs?

He emphasized that no learnings are being generated through the nutrition programs due to little/no monitoring and evaluation and nutritional security needs to be understood at both the micro and macro levels. The South Asian enigma is that poverty is being reduced but malnutrition is still high. We need to understand dietary patterns and food and non-food expenditures and how they affect nutrition. The greatest challenge remains on how to educate households to spend on nutrition which

is expensive. In Indian households, it takes a backseat because non-food expenses are more important.

The strategy proposed by Dr. Suresh Babu is to:

1. Look at the ongoing efforts of capacity building of the individuals and NGOs in implementing nutrition programs
2. See how these efforts are connected to the knowledge base existing in universities and research institutes
3. Integrate this knowledge base into the nutrition program in the country

Dr. Panjab Singh, President, FAARD added that nutrition must be seen holistically and nutrition should be included in all agricultural university curricula and should reach to those who are illiterate as well. Nutrition security should be using indigenous material, aiming at production by the masses, not mass production. Training of trainers should aim at creating strong, confident frontline workers. There is no need to reinvent content, instead ICAR, HRD and non-profit organizations should come together to empower the masses to make more informed decisions.

Opportunities for Nutrition Extension through ATMA and MANAGE

Speaker: Dr. K. Uma Rani - Director, Center for Nutrition Extension and Gender, MANAGE, National Institute for Agricultural Extension

Dr. K. Uma Rani spoke about the implementation of the Agricultural Technology Management Agency (ATMA) project in Andhra Pradesh. The project process involves adopting bottom-up planning procedures for setting the research and extension agency in order to make the technology dissemination farmer driven and farmer accountable. Gender concerns have been given adequate emphasis under the project. Dr. Uma Rani suggested *kisan* (farmer) call centres, farmer portals, provision of Diploma in Agricultural Extension Services for input dealers as some of the channels for integrating nutrition extension.

P.J.T.S. Agricultural University, Hyderabad

Speaker: Dr. T. V. Hymavathi, Professor, Foods and Nutrition Department, P.J.T.S. Agricultural University, Hyderabad

Dr. Hymavathi spoke about the health status in Andhra Pradesh and stated the need of empowering rural communities through nutrition knowledge like information on the nutritional requirements for healthy life, nutrient deficiency problems, crop diversification, cultivation and consumption of locally-available nutrient-dense food, storage practices etc. She spoke about the course on Human Nutrition which was part of the university curriculum until 1992, but was discontinued to accommodate other new courses and due to a lack of teaching faculty in the districts. She also emphasized equipping extension workers with the knowledge to support the communities that they work with.

Rajendra Agricultural University, Pusa, Bihar

Speaker: Dr. Meera Singh, Dean, Home Science and Nutrition, Rajendra Agricultural University, Pusa, Bihar

Dr. Singh shared the detailed status of the health indicators in Bihar and stated that the major health and demographic indicators of the State like Infant Mortality Rate (IMR), Maternal Mortality Ratio (MMR), Total Fertility Rate (TFR), etc. are much higher than all-India level and reflect a poor health status in the State. Dr. Singh suggested pre-service training, skill demonstration, exposure visits,

audio-visual job aids for empowering extension workers through agricultural institutions. She said that extension program of extension workers should include nutrition education like balanced diet, malnutrition, micronutrient deficiency, prevention of nutrition loss during food processing etc.

Tamil Nadu Agricultural University, Chennai

Speaker: Dr. G. G. Kavitha Shree Karthik, Assistant Professor - Home Science and Food Science, ICAR-Krishi Vigyan Kendra, Tamil Nadu Agricultural University

Dr. Kavitha Shree said that high level of child malnutrition, importance of good nutrition among women and poor access to food are the reasons for increasing the nutrition content within extension education so that good nutrition can be accessible by everyone, everywhere and at all times. She advocated that nutrition education curriculum should include effects of unsafe weight gain and weight loss methods, help students to identify reasons to adopt healthy eating and physical activity patterns and explain the effects that diet and physical activity have on health. The curriculum must be designed in a way that extension agents reach population groups at various life-stages during adolescence and early adulthood when lifelong nutritional patterns are formed around nutrition aspects.

Panel discussion

Moderator: Mr. G. Chandrashekhar, Associate Editor, The Hindu - Business Line

Contributors: Ms. Eija Pehu, World Bank; Dr. Suresh Babu, IFPRI; Mr. Rikin Gandhi, Digital Green; Dr. P. Adhiguru, ICAR

In a build-up to the panel discussion, Mr. Chandrashekhar highlighted India's poor malnutrition situation by elaborating upon National Family Health Survey (NFHS) figures. He mentioned that under-nutrition has a long-term effect on human health. He spoke about how India also suffers from a demographic dichotomy of the pervasive malnutrition in rural areas and the creeping obesity in urban areas.

He described the issues associated with low protein consumption in India despite it being the world's second largest producer of peanuts and the fifth largest producer of soya bean. There is a need to transform the food system; produce more food to meet the needs of the people; mobilize resources to deliver food to people; and, mobilize public opinion and political will that will recognize nutrition as an important sovereign responsibility.

He shared how the market for nutritious foods is increasing, which represents a good business opportunity for a large number of corporates. Some of the key points raised include:

- Nutrition ought to be on the national agenda and Public Distribution System (PDS) should include pulses under the National Food Security Act.
- Corporates should be assigned responsibility of nutritional advancement in the country under their corporate social responsibility initiatives.
- Platforms like Krishi Vigyan Kendras and Agricultural Produce Market Committee markets should be used as hubs for dissemination of nutrition related messages.
- Every village must have a nutrition ambassador who can become a medium through which awareness can be accelerated.

With this, Mr. Chandrashekhar requested panel members to deliberate on the following questions:

1. What are the key takeaways from this workshop?
2. What strategies would you suggest for going forward?
3. Whose responsibility should it be to act on these ideas?
4. Who should be responsible to advance India's food security efforts?

Responses of the panel members:

- There are various universities, practitioners, development organizations working on a complex issue like nutrition. The need of the hour is to bring them together, identify frontline workers, and build their capacities and integrate experience based learning into university curricula.
- There is a need to communicate results of cost benefit analysis around nutrition.
- Nationally, it is an opportune time to ride the wave on nutrition and get into a campaign mode.
- The key players to take this forward would be academia (can review and vet the results), organizations with grassroots presence (can help get local content), the media (by campaigning for greater awareness), corporate citizens (for funding opportunities), policy makers, and lastly, the development community.
- To evaluate grassroots traditional knowledge base and validate it through the university system, content must flow openly from the ground up and from the universities to address the needs of the community. There is a need to create one common platform for students, farmers, professors, etc.
- Communities themselves need to take ownership and share their stories. Communities need to be sensitized and mobilized with the help of facilitators and Panchayati Raj Institutions.
- There is need to have an overarching approach that goes beyond line departments and at the bottom, communities need to be mobilized.

Annexure II
List of participants

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