

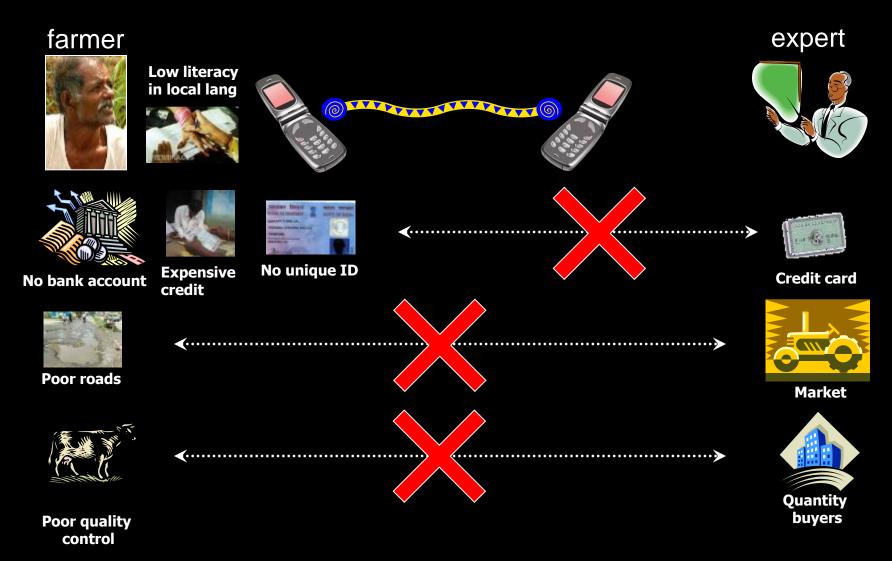
Social Networks for Food & Nutrition Security

digitalGREEN





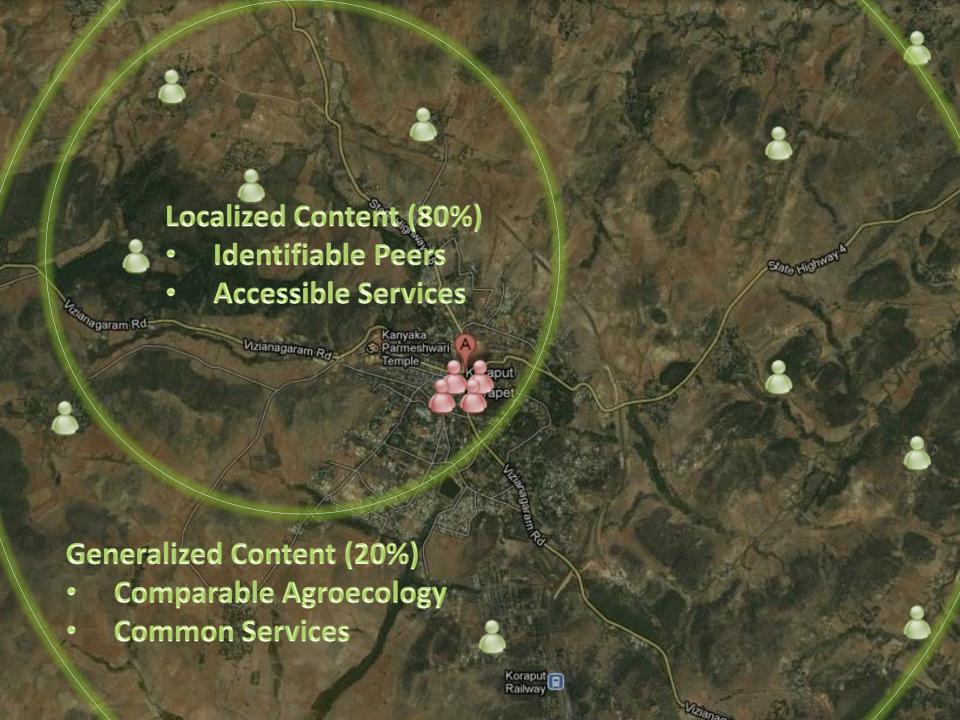
Technology Revolution?



Devices and connectivity not enough!







Agriculture

- •Health impacts farm labor and vice-versa
- Integrated development model
- •Consumption versus income trade-off

Health

- "Mother's group" versus SHG stability
- Other family influencers
- Privacy in videos
- Unobservable behavior changes

Geographic

- Social organization cohesiveness
- Existing extension system investment
- •Competition from other media channels
- Electricity and data connectivity



Self Help Group Savings/Credit



Homestead Gardening



Seed Treatment



Exclusive/early Breastfeeding

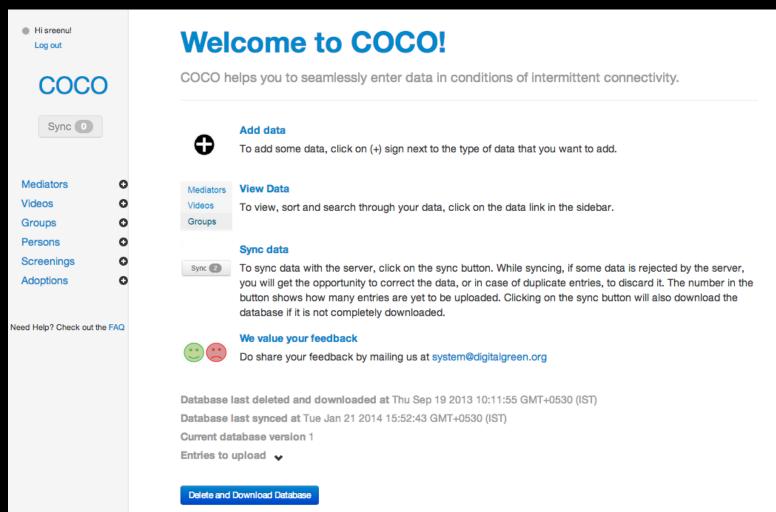


Market Linkages

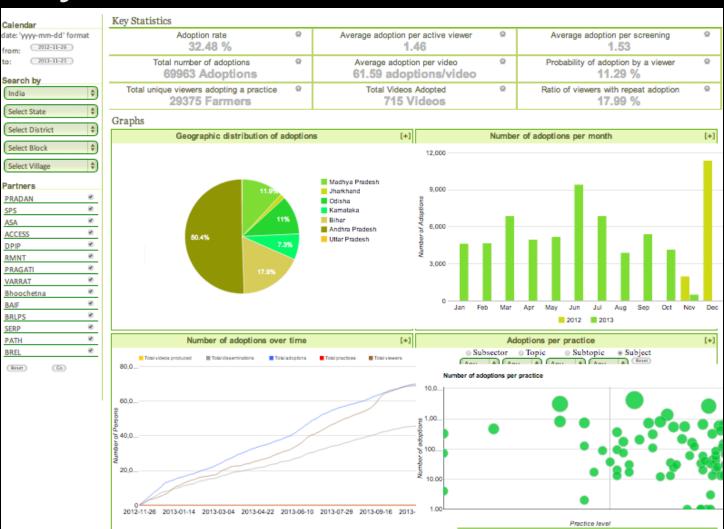


Government Schemes

Data Management System

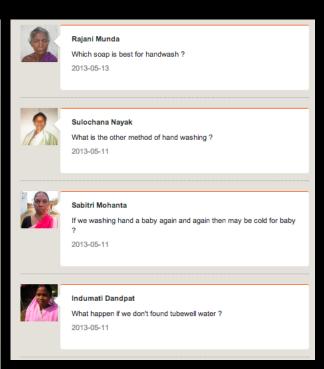


Analytics



Video Courseware





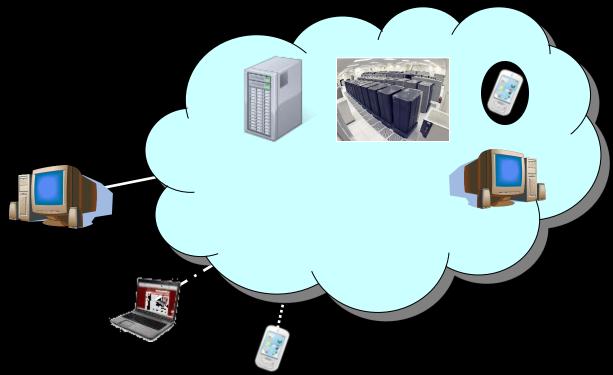
March 7, 2013

This video focuses on the benefits of washing hands with soap. It emphasizes the most critical times for handwashing, the process for effective handwashing and the importance of also washing children's hands.

Farmerbook



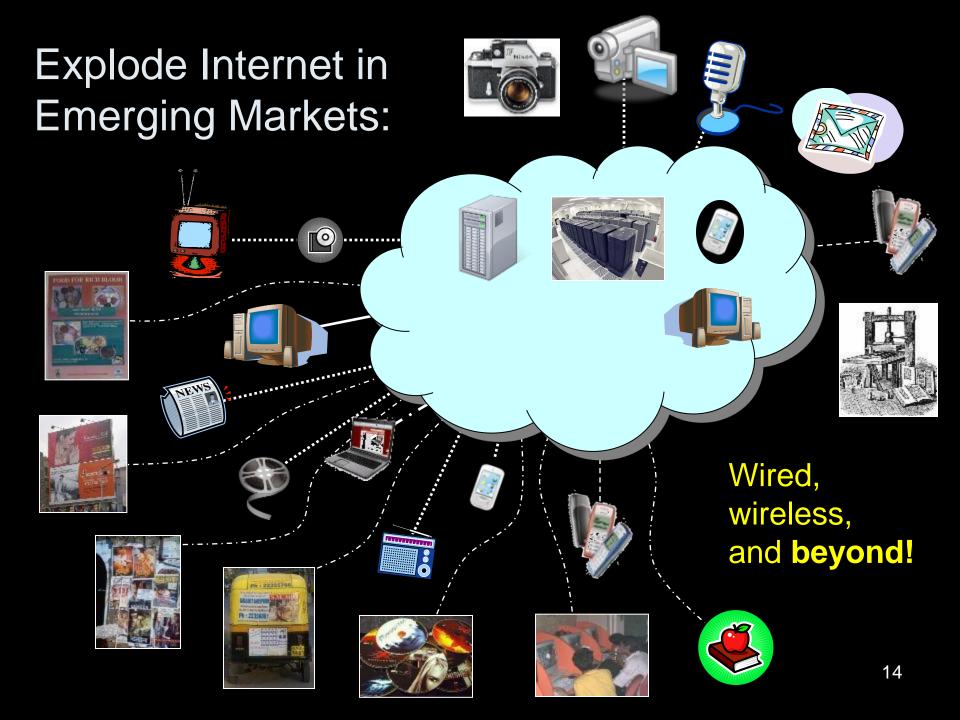
The Internet in Emerging Markets



The essence of the Internet is just GET, POST, and a cloud of computing devices,.



Computers (and their supporting infrastructure) are scarce in the BOP.



Technology is Just One Part

Physical

building, goods, transport, roads

Human

education, computer literacy, motivation, awareness

Social

institutions, norms, political support

Financial

operational costs, maintenance, training

Digital

hardware, software, connectivity, content



In the *Emerging* World...

(includes wealthier segments of emerging markets)



Technology magnifies human intent and capability.

Technology itself requires support from well-intentioned, competent people or organizations.

Successful technology interventions work as a part of well-intentioned, competent organizations.



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