digitalGREEN

Annual Report 2016

Our mission is to integrate innovative technology with global development efforts to improve human well-being.

Our Approach

Digital Green partners with public, private, and civil society programs and communities to produce, disseminate, and monitor the impact of short, locally-relevant videos that share knowledge and increase the uptake of improved agriculture, health, and nutrition practices among the rural poor. We leverage mobile solutions, radio, and other technologies to amplify reach and promote change. We monitor progress on a near real-time basis, and use data, learning, and community feedback to iterate messaging to make it more effective.

Going Global

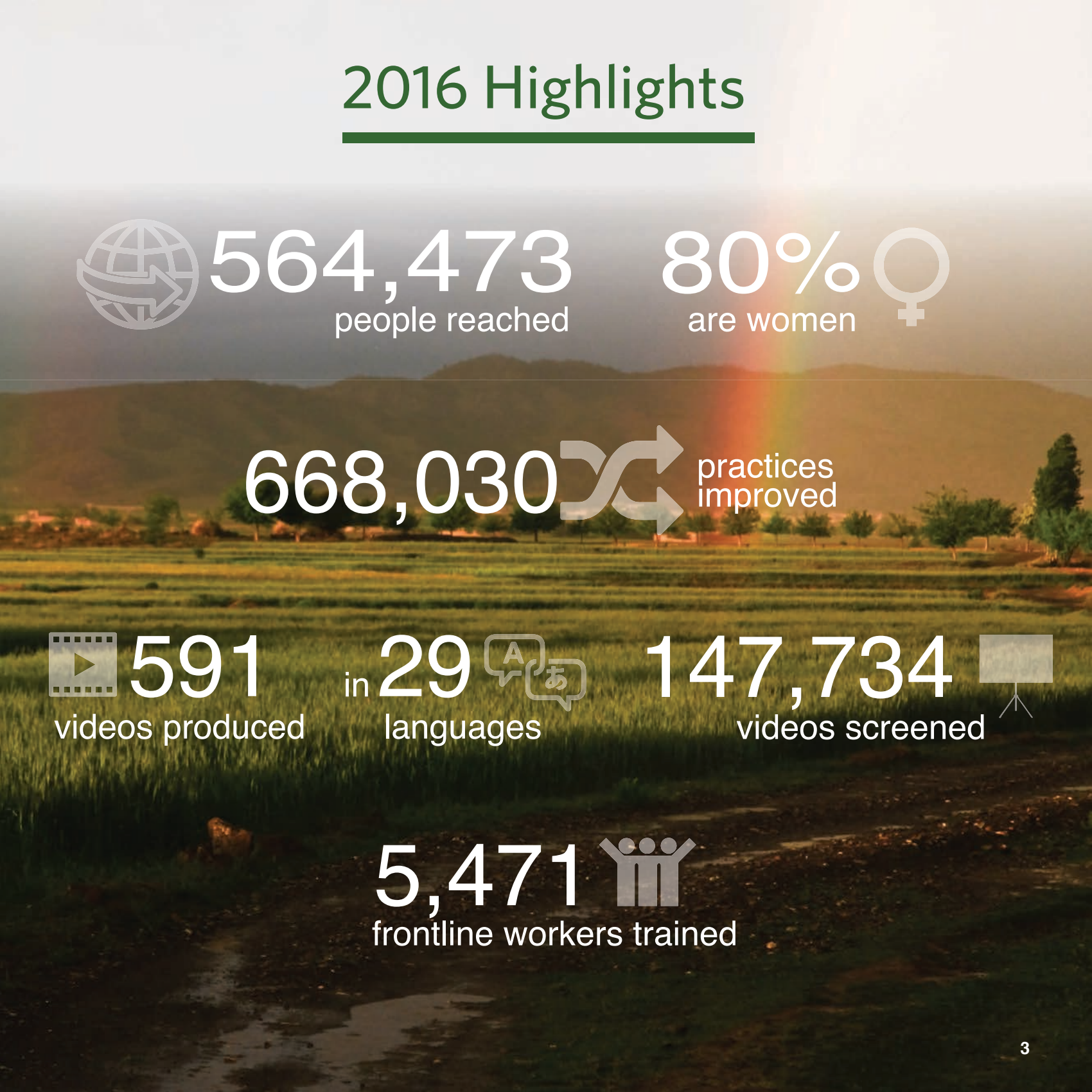
Digital Green was founded on the belief that technology can accelerate efforts to end poverty. Eight years later, we celebrate that our technology-enabled approach has reached over one million of the world's poorest people, mostly women, in South Asia and sub-Saharan Africa and empowered them with new knowledge and skills to support how they farm, feed, and care for their families. In this annual report, you will read about the many ways and places in which we created impact during the past year.

Technology's intersection with agriculture, nutrition, health, and other development sectors is only beginning to unfold. Emboldened by what we have accomplished, we are excited to embark on a new chapter and use our technology-enabled approach to make an even larger impact worldwide. Our evolution will be marked by our same earnest commitment to localizing knowledge, targeting programs, generating evidence, learning, taking risks, and innovating, such that we more effectively deliver the change that we seek. By forging new partnerships and deploying appropriate technologies in tandem, we will more rapidly identify and scale solutions.

We are grateful to the communities and partners that have put their trust in us and allowed us to leverage technology to help them improve lives, and to our investors for providing us with valuable resources to operationalize our vision. The impact highlighted in this annual report is a testament to all of you. We thank you and look forward to writing Digital Green's next chapter together.

Rikin Gandhi
Chief Executive Officer

2016 Highlights



Sustaining Change in Ethiopia

From the start of its partnership with the Government of Ethiopia's Ministry of Agriculture and Natural Resources (MoANR), Digital Green understood that its technology-enabled approach could only prove sustainable in helping Ethiopia's public extension services to improve farmers' lives if MoANR made the approach its own. Over the past year, MoANR and its regional counterparts have shown that they intend to do just that.

MoANR now includes video dissemination as a key function in the job descriptions and performance management criteria of the public sector extension workers that it already employees to train farmers. To prepare these workers, two regional agricultural training colleges launched a new curriculum to train incoming extension workers on Digital Green's video-based approach. Newly trained agents join a network of over 1,300 public extension workers across the country who are currently using the approach to train farmers on ways to boost their productivity.

Working together with partners, Digital Green is also helping MoANR to test, deploy, and institutionalize other locally-appropriate, low-cost ICT tools, including broadcast radio and mobile applications. These tools help MoANR to impart knowledge, build capacity, and reinforce key messages that ultimately spur farmers to apply improved agricultural practices for themselves. By design, messaging is iterative, with each new video, radio spot, and mobile feature being responsive to farmers' feedback.

Thanks to the support of the Bill & Melinda Gates Foundation and USAID, Digital Green and its partners have reached over 270,000 smallholder farmers in Ethiopia to date, over 75,000 of whom have applied one or more improved farming practices.

Extension workers learn how to use a handheld video recorder in an agricultural training college.

> “We recently incorporated Digital Green’s video-based approach as an 80-hour course available to our fourth year students in the plant, animal, and natural resource management departments. These students are already employed as field-level extension agents, so they immediately apply their learning. I am confident that Digital Green’s approach will be a game changer in Ethiopia’s agriculture extension services.”
>
> **—Tsegu Gebre Kristos, Dean, Wukro Agricultural Polytechnic College**

Since 2012 in India, NRLM and its state-level counterparts have purchased over 4,800 mobile projectors, 30 video cameras, computers, printers, and software; trained over 7,750 frontline workers; and contributed tens of thousands of hours of staff time to roll out Digital Green's approach to support their work across nine states.

Empowering
Frontline Workers in India

The success of Digital Green's video-enabled approach to agricultural extension relies intrinsically on people. Videos feature people who are peers to the target audience and are screened by frontline workers who belong to these same communities. Often what differentiates a frontline worker from their audience are their skills in organizing people and influencing others.

Since 2012 and with the support of the Bill & Melinda Gates Foundation, Digital Green has partnered with the Government of India's National Rural Livelihoods Mission (NRLM) and its state-level counterparts to train over 8,000 frontline workers on Digital Green's approach and apply it to promote improved agriculture and nutrition practices in over 4,800 villages across India, reaching over 416,000 farmers last year. With support from Google, Oracle, and Cisco, Digital Green also launched a virtual training platform, accessible online and offline, to help NRLM train more frontline workers more efficiently. The platform consists of video-based courses paired with practical assessments on video production, screening, and facilitation, and is complemented by an Android-based mobile application to track frontline worker performance.

The most utilized course to date is *Pico Seekho*, a series of six videos that teaches frontline workers how to use mobile projectors to deliver training to farmers. The Digital Green and NRLM trainers that facilitate these trainings assess frontline workers' mastery of their new skills on the mobile app. In its first six months, NRLM and its state missions used Pico Seekho to train over 1,900 frontline workers who reach nearly 80,000 farmers.

Encouraging
Healthy Communities in Niger

Poor nutrition is a daily emergency for many communities around the globe. Digital Green began testing the applicability of its video-enabled approach for improving the nutrition status of households in India in 2012, and based on promising results, has since expanded its nutrition focus in Ethiopia, the Sahel, and elsewhere in India with the support of USAID. In Niger, Digital Green partners with JSI Research & Training Institute, Inc. and the USAID-supported Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project to empower communities to live healthy, productive lives by adopting improved nutrition habits.

Digital Green collaborates with community health workers in 20 villages to roll out its approach to promote behaviors that are proven to make a significant difference in public health, such as exclusive breastfeeding of infants under six months and handwashing with soap. To tap into families' social fabric, workers target four unique groups when screening videos: mothers, adolescent girls, husbands, and influencers, such as grandparents and neighbors who are well-positioned to encourage women to try–and maintain–optimal behaviors. In this way, messaging touches nearly every layer of a household. Digital Green's locally-produced videos have been viewed by over 1,600 households in Niger and are creating a ripple of change. The number of households with designated places to wash their hands hygienically jumped from 14% to 59% after community health workers began using videos to support their existing outreach programs.

Worldwide, Digital Green influenced over 51,000 individuals to apply improved health and nutrition practices last year.

"I started talking to people in my community about good health and farming practices back in 1989. I have never seen such rapid change as when we started using community-based videos last year."

—Mani Sadi, Community Health Worker

The first time she sold produce through Loop, Veema Devi was apprehensive that she would earn as much money as when she sold it herself, so she sent only radishes to the market using Loop. Veema saved six hours by not travelling to the market herself that day, and now regularly uses Loop to sell radishes, okra, tomatoes, and other vegetables.

Increasing Income
and Saving Time with Loop

Digital Green created the Loop app to track production and payment transactions transparently.

Each week, smallholder farmers in rural India spend anywhere from a half to a full day selling their produce at the nearest market, incurring especially high opportunity and transport costs when their produce volumes are low. To reduce these costs, Digital Green created Loop, a human-mediated mobile phone application that improves farmers' access to markets by helping them to aggregate their perishable produce.

As part of Loop, Digital Green has nurtured village-level entrepreneurs who recruit farmers, assess daily produce volumes, determine which nearby market offers the best price, arrange transport based on volume, and sell farmers' produce directly to wholesale buyers. By aggregating, entrepreneurs are able to choose and pay for transport and negotiate sale prices more efficiently. They record volumes and sales on the Loop mobile app, which automatically sends receipts to farmers via text messages. After completing transactions on behalf of all farmers, the entrepreneurs return to the villages to deliver same-day payment and earn a commission of their own.

Since its debut in August, 2015, nearly 600 farmers from 20 villages have used Loop to sell over 700 tons of vegetables for nearly $45,000. Loop has cut their transportation costs in half and saves them anywhere from 4-8 hours each market day.

Empowering
Women in Crisis in Afghanistan

Consecutive generations of Afghans do not know a world without war. Whether war wanes or rages, basic human needs, like accessing food, must be met. A majority of Afghans, including a majority of women, rely on agriculture for sustenance and income generation, but Afghanistan's public agricultural extension service struggles to support them in improving production and food security.

With funding from USAID and in partnership with the Ministry of Agriculture, Irrigation and Livestock (MAIL), Digital Green led a project to test and deploy technology-enabled approaches to extension in Afghanistan. Local cultural and social norms limit men and women's contact with each other outside of the home. To ensure that messaging and videos engaged women farmers, Digital Green created an all-women video production team within MAIL. This team produced videos featuring women that were screened by women extension agents to all-women audiences. These videos reached more than 2,200 women farmers and empowered nearly 500 of them to adopt one or more improved agricultural practices.

Digital Green's experience in Afghanistan offers important learning for how Digital Green can engage and empower women in geographies under duress in the future.

> "My colleagues first thought that using video to deliver extension was going to be a hobby for me, but when I finished shooting and editing, they started to see and believe video's worth."
>
> **—Laila Rezapour, Agricultural Extension Officer**

Digital Green has reached over 600,000 women with its video-based approach.

"The training videos and mobile platform are driving a sustainability revolution in our gherkin supply chain. I am excited about the tools' great potential for the future."

—Felix Dent, Marcatus QED, Responsible Farming Program Manager

Leveraging Technology
to Strengthen Value Chains

Promoting New Technologies

Many poor, smallholder farmers are unaware of how new agricultural tools and techniques can help them increase farm yields. With support from the New Alliance for Food Security and Nutrition's ICT Extension Challenge Fund, Digital Green and its partners are helping over 1,300 government extension workers in Ethiopia to use technology-enabled extension to encourage farmers to adopt bio-fertilizers, improved seeds, and specialized tools that can play a unique role in boosting staple crop production and increasing food security.

Making Private Sector Extension More Effective

In southern India, Digital Green teamed with Marcatus QED, an international agricultural supply chain company, to help their field extension officers leverage video-based training to extend their reach and support the uptake of practices that are key to growing export-quality gherkins. Field officers produced 51 videos, which they screened to over 2,000 farmers, and now regularly use WhatsApp to communicate and monitor farmer progress. Using these tools, Marcatus QED was able to double the number of adoptions of improved farming practices compared to the conventional training approaches they previously used.

Building Private Sector Capacity

In Ghana and Côte d'Ivoire, Digital Green collaborates with the World Cocoa Foundation to train private sector extension

agents from companies such as Hershey, Nestle, Mondelez, Olam, Cargill, and others to integrate its video-enabled extension approach into company efforts to build the capacity of farmers from whom they source cocoa. These extension agents are currently filming and disseminating videos on plantain and cassava production to help cocoa-producing farmers to improve broader household nutrition.

Digital Green thanks our partners for their support and commitment.

Government Partners

Ministry of Agriculture Irrigation and Livestock
Islamic Republic of Afghanistan

Ministry of Rural Development
Government of India

Ministry of Agriculture
Government of Ethiopia

Investors

BILL & MELINDA GATES foundation

USAID
FROM THE AMERICAN PEOPLE

Cisco
Google
International Finance Corporation
Oracle
World Bank

Cross-site Technology & Knowledge Partners

Abdul Latif Jameel Poverty Action Lab
Awaaz.De
Dalberg
Dimagi
Innovations for Poverty Action
International Food Policy Research Institute
London School of Hygiene & Tropical Medicine
Microsoft Research

Afghanistan

National Horticulture and Livestock Project & Roots of Peace

Burkina Faso

Catholic Relief Services
JSI Research & Training Institute, Inc.
National Cooperative Business Association , CLUSA International

Ethiopia

ACDI/VOCA
AGRA/Scaling Seeds for Technology Partnership
Care International
Equip Training and Consultancy Service
Ethiopian Agricultural Transformation Agency
Ethiopian Institute of Agricultural Research
Farm Radio International
iDE
International Livestock Research Institute
International Maize and Wheat Improvement Center
Oxfam America
Regional Bureaus of Agriculture of Amhara, Oromia, Tigray, and Southern Nations, Nationalities, and Peoples' Region
Sasakawa Africa Association

Ghana

Grameen Foundation
International Fertilizer Development Centre
World Cocoa Foundation

Guinea

Institut Supérieur Agronomique et Vétérinaire de Faranah
JSI Research & Training Institute, Inc.
Winrock International

India

Bihar Rural Livelihoods Promotion Society
Biotechnology Industry Research Assistance Council
Centre for Media Studies
Chhattisgarh State Rural Livelihoods Mission
D-COR
Department of Agriculture and Cooperation, Government of
Andhra Pradesh
EKJUT
Godrej
International Crops Research Institute for the Semi-Arid Tropics
Jharkhand Nutrition Mission
Jharkhand State Livelihoods Promotion Society
Madhyam Foundation
Madhya Pradesh State Rural Livelihood Mission
Maharashtra State Rural Livelihoods Mission
Mahindra and Mahindra
Marcatus QED
MS Swaminathan Research Foundation
Odisha Livelihood Mission
MYRADA
National Rural Livelihoods Mission
NDTV
Rajasthan Grameen Aajeevika Vikas Parishad
Society for Elimination of Rural Poverty Andhra Pradesh
Society for Elimination of Rural Poverty Telangana
Voluntary Association for Rural Reconstruction & Appropriate Technology

Malawi

Catholic Development Commission
Catholic Relief Services

Mozambique

Alliance for a Green Revolution in Africa

Niger

Catholic Relief Services
JSI Research & Training Institute, Inc.
Mercy Corps
National Cooperative Business Association, CLUSA International
Save the Children

Papua New Guinea

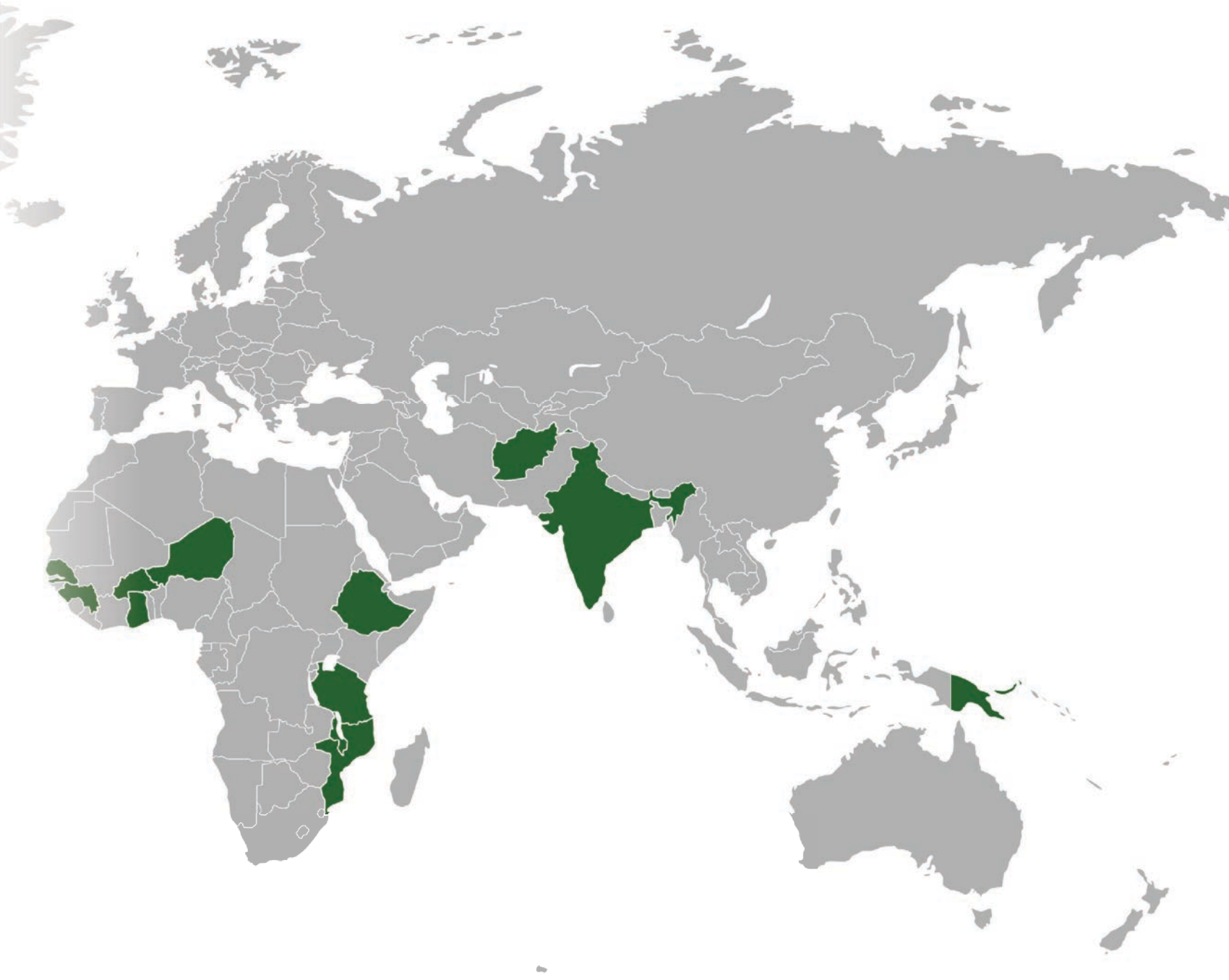
Volcafe

Senegal

Africare
Caritas
Cellule de Lutte contre la Malnutrition
JSI Research & Training Institute, Inc.
Plan International Symbiose

Tanzania

Alliance for a Green Revolution in Africa



Our Purpose

Eight years after starting Digital Green, we've learned much about poor, rural communities around the world – and ourselves in the process. We've seen our technology-enabled approach make an impact on human well-being at scale across geographies and sectors. We've also learned that leadership and collaboration from within are what catalyze sustained, positive change. This statement of purpose embodies why we do what we do at Digital Green and inspires us to improve ourselves as we go global.

At Digital Green, we start with a sense of gratitude that we have the opportunity to stand with the poor. We see the world not just as it is, but as it could be.

We elevate others' voices to imagine a better future for themselves, as they are the sources of inspiration that lead to innovation. We may find ourselves in unchartered territory, but we push ourselves to take risks and act at scale because time is short, particularly for those in need. We have both a personal as well as a collective stake in doing what is right with the resources entrusted to us.

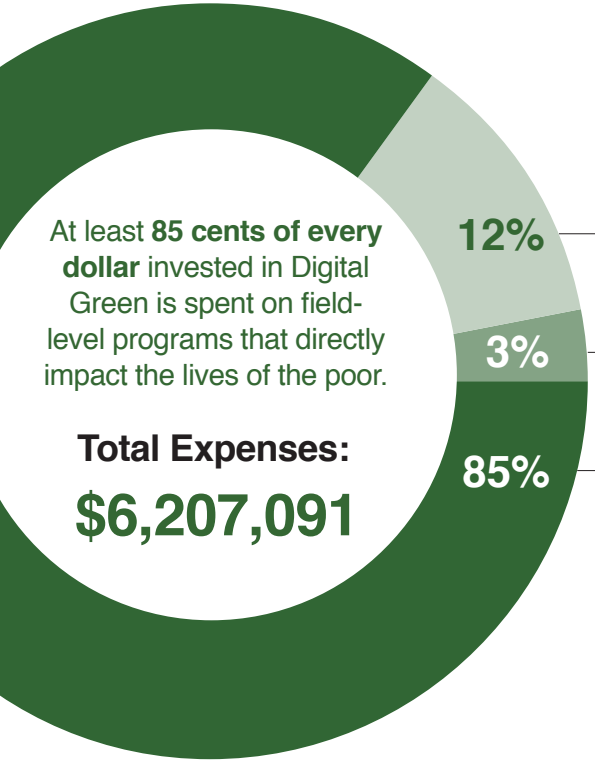
We avoid fixating ourselves on packaged solutions and remain nimble in a dynamic world. We use technology to amplify good, and partner with organizations and individuals that have the hearts and minds to realize its potential.

We are committed to the long game of our moonshot by starting with the poor, and relentlessly seeking to improve ourselves. We know this challenge is not easy, and that investing in the growth of one another is as important as those whom we serve.

We will never be satisfied until poverty is history and everyindividual is able to live a life of dignity.

Financial Performance

OPERATING EXPENSES



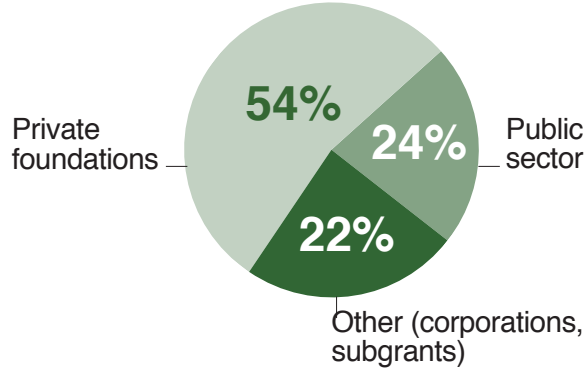
At least **85 cents of every dollar** invested in Digital Green is spent on field-level programs that directly impact the lives of the poor.

Total Expenses:
$6,207,091

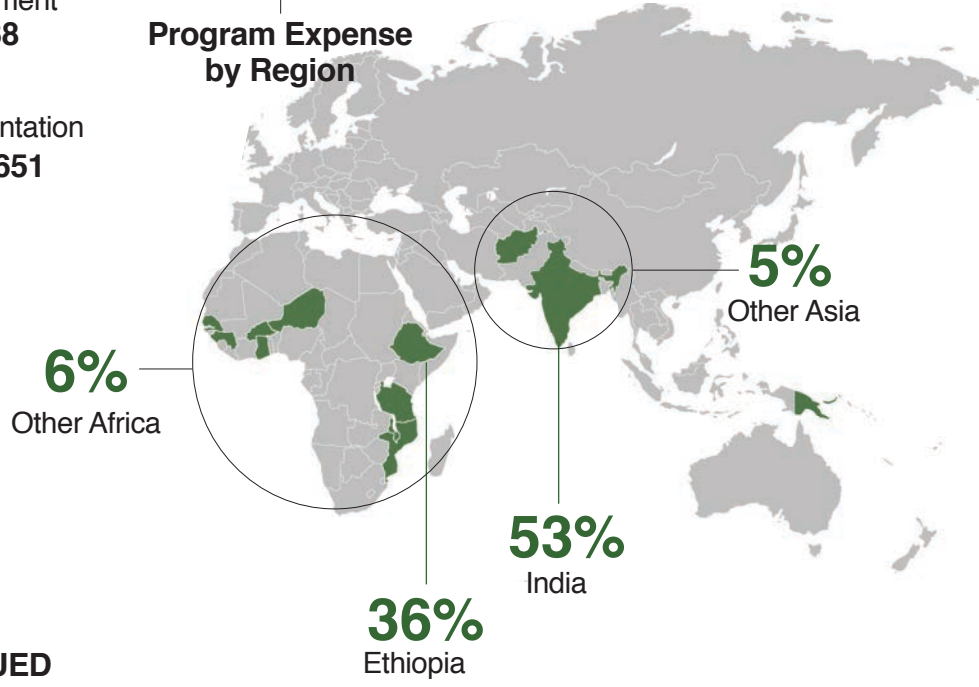
By ExpenseType

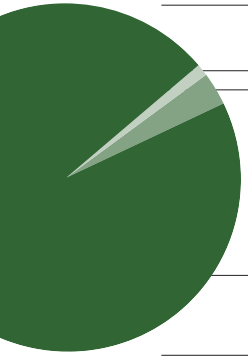
- Finance & Administration **$770,502**
- Business Development **$169,938**
- Program Implementation **$5,266,651**

Operating Expense by Donor Type



Program Expense by Region





ACCRUED REVENUES

$5,260,545

All data is for the fiscal year ended March 31, 2016.

GuideStar Platinum Participant

Leadership Team

Board of Directors

Digital Green Foundation

Soumen Biswas
UNDP

Melissa Ho
Millennium Challenge Corporation

Kentaro Toyama
University of Michigan

Srikant Vasan
SkillStore

Rajesh Veeraraghavan
Georgetown University

Eric Walker
Eric G Walker & Associates

Digital Green Trust

Indrani Medhi
Microsoft Research India

Aishwarya Ratan
Women for Women International

G.N.S. Reddy
Akshayakalpa

Tejesh Shah
Topos Developers

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Vinay Kumar
Chief Operating Officer

Neeta Vinay
Chief Financial Officer

Saureen Shah
Chief Technology Officer

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All contributions to Digital Green Foundation and Digital Green Trust are tax-deductible to the extent allowed by law.

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