Introduction

- ✓ Innovative digital platform for community engagement
- ✓ Conceived as a project in Microsoft Research India's Technology for Emerging Markets in 2006 by Rikin Gandhi
- ✓ Independent NGO in 2008
- ✓ Developed online games, Wonder Village and Farmer Book

Vision is a world where all individuals live a life of dignity.

Mission is to integrate innovative technology with global development efforts to improve human well being.

Values include Humility, Excellence, Accountability, Empathy and Integrity

Approach

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
4) An iterative model to progressively address the needs and interests of the community with analytical tools.

✓ **Data Management Software- Connect Online- Connect offline**

Comparison

✓ 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. **Source: https://www.digitalgreen.org/about/**

Investors

1. Ministry of Rural Development
2. Bill & Melinda Gates Foundation (BMGF)
3. United States Agency for International Development (USAID)
4. Department for International Development (DFID)
5. International Crops Research Institute for the Semi-arid Tropics (ICRISAT)
6. Biotechnology Industry Research Assistance Council (BIRAC)
7. Google
8. CISCO
9. Oracle
10. Marcatus QED (MQED)

Partners

- Pradan
- BRLPS
- SERP-AP
- SERP-Telangana
- ICRISAT
- ASA
- ACCESS
- DPIP
- Pragati
- VARRAT
- BAIF
- SPRING
- PATH
- SPS
- RMNT
- PANI-JJ

PANI-IILD
PCI
DoA, Orissa
MSSRF
IDF
JSLPS
MPRAF
MYRADA

Role of Digital Green

- Promoting Agricultural Growth
- Promoting Nutritional Securities among Rural people
- Integrating Technologies for quality training
- Increasing Incomes through improved market access
- Bringing together urban-rural communities in India
- Using multi-media channels to reach more farmers

CoCo is data workhorse, Connect Online Connect Offline, CoCo is an analytic dashboard allow users to collect and visualize crucial insights anytime, anywhere, on any device—regardless of network connectivity.

- Facilitated the production of >5,000 videos, in >50 languages,
- Videos are screened offline as well as available online—ensuring the wisdom captured continues to improve the livelihoods of farmers and their communities

Capacity Building of frontline workers : Training in online and offline components, training curriculum combines practical instructional videos that guide trainers and a mobile training app that assesses the mastery level of frontline workers.

Ethiopia Farmers reached: > 2.5 Lakh, Practices improved: 85,721

India Farmers reached: > 4.5 Lakh, Practices improved: 185,988

- **Loop app** facilitates farmers' to sell their produce as quickly as possible, for the best possible price, without having to take time away from farming or their families

Farmers have used Loop to sell 4,700 tons of vegetables, recording more than $750K USD in cash transactions

Conclusion

"A journey of thousand miles begins with a single step" and Digital Green has already traversed more than a million of them

Rikin Gandhi, Founder and CEO of Digital Green, March 30, 2016