Social Networks for Food & Nutrition Security

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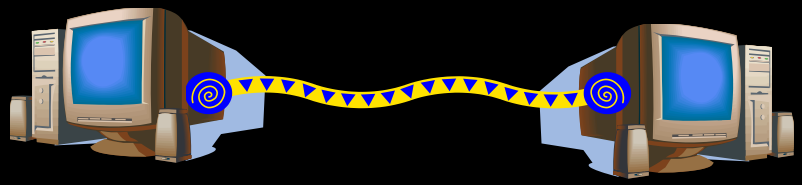
Agricultural Systems?

farmer

Low literacy in local lang



expert

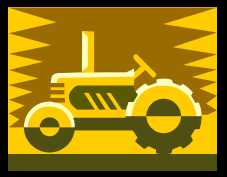
No bank account

Expensive credit

No unique ID

Credit card

Poor roads



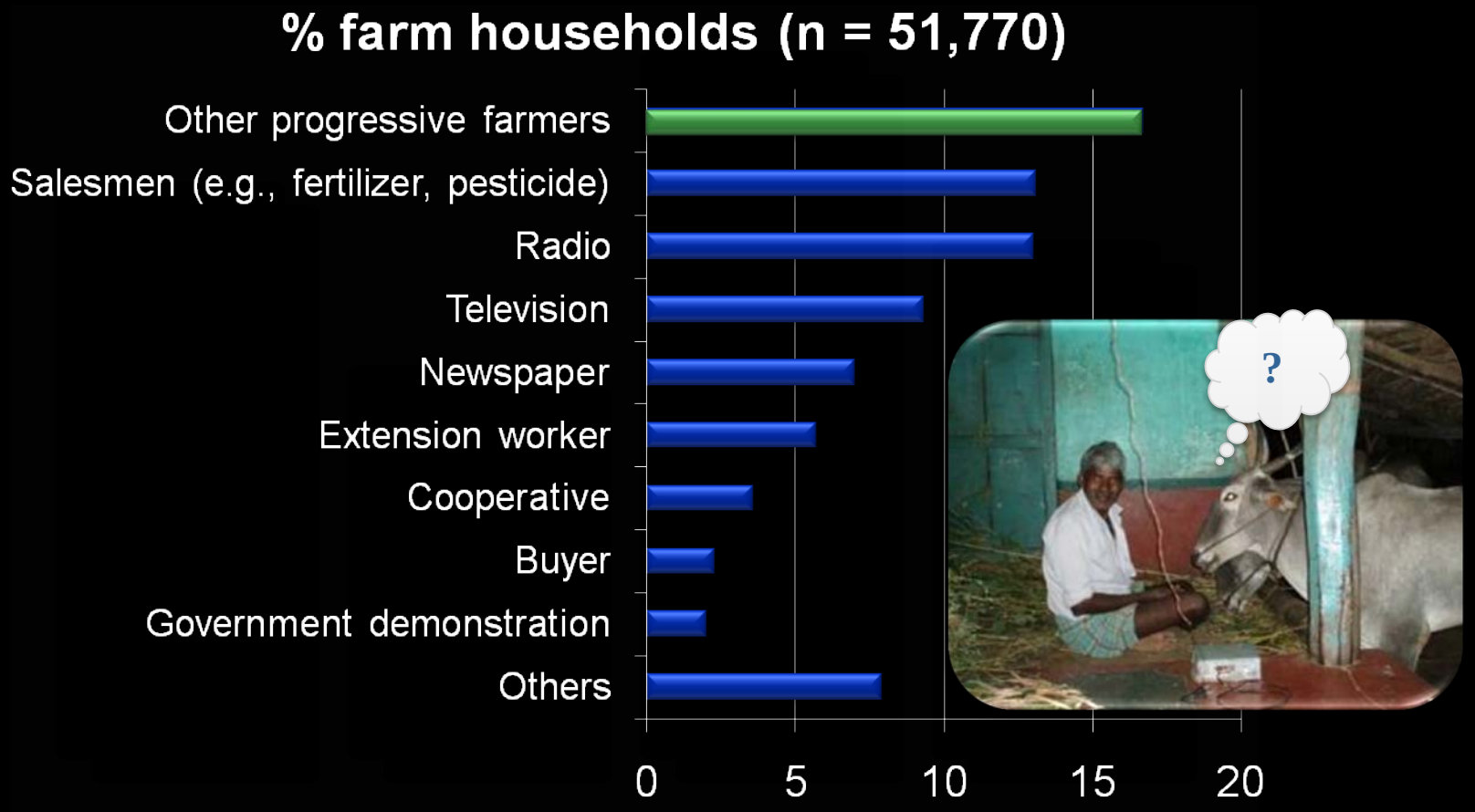
Market

Poor quality control

Volume buyers

Device and connectivity not enough!

Agricultural Social Networks



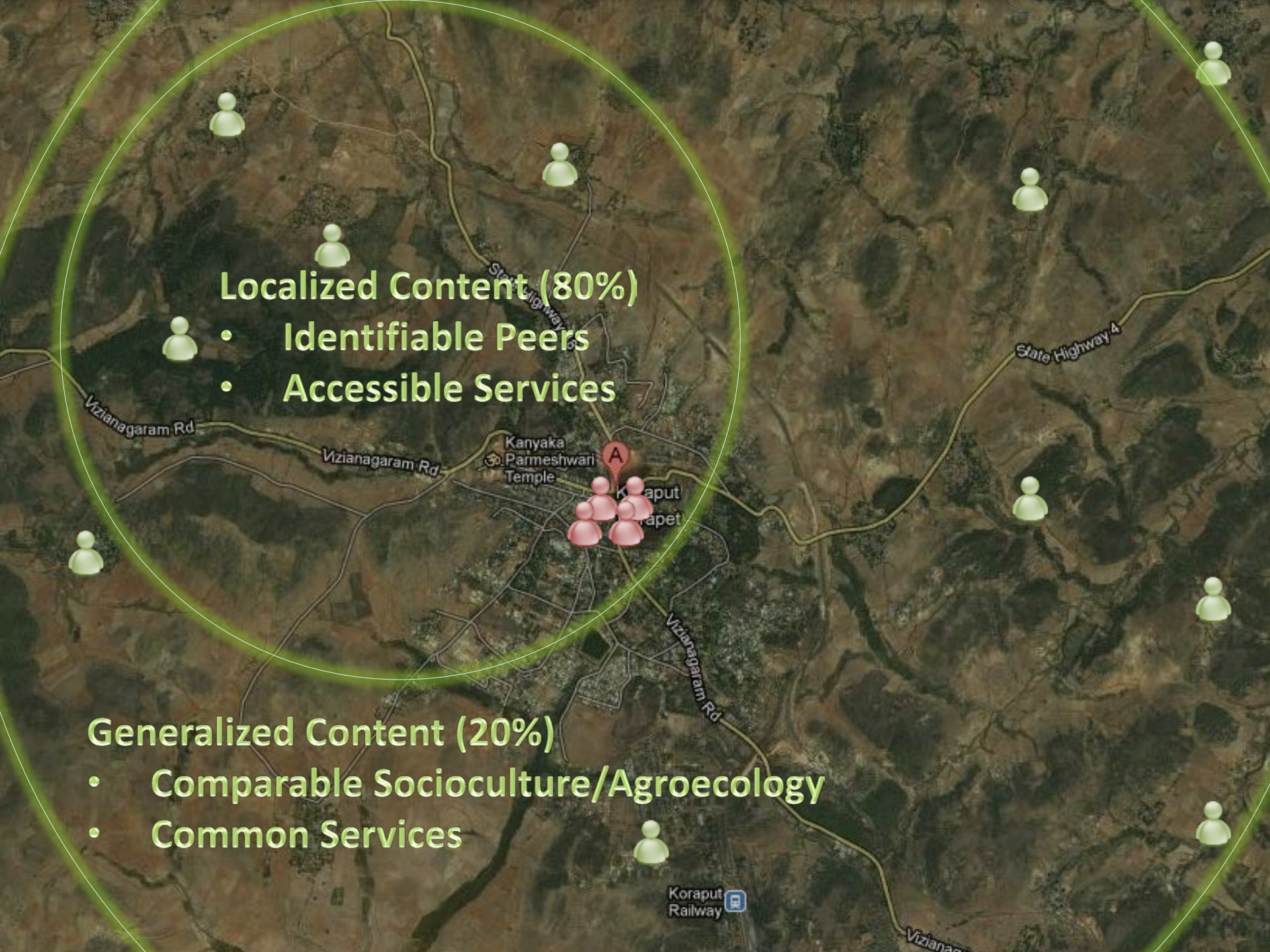
Main source of information about new technology and farm practices over the past 365 days (India: NSSO 2005)

Digital Green Approach

Approach Components

Background of actors in video, Types of content, Location and timing of screening, Method of dissemination, **Degree of mediation**, Background of mediator, etc.

Mini Multimedia Projector


Localized Content (80%)
• Identifiable Peers
• Accessible Services
Generalized Content (20%)
• Comparable Socioculture/Agroecology
• Common Services
Vizianagaram Rd
Vizianagaram Rd
Kanyaka Parmeshwari Temple
A
State Highway 4
Vizianagaram Rd
Koraput Railway

SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

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To establish the feasibility of introducing nutrition messages into the current Digital Green agricultural model:

- Produce MIYCN, local videos for mediated screening among village self-help group members
- Assess members' recall and comprehension of video content
- Track behavior change
- Document key findings, opportunities and challenges

Women, their husbands, and mothers-in-law expressed high levels of enthusiasm

Topics, pace, flow, mediated discussions, and sociocultural familiarity with videos were strengths

Diverse sources reported women experimenting with adoption of featured behaviors

Frontline workers saw videos as aids reinforcing their efforts

Agriculture

- Health impacts farm labor and vice-versa
- Integrated development model
- Consumption versus income trade-off

Health

- "Mother's group" versus SHG stability
- Other family influencers
- Privacy in videos
- Unobservable behavior changes

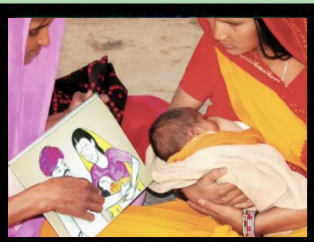
Geographic

- Social organization cohesiveness
- Existing extension system investment
- Competition from other media channels
- Electricity and data connectivity

Self Help Group Savings/Credit

Homestead Gardening

Seed Treatment



Exclusive/early Breastfeeding

...

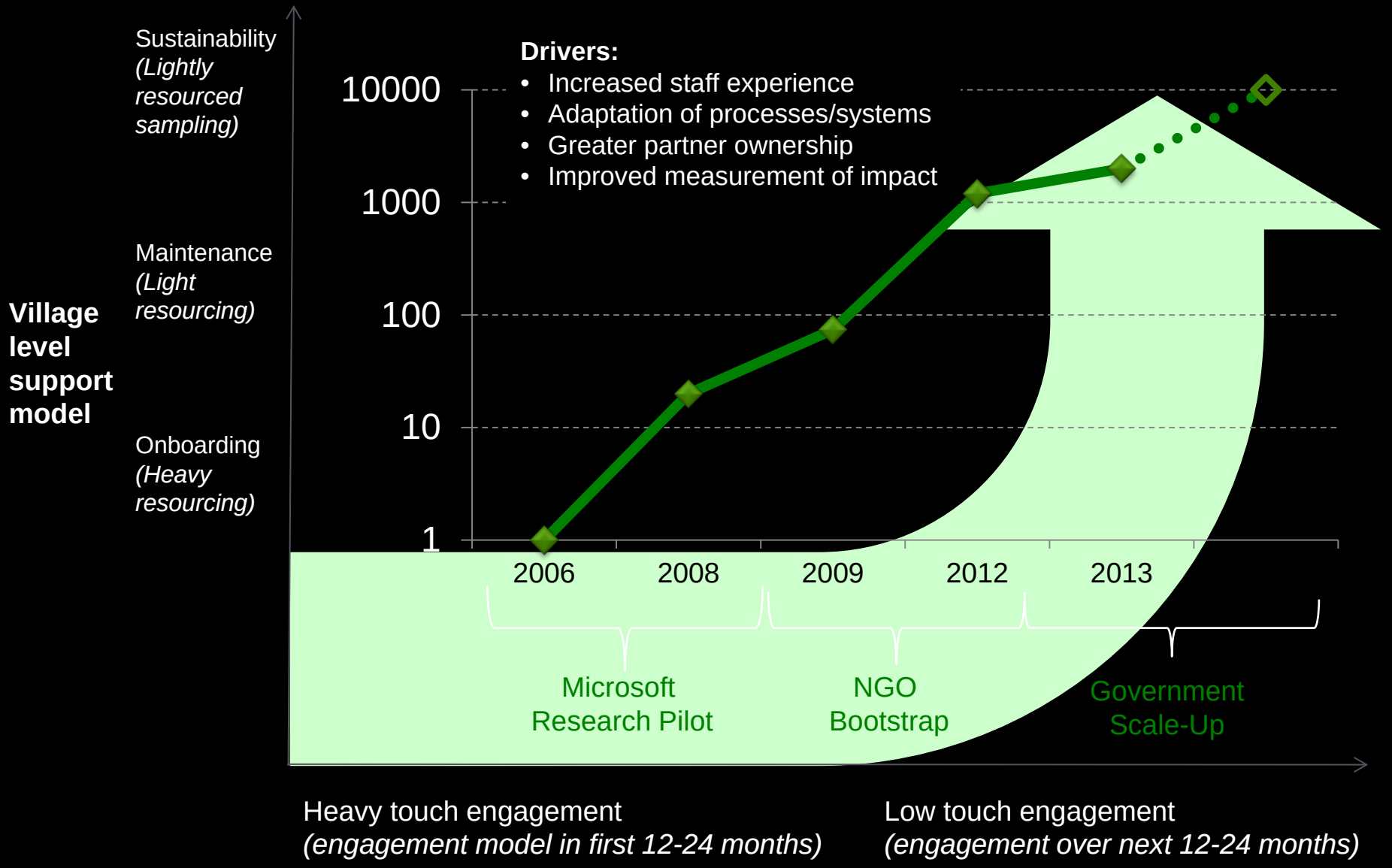
Market Linkages

Government Schemes

Context specificity:

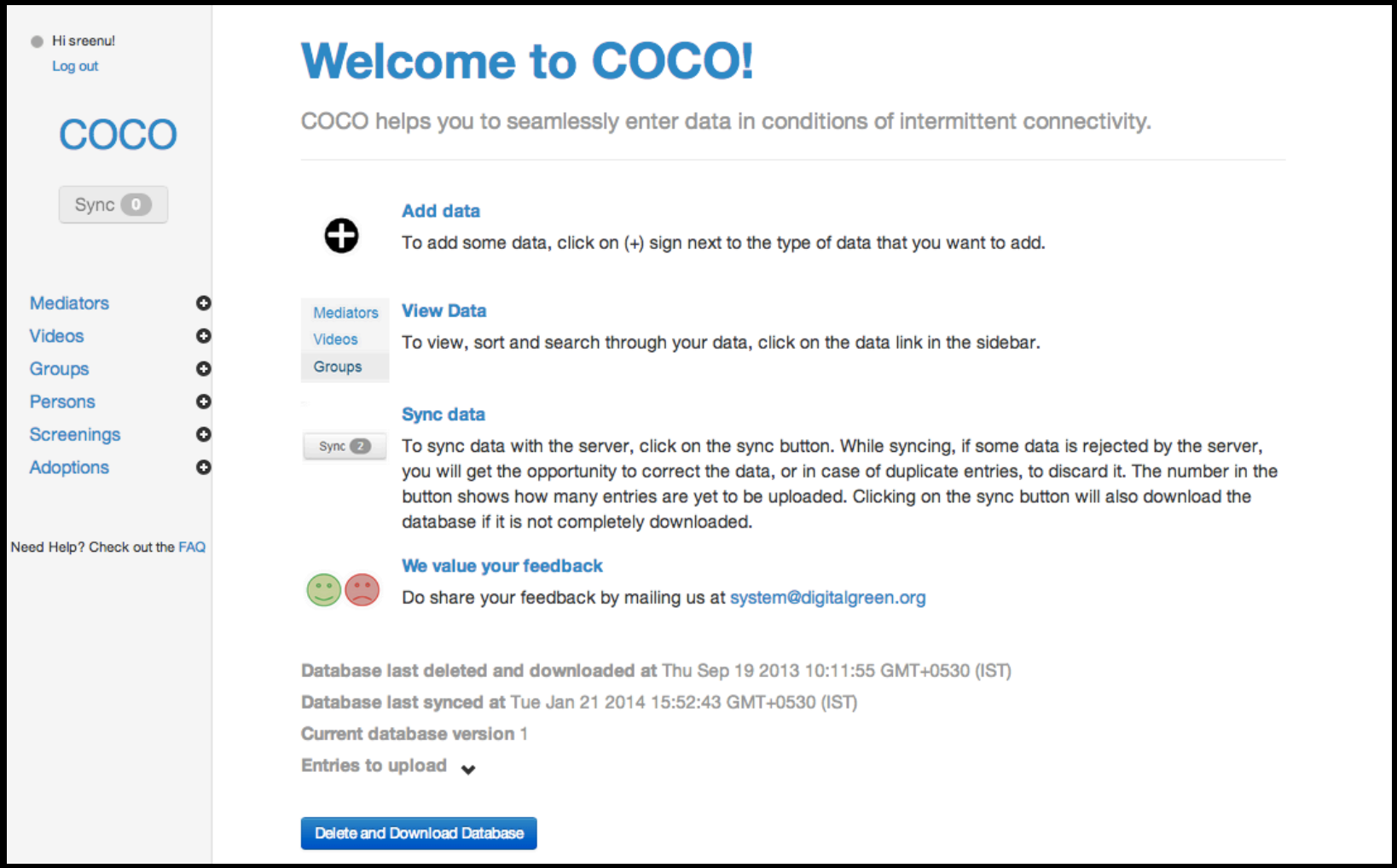
- Farmer/marketing group cohesiveness
- Existing extension system investments
- Competition from other media channels
- Localized technical advisory committees
- Electricity and data connectivity
- Efficiency in remote training and QA support

Layering Technology



Digital Green Technology

Data Management System



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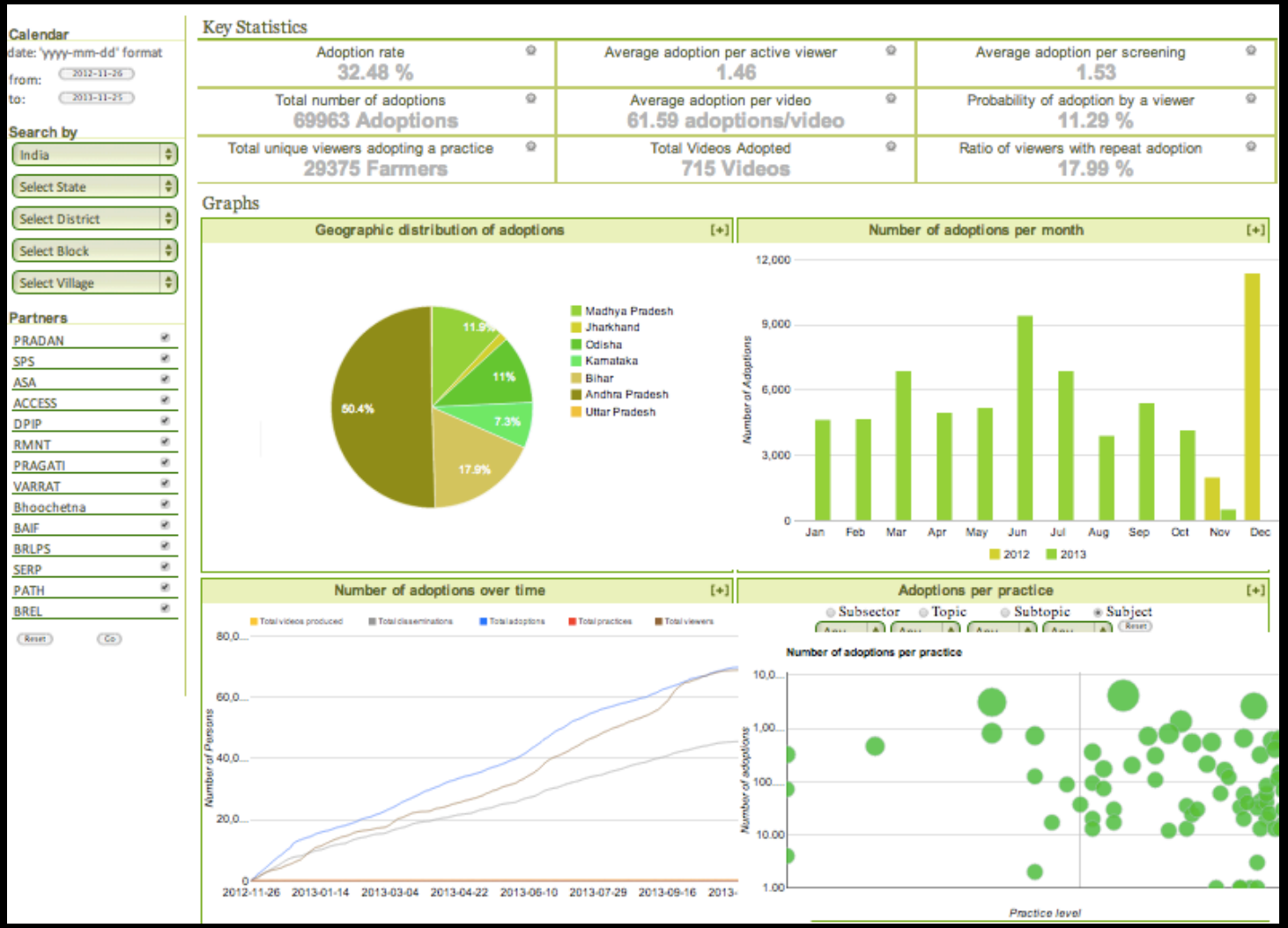
Analytics



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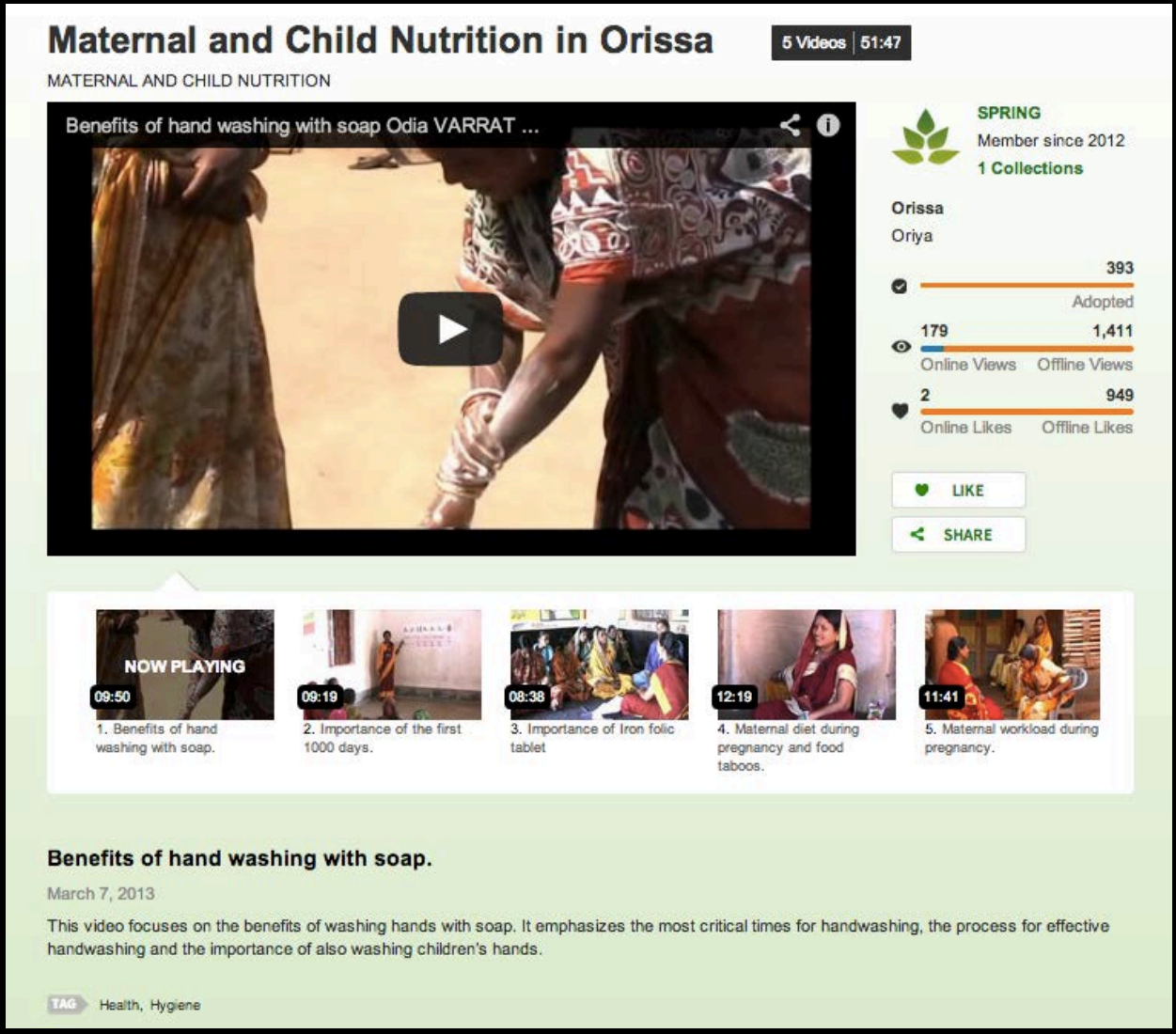
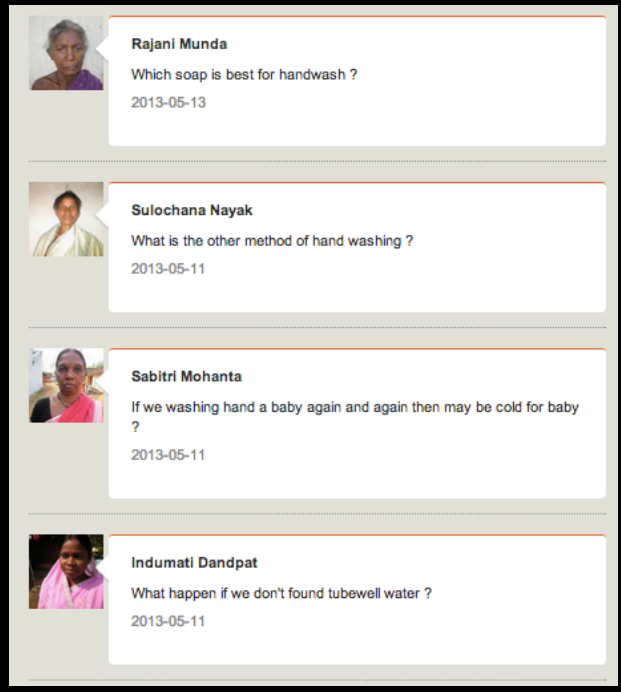
Video Courseware





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Farmerbook

Keonjhar | Odisha

Padmabati Singh

Ramakrishna

Chhatia

Subscribe

Adoption Rate

25%

Mar 2013	44	11
Joined	Views	Adopted

Questions Asked 2

Service Provider

Trinath Singh

Partner

VARRAT

VARRAT

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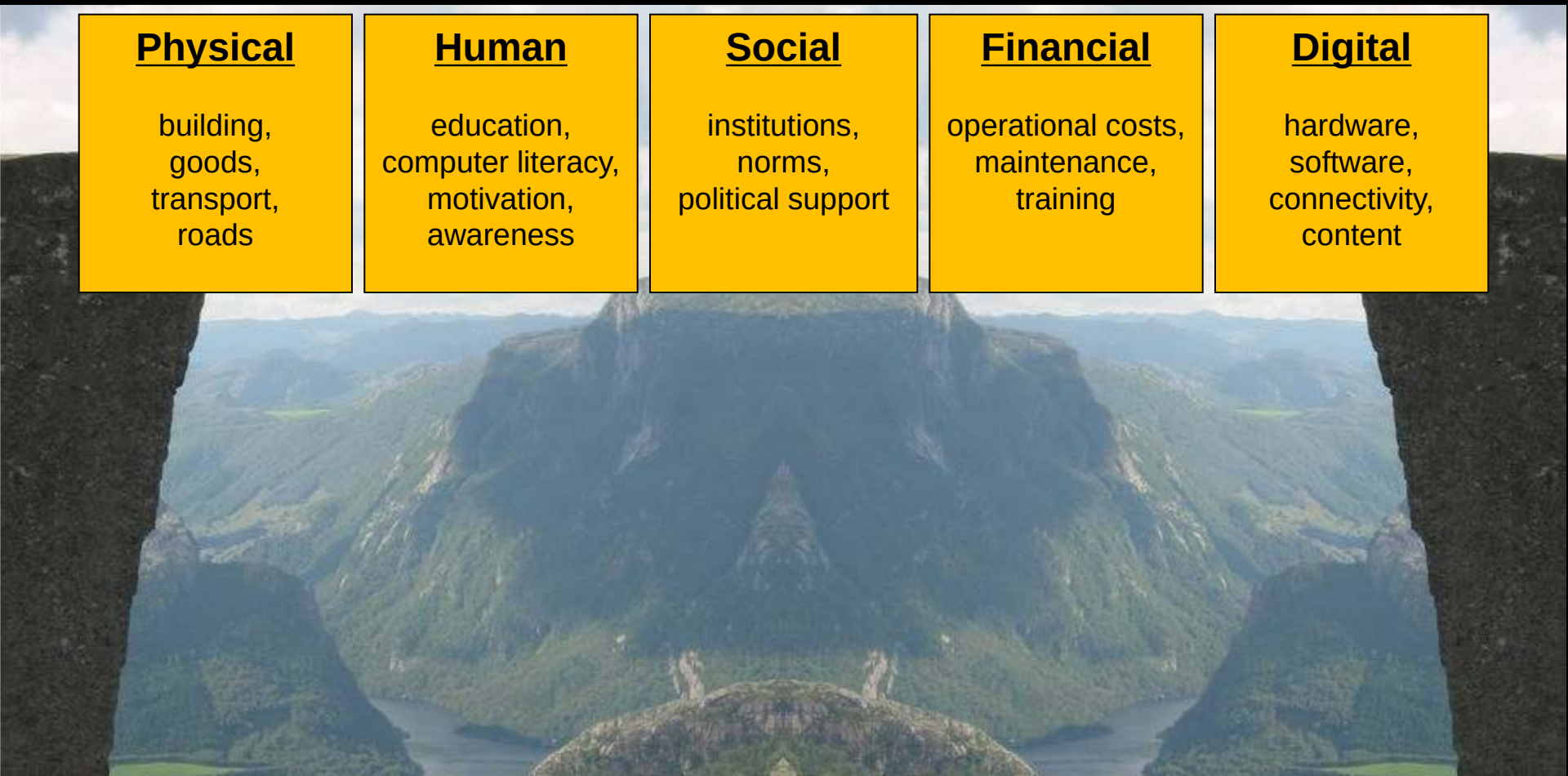
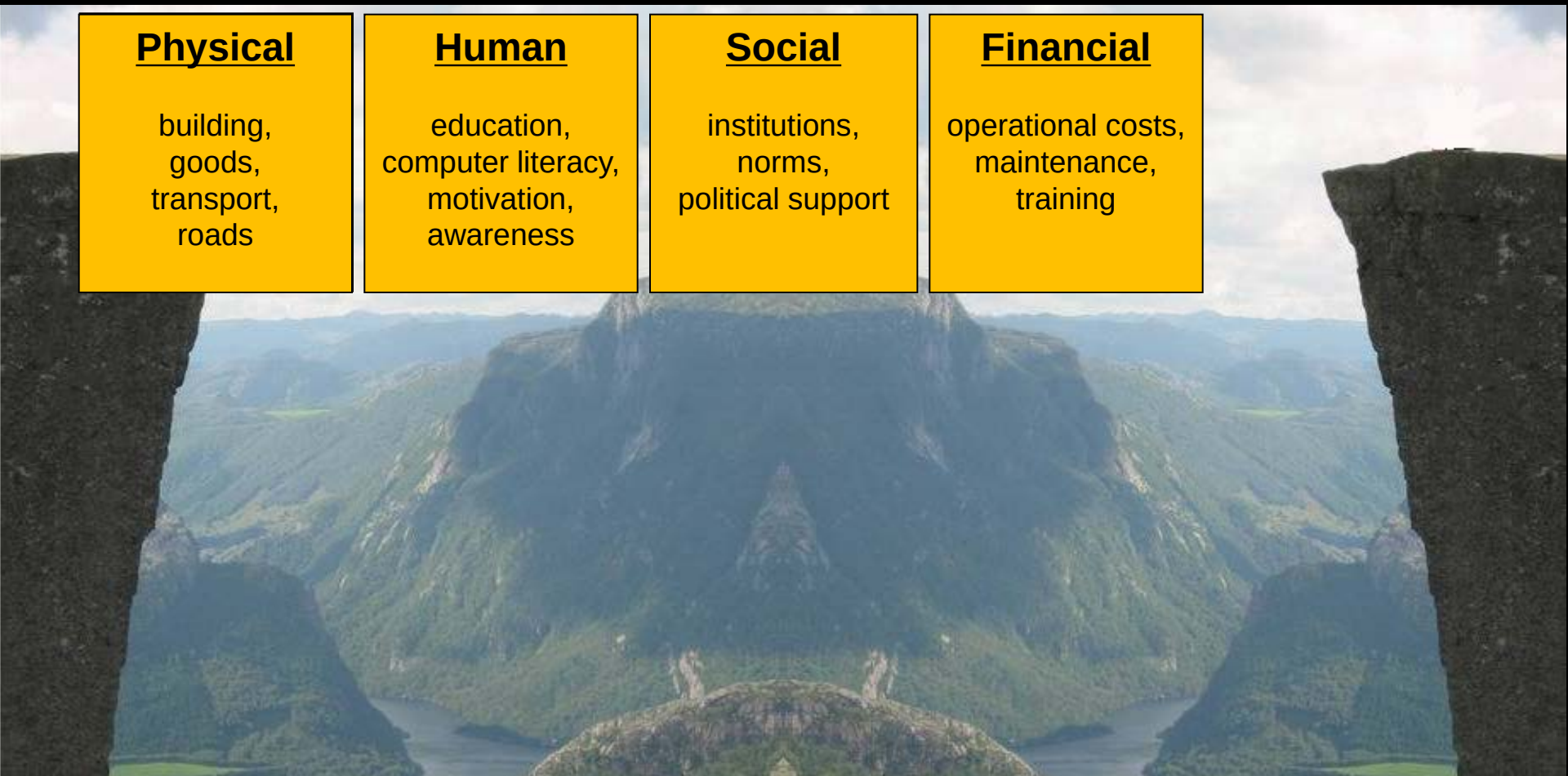
Technology is Just One Part



Physical	**Human**	**Social**	**Financial**	**Digital**
building, goods, transport, roads	education, computer literacy, motivation, awareness	institutions, norms, political support	operational costs, maintenance, training	hardware, software, connectivity, content

In the *Emerging* World…

(includes wealthier segments of emerging markets)



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Technology **magnifies** *human intent and capability.*

Technology itself requires support from well-intentioned, competent people or organizations.

Successful technology interventions work as a part of well-intentioned, competent organizations.

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