

Our Approach



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.



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.



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.



TECHNOLOGY TO EXCHANGE DATA IN
AREAS WITH LIMITED CONNECTIVITY

Our technology solutions for data management like COCO (Connect Online | Connect Offline) 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.

Connect with Us

WWW.DIGITALGREEN.ORG

Digital Green Foundation

2342 Shattuck Ave., #151,
Berkeley, CA 94704,
USA

Ethiopia Office

Waryt Building,
Sub City - Yeka Wereda - 07
House No. 934/01,
Haile G/Silassie Avenue,
Addis Ababa

Digital Green Trust

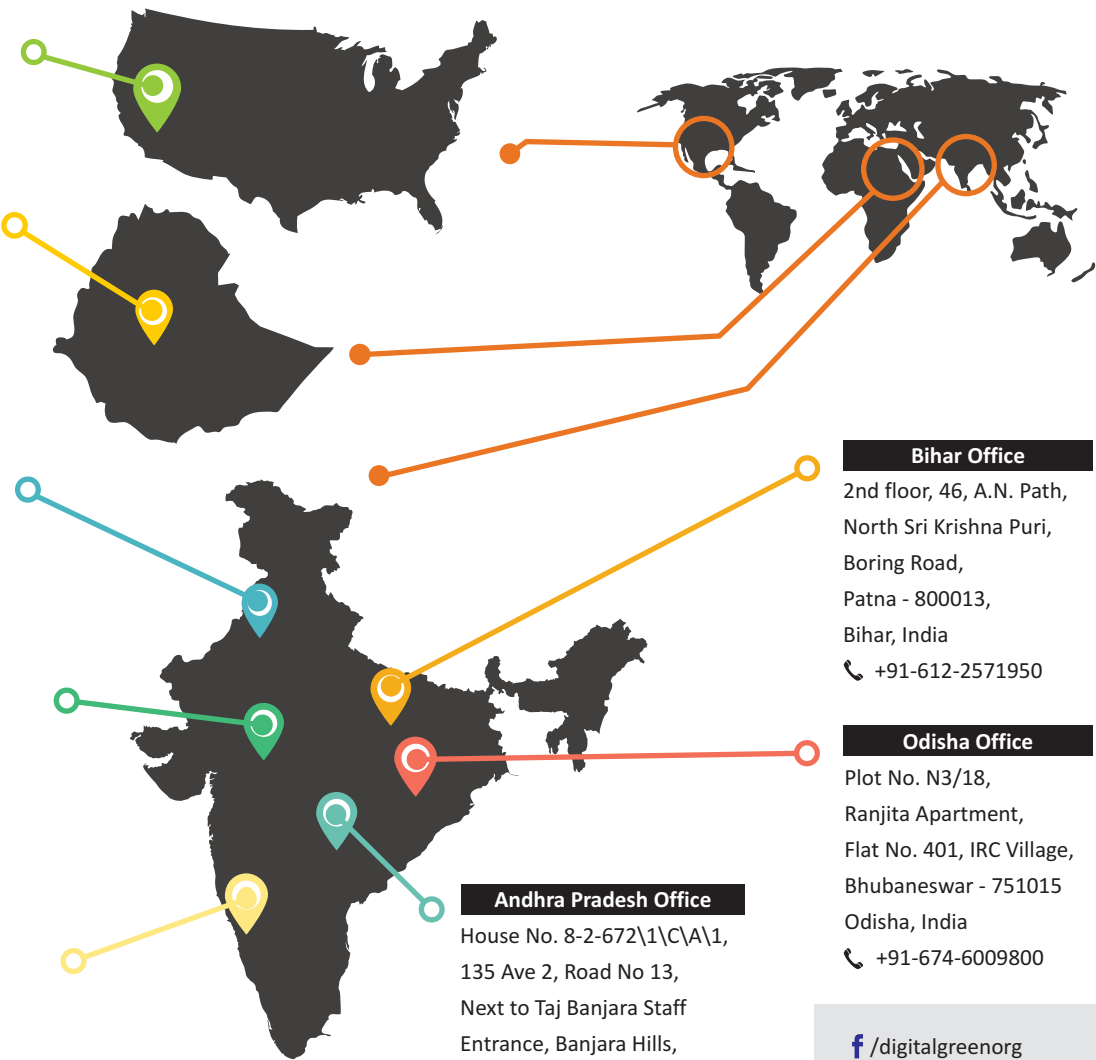
D6 and E6, Clarion
Collection, The Qutab,
Shaheed Jeet Singh Marg,
New Delhi - 110016, India
☎ +91-11-41881037

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



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

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

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

digitalGREEN

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 reached more than 640,000 rural community members across over 7,000 villages in 9 states in India and parts of Ethiopia and Ghana. Collaborating with over 20 partners, we have helped facilitate the production and dissemination of more than 3,500 localized videos in 20 languages.

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.

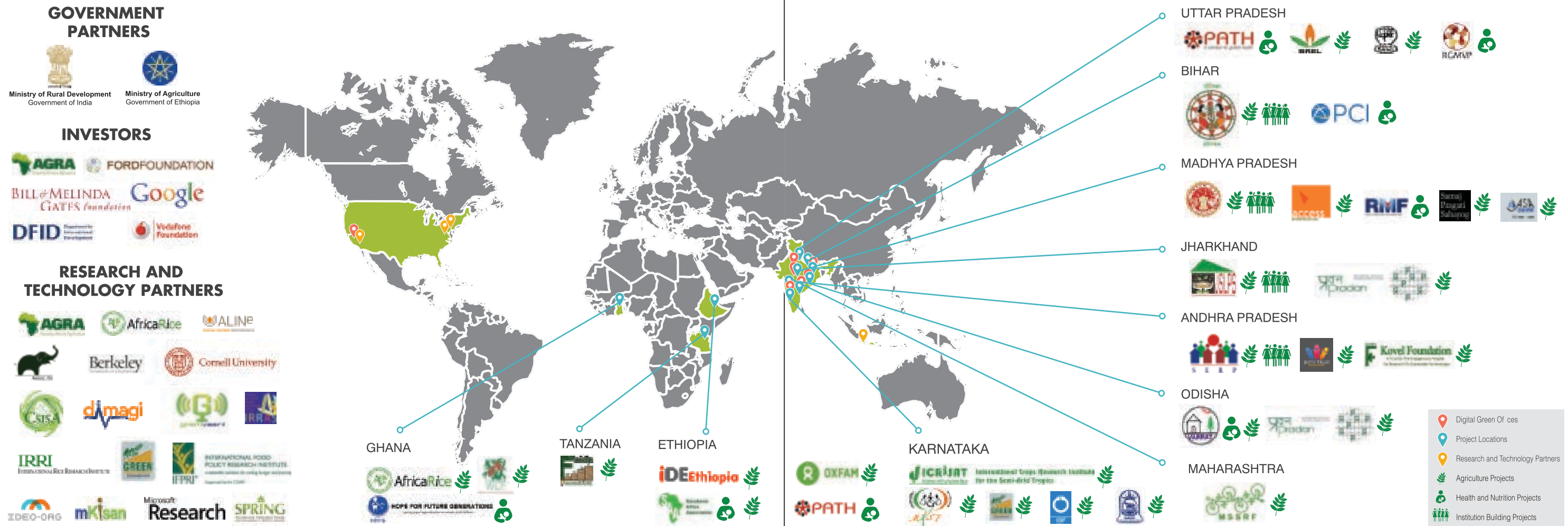
Our data management software called Connect Online | Connect Offline (COCO) and Analytics dashboard suite customized to low resource settings are used to collect and analyse near real-time data on dissemination, adoption, and community interest.

¹Gandhi, 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 and Network

Our mission is to integrate innovative technology with global development efforts to improve human well-being. By 2016, we aim to reach 1 million farmers across 11,000 villages in India and other parts of South Asia and Sub-Saharan Africa.

Our network of partners and communities reaches out to over 640,000 members across 7,448 villages in India (Andhra Pradesh, Bihar, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Telangana and Uttar Pradesh), Ethiopia, Ghana and Tanzania.



Impact

(as of February 2015)

