Social Networks for Food & Nutrition Security
Agricultural Systems?

- Farmer:
  - Low literacy in local lang
  - No bank account
  - Expensive credit
  - No unique ID
  - Poor roads
  - Poor quality control

- Expert:
  - Credit card
  - Market
  - 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)
Approach
Components

Digital Green Approach

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

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

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

Drivers:
- Increased staff experience
- Adaptation of processes/systems
- Greater partner ownership
- Improved measurement of impact

Village level support model
- Heavy touch engagement (engagement model in first 12-24 months)
  - Onboarding (Heavy resourcing)
  - Maintenance (Light resourcing)
  - Sustainability (Lightly resourced sampling)

Low touch engagement (engagement over next 12-24 months)
- Government Scale-Up
- NGO Bootstrap
- Microsoft Research Pilot

Timeline:
- 2006
- 2008
- 2009
- 2012
- 2013
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.

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

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

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

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Digital Green Technology

Analytics

Key Statistics

- Adoption rate: 32.48%
- Average adoption per active viewer: 1.46
- Average adoption per screening: 1.53
- Total number of adoptions: 69,963
- Average adoption per video: 61.59
- Probability of adoption by a viewer: 11.29%
- Total unique viewers adopting a practice: 29,375
- Total Videos Adopted: 715
- Ratio of viewers with repeat adoption: 17.99%

Graphs

Geographic distribution of adoptions
- Madhya Pradesh: 80.4%
- Jharkhand: 11.5%
- Odisha: 11%
- Karnataka: 7.3%
- Bihar: 17.9%

Number of adoptions per month
- January: 4,000
- February: 5,000
- March: 6,000
- April: 7,000
- May: 8,000
- June: 9,000
- July: 10,000
- August: 11,000
- September: 12,000
- October: 13,000
- November: 14,000
- December: 15,000

Number of adoptions over time
- 2012-11-26: 20
- 2013-01-14: 50
- 2013-03-04: 80
- 2013-04-22: 100
- 2013-06-10: 120
- 2013-07-29: 140
- 2013-09-16: 160
- 2013-11-26: 180

Adoptions per practice
- Practice level

analytics.digitalgreen.org
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
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,
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- roads

**Human**
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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.
Thanks!