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Case Study Analysis
Digital Green
Social Business Model Canvas (SBMC)

Company Chosen: Digital Green
Founder: Rikin Gandhi (2008)
Impact: Empowering small-scale farmers through technology-driven agricultural education.
Key Takeaway: Using video-based learning and AI-driven insights to improve farming practices and rural livelihoods.

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1. Social Value Proposition (SVP)

Problem Solved:

- Lack of access to modern agricultural knowledge among small-scale farmers.
- Low farm productivity due to outdated farming techniques.
- Limited digital literacy and connectivity in rural farming communities.

Positive Social Impact:

- Provides **video-based learning programs** in local languages to educate farmers.
- Uses **AI and data-driven advisory systems** to optimize farming practices.
- Empowers **women farmers** and marginalized communities with digital tools.

Uniqueness of the Solution:

- **Peer-to-peer learning model** where farmers share success stories.
- **Technology-enabled approach** that combines community engagement with AI-powered insights.

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2. Beneficiaries & Customers

Primary Beneficiaries:

- Small-scale farmers in rural communities.
- Women farmers and agricultural workers.

Paying Customers (if different from beneficiaries):

- Government agricultural departments funding rural extension programs.
- NGOs and international organizations (e.g., Bill & Melinda Gates Foundation, USAID).
- Private agribusinesses supporting sustainable farming practices.

Needs & Expectations:

- Access to reliable and localized farming knowledge.
- Digital tools that are easy to use in low-connectivity environments.
- Affordable solutions that improve crop yield and income.

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3. Revenue Streams

Sustainability Model:

- Funding from **government agriculture programs**.
- Grants from **international NGOs and foundations**.
- Partnerships with **agribusiness companies and research institutions**.

Innovative Funding Models:

- **Subscription-based advisory services** for commercial farming cooperatives.
- **Freemium model** where basic video content is free, and premium AI-driven insights are paid.

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4. Key Activities

Main Social Impact Actions:

- Producing **localized educational videos** on modern farming techniques.
- Training **village-level facilitators** to share knowledge within communities.
- Developing **AI-driven analytics** to provide personalized farming recommendations.

Business Operations:

- Partnering with government and NGOs to scale outreach.
- Maintaining **video libraries and digital platforms** for farmers.
- Conducting impact assessments and research on agricultural productivity.

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5. Key Resources

Essential Resources:

- **Human resources:** Agricultural experts, video producers, field facilitators.
- **Financial resources:** Grants, government funding, CSR partnerships.
- **Technological resources:** AI-powered advisory platform, mobile-based video distribution.

Specialized Skills & Infrastructure:

- Expertise in **agriculture and digital education**.
- Strong network of **local trainers and farmer collectives**.

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6. Key Partners & Stakeholders

Main Stakeholders:

- **Government bodies** (agriculture ministries, rural development programs).
- **NGOs and impact investors** funding agricultural development.
- **Agricultural research institutions** contributing knowledge and expertise.

Contributions to Success:

- Financial support from **foundations like Gates Foundation**.
- Government backing for **rural farmer training programs**.
- **Tech partnerships** for AI and mobile-based learning solutions.

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7. Channels

Reaching the Target Audience:

- **Village-level training centres** where farmers watch video lessons.
- **Mobile and offline video platforms** for rural areas with low connectivity.
- **Collaboration with farmer cooperatives** for community-led adoption.

Marketing & Communication Strategies:

- **Word-of-mouth referrals** through peer farmers.
- **NGO partnerships** to integrate Digital Green's model into government programs.

- **Social media and radio campaigns** to promote awareness.

8. Cost Structure

Major Costs:

- **Production of educational videos** in multiple languages.
- **Field training and salary costs** for local facilitators.
- **AI and mobile platform development** for personalized farming insights.

Fixed vs. Variable Costs:

- **Fixed:** Platform development, core team salaries, operational expenses.
- **Variable:** Video production, training costs, outreach campaigns.

Balancing Cost Efficiency & Social Impact:

- Leveraging **low-cost digital content distribution**.
- Partnering with **existing government and NGO programs** to reduce costs.

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9. Impact Metrics

Measuring Success & Social Impact:

- Number of **farmers trained** and using modern farming techniques.
- Increase in **crop yields and farm productivity**.
- Improvement in **women's participation in agriculture**.

Key Performance Indicators (KPIs):

- Number of **videos produced and distributed**.
- **Adoption rate** of new farming methods by trained farmers.
- Increase in **farmer income levels** post-training.

Conclusion

Digital Green is **transforming rural agriculture** by combining **technology, video-based learning, and AI-driven insights** to empower farmers. Its **scalable and community-driven approach** ensures that small-scale farmers can **increase productivity, reduce risks, and improve their livelihoods**.