Digital Green is a global development organization that empowers smallholder farmers to lift themselves out of poverty by harnessing the collective power of technology and grassroots-level partnerships.

**Strengthening extension services**

We join forces with governments, private agencies, and rural communities to promote good practices in agriculture, nutrition and health, using videos that are of the community, by the community, and for the community.

- 2.3M farmers reached (77% women)
- 6000 videos in 50 languages
- 50,000 frontline workers trained
- 50% more effective at influencing farmer adoption
- 10x more cost-effective than traditional extension
- 46% yield increase for farmers who adopt promoted practices

**Our learnings from community videos**

Farmer focused approach is key to promote adoption of new practices

We share locally produced videos on agronomic practices that feature farmers who are role models in their communities, building on social networks through facilitated group discussions to enable collective learning. Our model is inclusive to all farmers, including those who traditionally lack access to extension, primarily women.

Deep partnerships with governments contribute to systems change at scale

State and national governments have institutionalized the community video approach through committing financial and human resources and embedding the approach in extension strategies. The governments of India and Ethiopia have adopted the approach, and 75% of districts we partner with in India have built capacity to independently sustain the approach.
Farmer feedback and data improves program implementation and high RoI
Feedback mechanisms must collect actionable data to enable realignment to individual and community needs. Digital Green’s ‘Connect online Connect Offline’ (COCO) platform tracks gender disaggregated data and farmer feedback, which informs the next iteration of videos and helps curate content that results in increased impact.

**Geographic reach**

<table>
<thead>
<tr>
<th>Country</th>
<th>Farmers Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethiopia</td>
<td>Over 450,000 farmers reached since 2012</td>
</tr>
<tr>
<td>India</td>
<td>Over 1.8 million farmers reached since 2007</td>
</tr>
</tbody>
</table>

Enhancing resilience and income gains through innovations

**Resilience**

Digital Green’s video approach and complementary channels such as Interactive Voice Response (IVR) and WhatsApp can be transformative for governments, especially given COVID-19. We also incorporate messaging around climate resilience, to promote farm-level conservation and community natural farming practices.

**Market linkages**

With Loop, our transport logistics solution, farmers cut transport costs in half and save 4-8 hours each week. With Kisan Diary, a digital ledger, farmers track their sales and expenses, with visibility and control over this data.

With support from the Bill and Melinda Gates Foundation and the United Kingdom’s Department for International Development, we are building FarmStack, an interoperable, data-sharing public-led platform in Ethiopia.

**Health and nutrition**

We have also adapted our video approach to support health and nutrition messaging. For instance, we included local health experts in videos to reiterate the importance of promoted health or nutrition practices and adapted our video approach to support increased handwashing under COVID-19.

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