Transforming lives of rural communities by bringing together innovative technology and social organization

Presentation to the USAID Global Learning Experience and Exchange on SCALING UP ADOPTION AND USE OF AGRICULTURAL TECHNOLOGIES Addis Ababa, 3-5 December 2013
Project at Microsoft Research

2006
Non-profit in USA and India

2008
Implementation in 4 Indian states

2009
Scaled to 7 Indian states

2013
1,800 villages
150,000 farmers
Extend to health & nutrition
Ethiopia and Ghana

2015
11,000 villages
1 million farmers

HOW WE EVOLVED
Standard Operating Procedures

Initiation
- Mobilization
- Situational Analysis
- Training

Production
- Topic Identification
- Storyboarding
- Shooting
- Editing

Diffusion
- Dissemination
- Adoption
- Reporting

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Participatory Video and Mediated Instruction for Agricultural Extension

- Participatory content production
- Mediated instruction dissemination
- Technology stack for knowledge sharing and feedback capture
- Targeted iteration to address farmer needs/interests

3.5 year target (July 2012 – December 2015):

- 10,000 Villages; 500,000 Farmers
- 20% Production Increase; 15% Cost Decrease
- >1.5X Cost-Effective; $10m BMGF: $20m GoI

The Road So Far

NRLM

NGOs

Villages Operational
Extensions

**DFID: September 2012 – March 2015, $4.3m**

- Partnerships in India beyond NRLM
  - Ministry of Agriculture, Department of Biotechnology
- Partnerships elsewhere
  - Oxfam America, Sasakawa Africa Association, IDE Ethiopia, Africa Rice, World Cocoa Foundation
- Leveraging platform: agricultural and nutrition convergence
- Virtual training institute: (non)-core public, private, civil society partners
- Learning and research: formative/qualitative and RCT/feasibility

![Pie chart](chart.png)

- **Target HH Adoptions (ref: DFID)**
  - Total across India and other countries: 31,600
  - Other Sub-Saharan African and South Asian countries: 12,000

- **India - Agriculture:** 9,600
- **India - Health:** 12,000
- **Other - Agriculture:** 7,200
- **Other - Health:** 4,800
Partnerships

Drivers:
- Increased staff experience
- Adaptation in processes and systems
- Increased transfer of responsibility to partner
- Improved measurement of impact and effectiveness

Village level support model

- Onboarding (Heavy resourcing)
- Maintenance (Light resourcing)
- Sustainability (Lightly resourced sampling)

Heavy touch engagement (engagement model in first 12-24 months)

Low touch engagement (engagement over next 12-24 months)

SERP (NRLM-AP)
JEEVIKA (NRLM-Bihar)

PRADAN
BAIF
SPS
ASA
ACCESS
VARRAT
PRAGATI
Content

- Broad-based, practical expertise
- Established value chain-based approach (e.g., organizing women SHGs, links with input providers, market traders, and government schemes)
- Grassroots-level trust and rapport with the community

> Researchers (ILRI, CIMMYT, IPNI), practitioners (SERP-AP, JEEVIKA-Bihar, PRADAN) → planning to advise NRLM

> Time/spatial mapping of farmer constraints and extension interventions for accreditation, revision, substitution, or complementation

> Consistent framework for content review (e.g. cost-benefit analysis)

> IRRI/CIMMYT CSISA partnership in Bihar extending to Orissa

> ICRISAT Bhoochetana (soil/water) partnership with Department of Agriculture in Karnataka

> CRS/IRRI IRRAS in Bihar (seed/agronomy)

> AfricaRice to complement World Cocoa Foundation

> PATH and Save the Children for health/nutrition extensions

> VideoMaker film aesthetic/creative training

> Qualitative questions, thumbs-up/down from farmers

> Usage data as “adoptions” as well as repeat adoptions

> Productivity data to be captured for RCT for wheat and paddy

> YouTube channel views/comments (900k views)
Geographies

Ghana
World Cocoa Foundation, Africa Rice, Farm Radio

Ethiopia
Oxfam America, Sasakawa Africa Association, IDE, AGRA-MoA, ATA

Tanzania
AGRA - Faida Market Link, Farm Radio

India
NRLM NGOs

Context specificity:
- Farmer group cohesiveness
- Existing extension system investments
- Localized technical advisory committees
- Electricity and data connectivity
- Efficiency in remote training and QA
Initiation

Mobilization

Situational Analysis

Training
Production

Topic Selection

Storyboarding

Shooting

Editing
Diffusion

Dissemination

Adoption

Reporting
• **Connect Online, Connect Offline – COCO**
  - Customized reporting system for low resource settings
  - Ability to capture project data from low connectivity locations on near real time basis

• **Analytic dashboard**
  - Insightful information on project performance
  - Feedback loop for course correction

• **Farmerbook**
  - Histories of farmers with photos, questions, interests and adoptions
  - Representation of social networks and gradings

• **Video Search Page**
  - Database of videos with details with search facilities
  - Associated community feedback and questions
@ digitalGREEN
• 4-5 times more cost effective
• 1,800 villages and over 150,000 farmers
• 2,600 videos produced and disseminated by rural community – all on Youtube
• 45% participants adopted new practices / technologies
• 70% women participants in disseminations
Digital Public Health

Purpose:
Participatory video and mediated instruction to promote key nutrition, maternal and child health behaviors

Projects:
digitalGREEN public health with PATH & SPRING project
Thank you