



# Social Networks for Food & Nutrition Security

**digitalGREEN**

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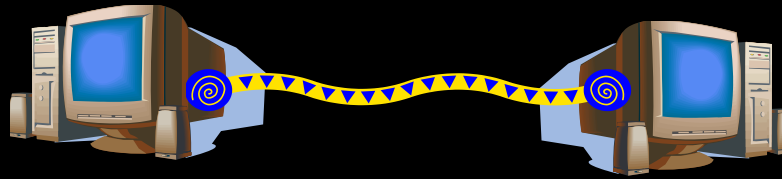


# Agricultural Systems?

farmer



Low literacy  
in local lang



expert



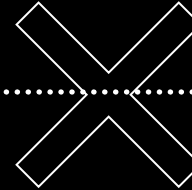
No bank account



Expensive  
credit



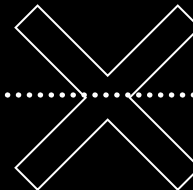
No unique ID



Credit card



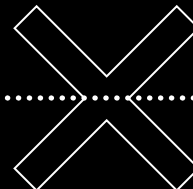
Poor roads



Market



Poor quality  
control

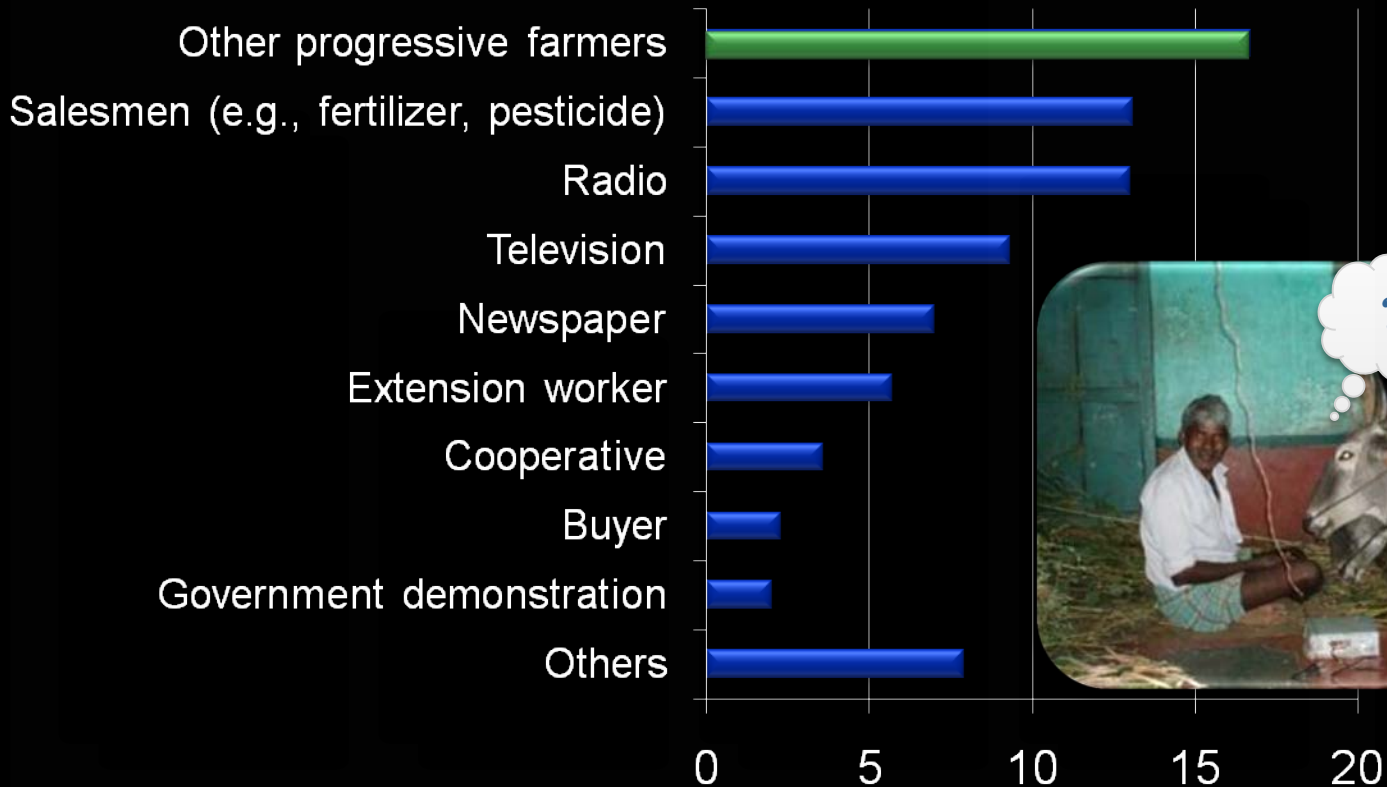


Volume  
buyers

**Device and connectivity not enough!**

# Agricultural Social Networks

% farm households (n = 51,770)



*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.**







**Localized Content (80%)**

- Identifiable Peers
- Accessible Services

**Generalized Content (20%)**

- Comparable Socioculture/Agroecology
- Common Services



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

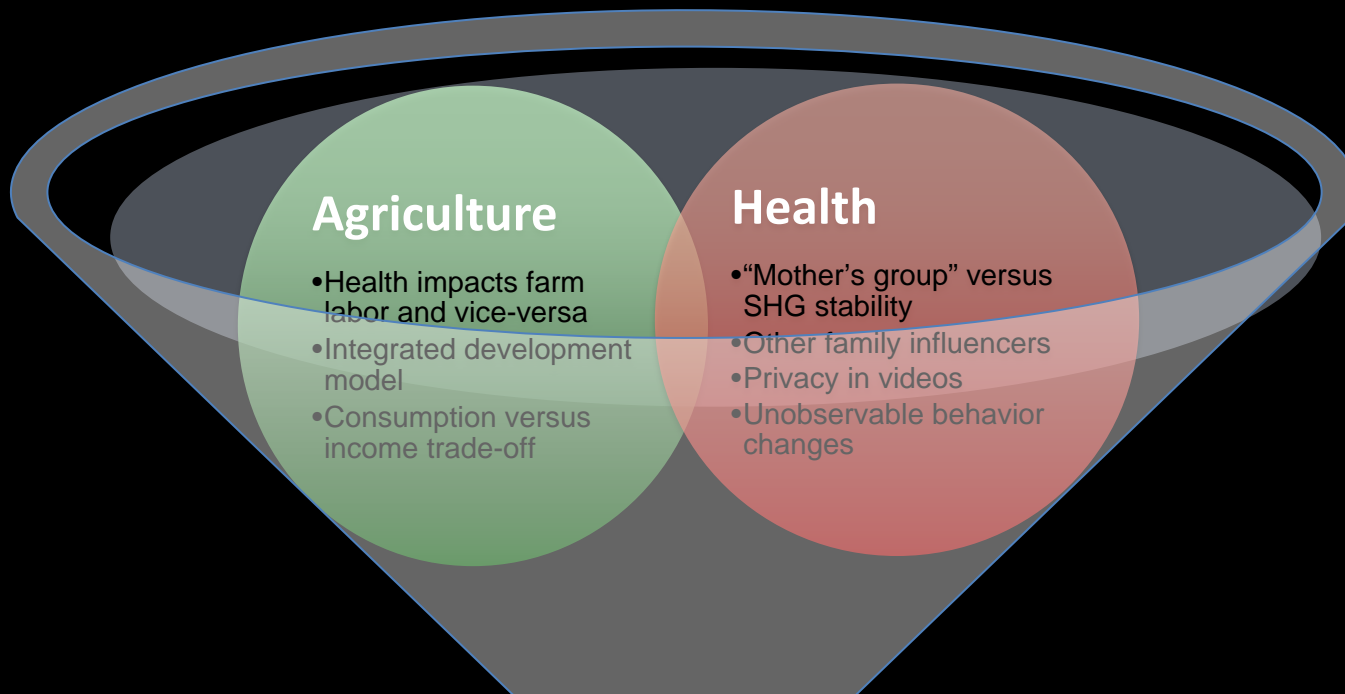


Women, their husbands, and mothers-in-law  
expressed high levels of enthusiasm

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

...



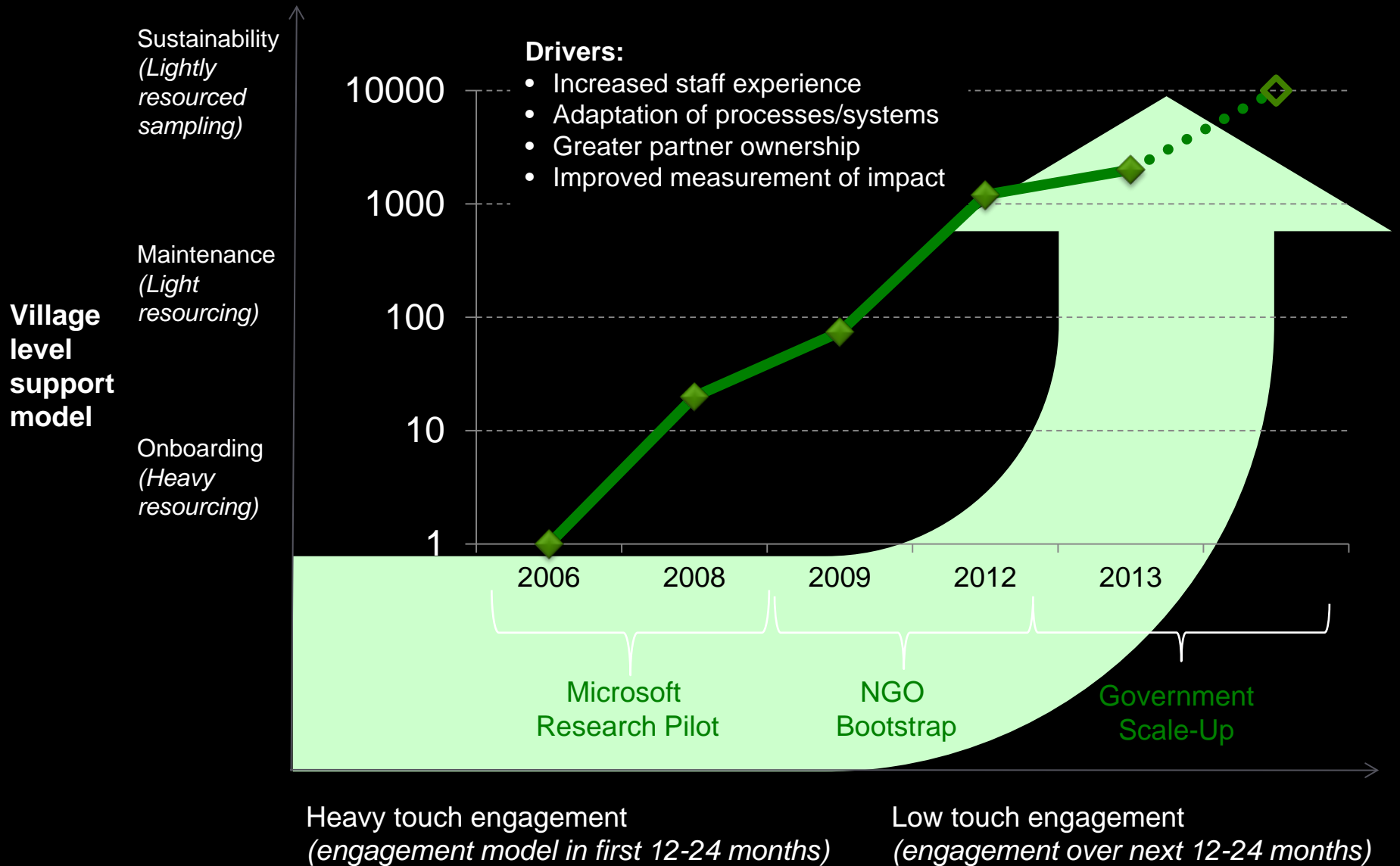
Market  
Linkages



Government  
Schemes



# Layering Technology



# Data Management System

Hi sreenu!  
Log out

## COCO

Sync 0


- Mediators
- Videos
- Groups
- Persons
- Screenings
- Adoptions

Need Help? Check out the [FAQ](#)

## Welcome to COCO!

COCO helps you to seamlessly enter data in conditions of intermittent connectivity.

### Add data

 To add some data, click on (+) sign next to the type of data that you want to add.

Mediators

### View Data

Videos



Groups

To view, sort and search through your data, click on the data link in the sidebar.

Sync 2

### Sync data

To sync data with the server, click on the sync button. While syncing, if some data is rejected by the server, you will get the opportunity to correct the data, or in case of duplicate entries, to discard it. The number in the button shows how many entries are yet to be uploaded. Clicking on the sync button will also download the database if it is not completely downloaded.

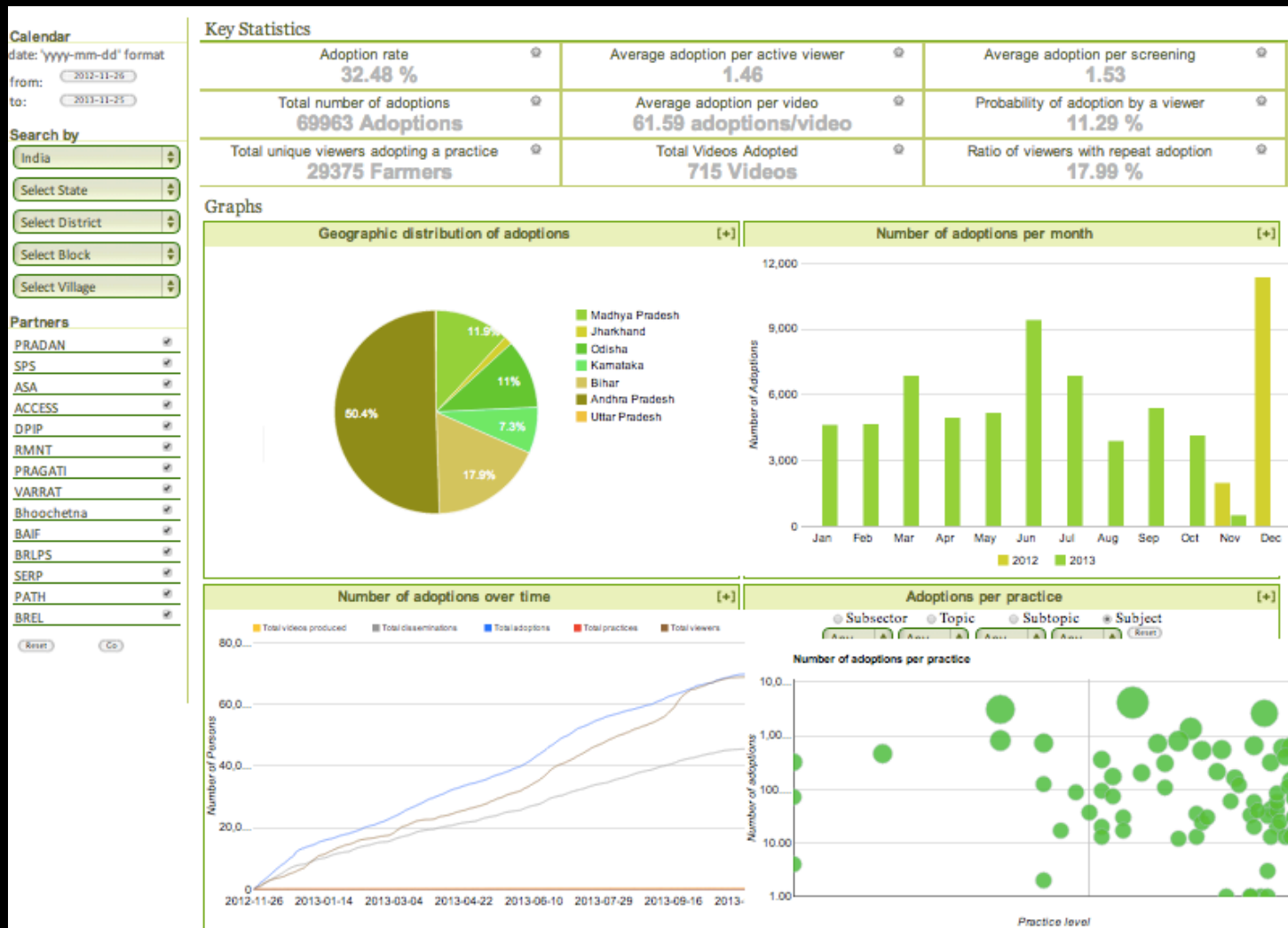
### We value your feedback

Do share your feedback by mailing us at [system@digitalgreen.org](mailto:system@digitalgreen.org)

Database last deleted and downloaded at Thu Sep 19 2013 10:11:55 GMT+0530 (IST)  
Database last synced at Tue Jan 21 2014 15:52:43 GMT+0530 (IST)  
Current database version 1  
Entries to upload ▼

Delete and Download Database

# Digital Green Technology Analytics



# Video Courseware

## Maternal and Child Nutrition in Orissa

5 Videos | 51:47

MATERNAL AND CHILD NUTRITION

Benefits of hand washing with soap Odia VARRAT ...



Orissa  
Oriya

393 Adopted

179 Online Views 1,411 Offline Views

2 Online Likes 949 Offline Likes

LIKE


SHARE




SPRING


Member since 2012

1 Collections

 **Rajani Munda**  
Which soap is best for handwash ?  
2013-05-13

 **Sulochana Nayak**  
What is the other method of hand washing ?  
2013-05-11

 **Sabitri Mohanta**  
If we washing hand a baby again and again then may be cold for baby ?  
2013-05-11

 **Indumati Dandpat**  
What happen if we don't found tubewell water ?  
2013-05-11

**NOW PLAYING**

-  **09:50**  
1. Benefits of hand washing with soap.
-  **09:19**  
2. Importance of the first 1000 days.
-  **08:38**  
3. Importance of Iron folic tablet
-  **12:19**  
4. Maternal diet during pregnancy and food taboos.
-  **11:41**  
5. Maternal workload during pregnancy.

### Benefits of hand washing with soap.

March 7, 2013

This video focuses on the benefits of washing hands with soap. It emphasizes the most critical times for handwashing, the process for effective handwashing and the importance of also washing children's hands.

TAG Health, Hygiene



# Digital Green Technology Farmerbook

Keonjhar | Odisha



**Padmabati Singh**

Ramakrishna

Chhatia

Subscribe

Adoption Rate

25%

Mar 2013  
Joined

44  
Views

11  
Adopted

Questions Asked

2

Service Provider

Partner



Trinath Singh



VARRAT

# Technology is Just One Part

## Physical

building,  
goods,  
transport,  
roads

## Human

education,  
computer literacy,  
motivation,  
awareness

## Social

institutions,  
norms,  
political support

## Financial

operational costs,  
maintenance,  
training

## Digital

hardware,  
software,  
connectivity,  
content



# In the *Emerging World*...

(includes wealthier segments of emerging markets)

## Physical

building,  
goods,  
transport,  
roads

## Human

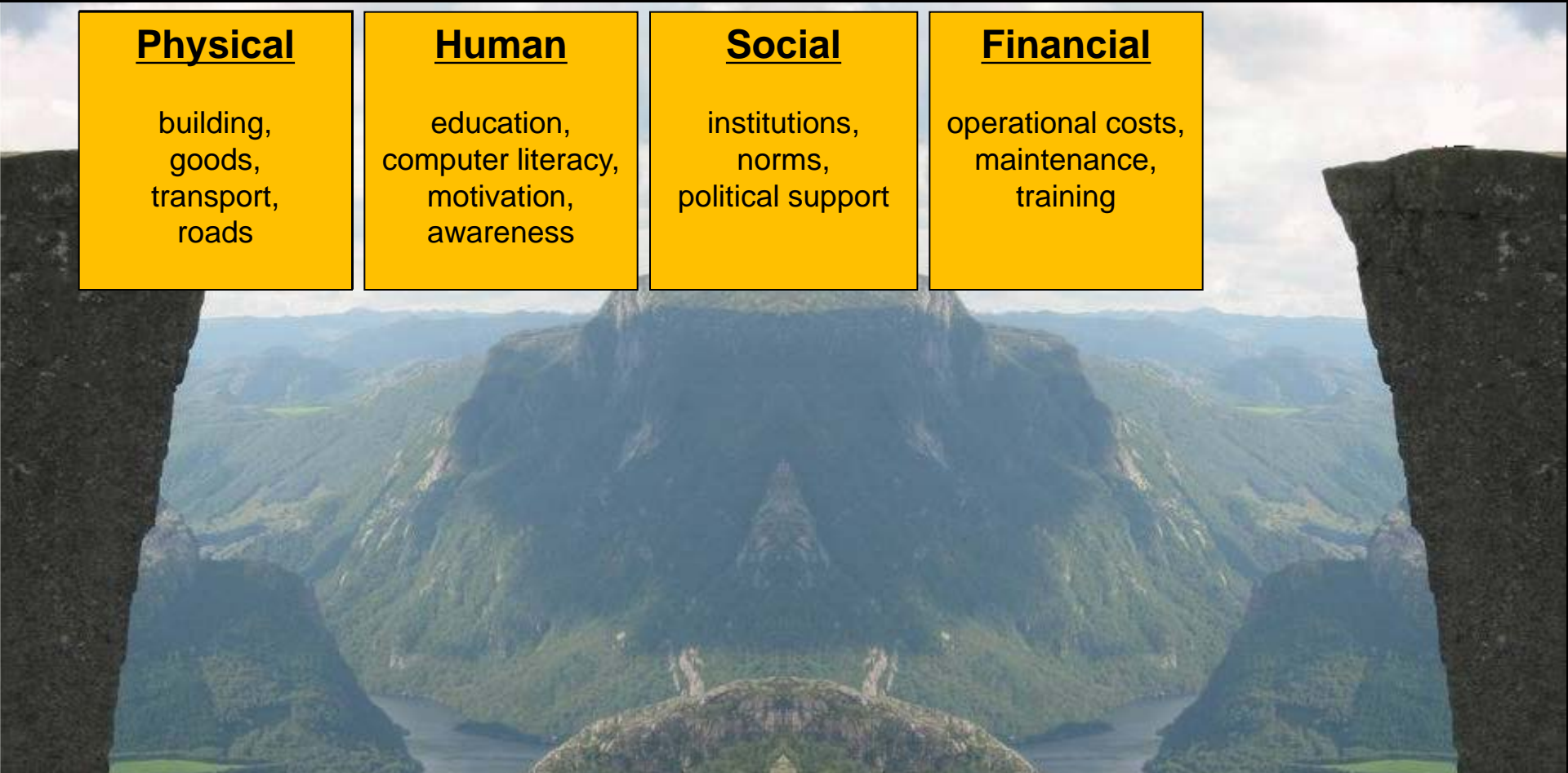
education,  
computer literacy,  
motivation,  
awareness

## Social

institutions,  
norms,  
political support

## Financial

operational costs,  
maintenance,  
training



***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.*

A large crowd of people, seen from an aerial perspective, has gathered to form a massive portrait of a man's face. The man has dark hair, a prominent nose, and a slight smile. The crowd is composed of many individuals, each contributing a small part to the overall image. The colors of their clothing create a mosaic effect.

Thanks!

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