

A woman with dark skin and hair, wearing a red short-sleeved shirt and a traditional conical hat made of woven bamboo or palm leaves, is standing in a field of green plants. She is looking directly at the camera with a slight smile. The plants have large, serrated green leaves. The background is filled with more greenery, creating a lush, natural setting. The lighting is soft, suggesting an overcast day or shade.

**digitalGREEN**

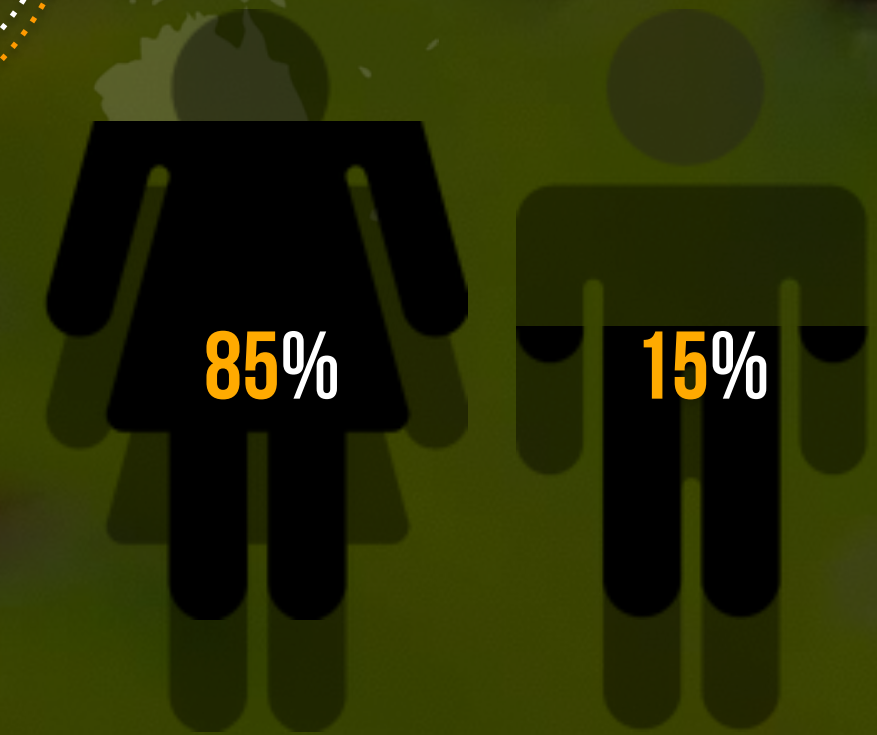


# FARMERS NETWORK

Informal social networks exist within rural communities



**1 MILLION  
PEOPLE**

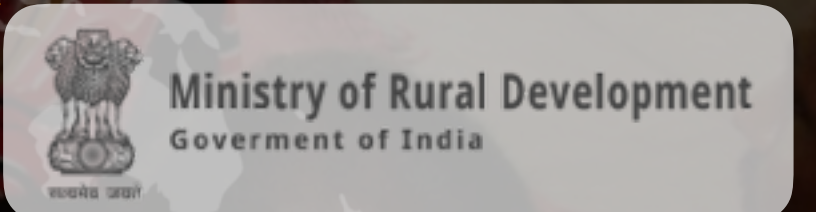




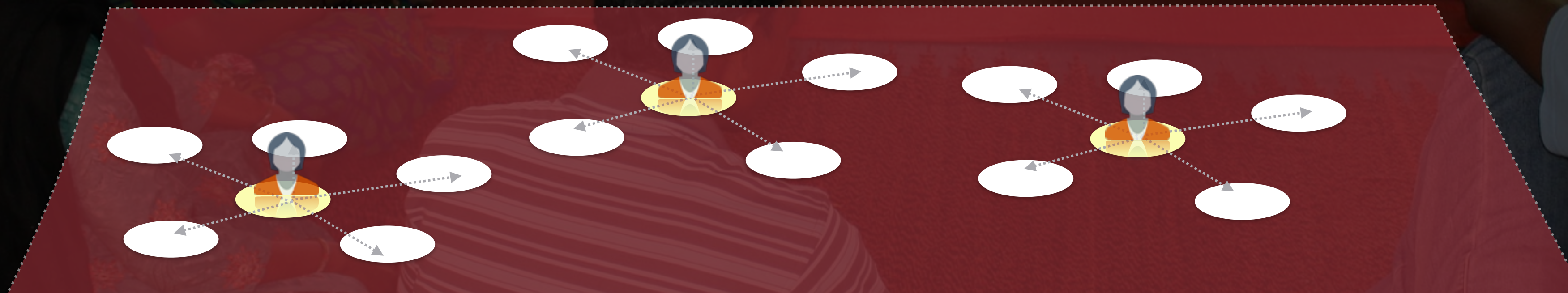
# PARTNERS MOBILIZE

Front-line workers of public, private, and civil society organizations bring farmers together as groups

**12K**  
**FRONT-LINE  
WORKERS**



Communities



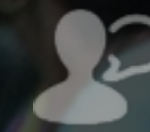


# DIGITAL AMPLIFICATION

Produce and share locally relevant agricultural videos informed by farmer feedback and usage data



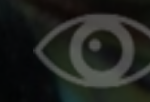
4K **VIDEOS**



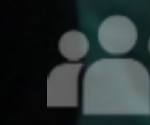
28 **LANGUAGES**



500K **SCREENINGS**



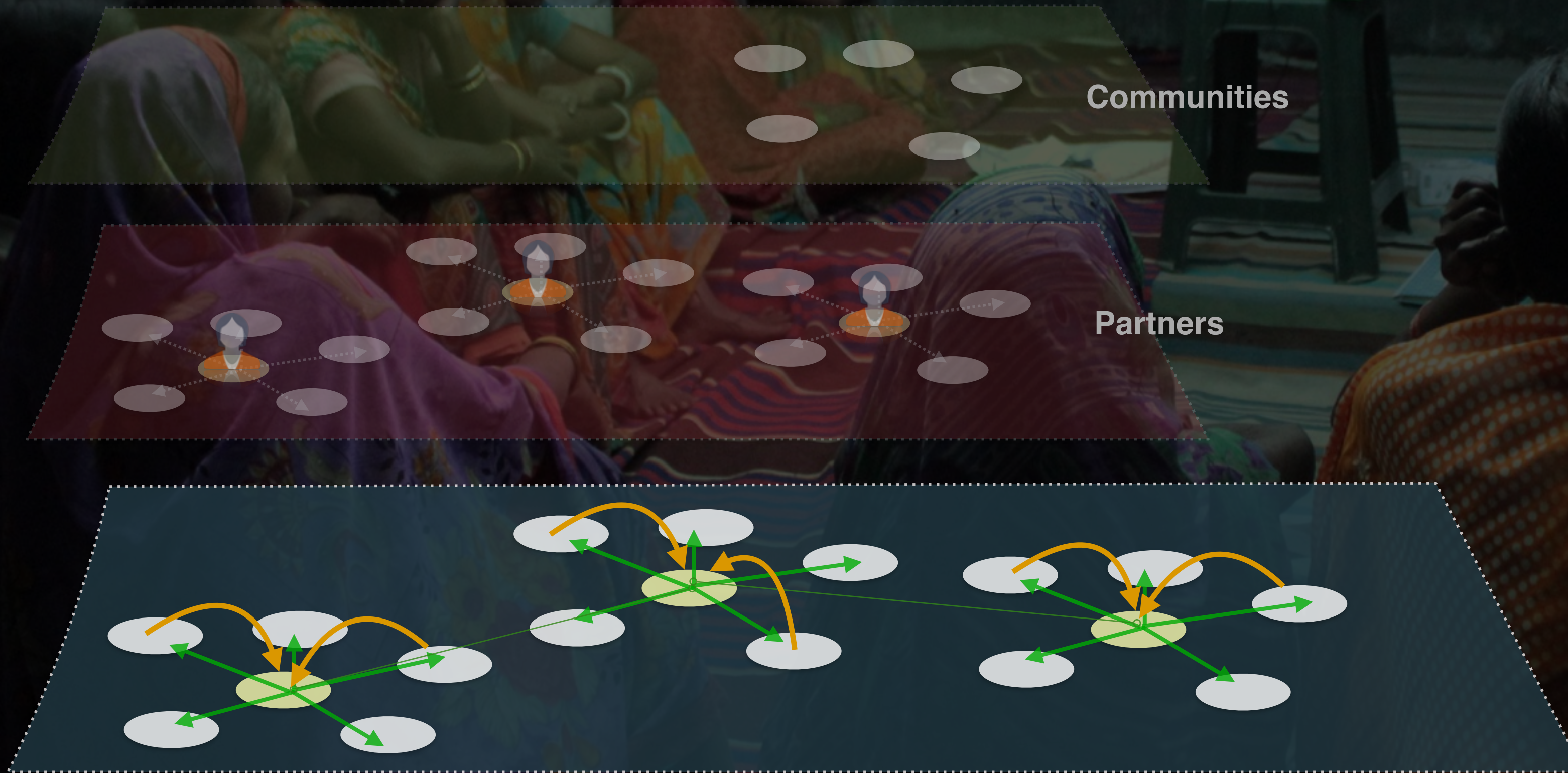
1M **VIEWERS**



54% **ADOPTION RATE**

Communities

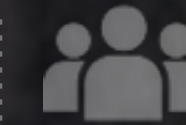
Partners





# DIGITAL VIDEOS EXPANSION

Produce and share locally relevant agricultural videos informed by farmer feedback and usage data



**2K TRAINEES**



**336 COLLECTIONS**



**4 VTI/DG COURSES**

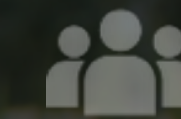
Communities

Partners



# DIGITAL KNOWLEDGE EXCHANGE

Radio broadcasts and mobile services reinforce agriculture and nutrition messaging and widen network



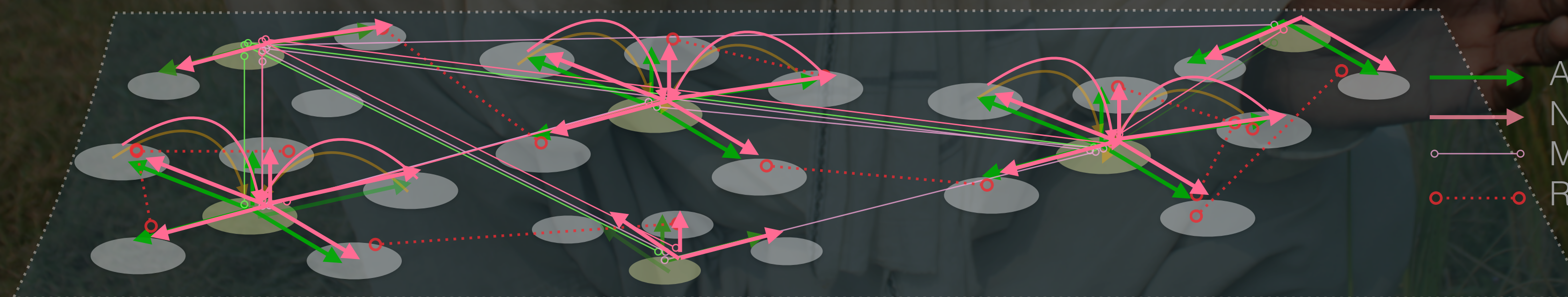
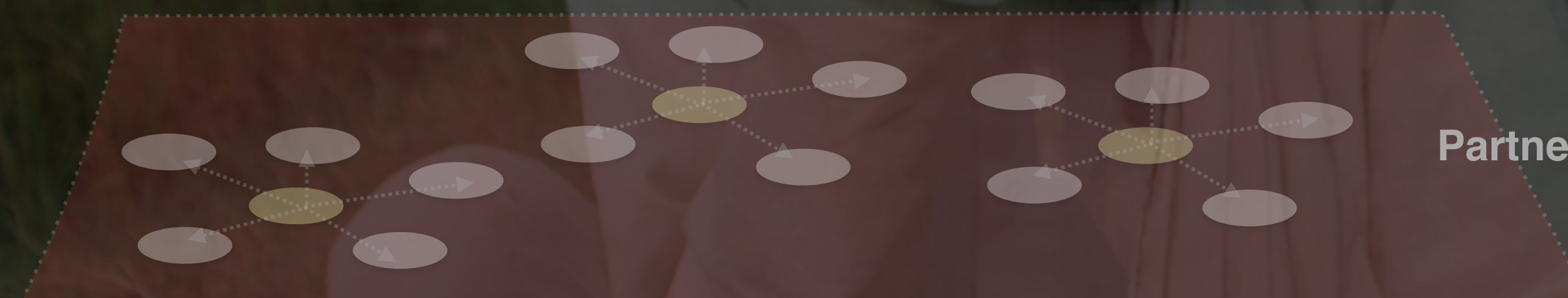
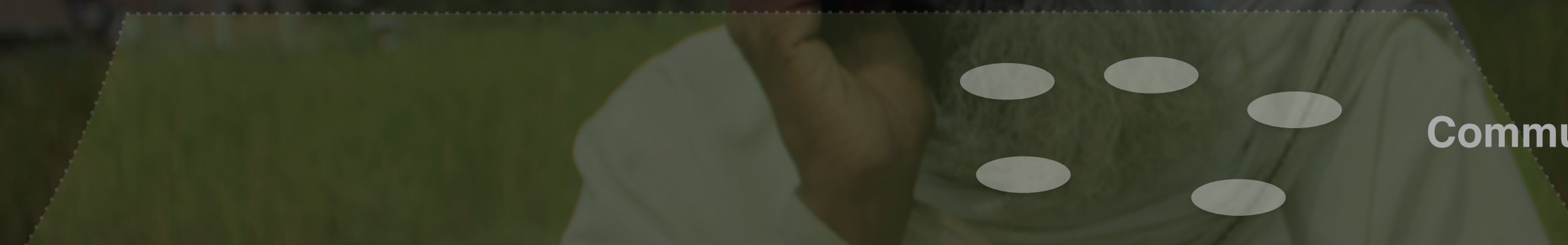
100K **NUTRITION SHARING**



200K **PARTICIPATORY RADIO**



15K **MOBILE/IVR SERVICES**





# INTEGRATED DELIVERY

Radio broadcasts and mobile services reinforce agriculture and nutrition messaging and widen network

## Localized

- Extension interventions
- Content library



## Generalized

- Literature Reviews
- Research Trials



## Personalized

- Analytics Data
- Community Feedback



Agriculture . Health . Nutrition



Development Group  
Savings/Credit



Teff Row Planting



Quality Protein Maize



Exclusive/early  
Breastfeeding

...



Cooperative  
Linkages

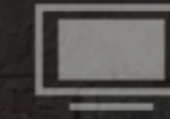


Government  
Schemes



# DIGITAL CONNECTIONS

Leverage large-scale rural network to link with other actors



**3M VIEWERS (13 EPISODES) GREEN CHAMPION - REALITY TV**



**\$30K (3 MONTHS) LOOP - MARKET TRANSPORT APP**





# OUR NETWORK







**Pooling Technology and  
Extension Networks for Market Access**

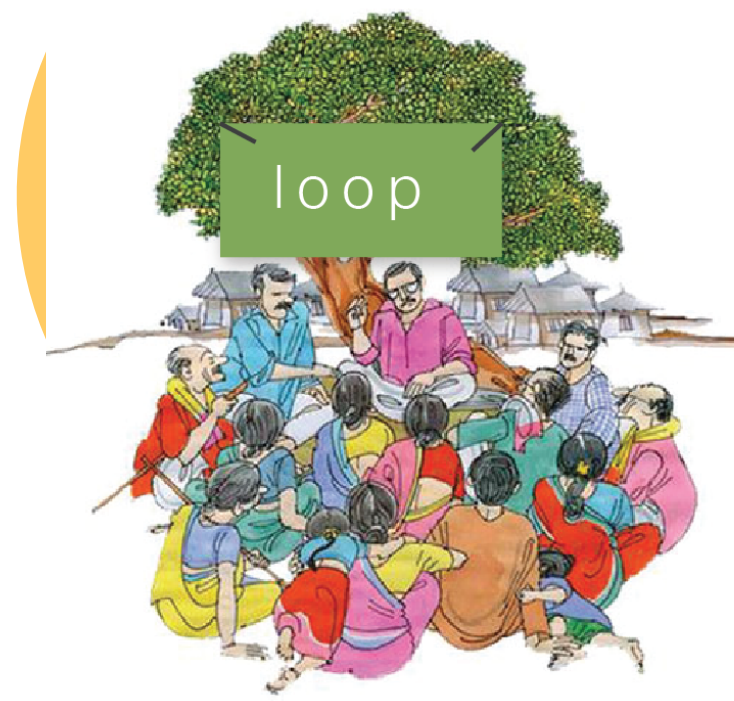


Initiation

1. Village Identification



2. Community mobilization



3. Selection of aggregator

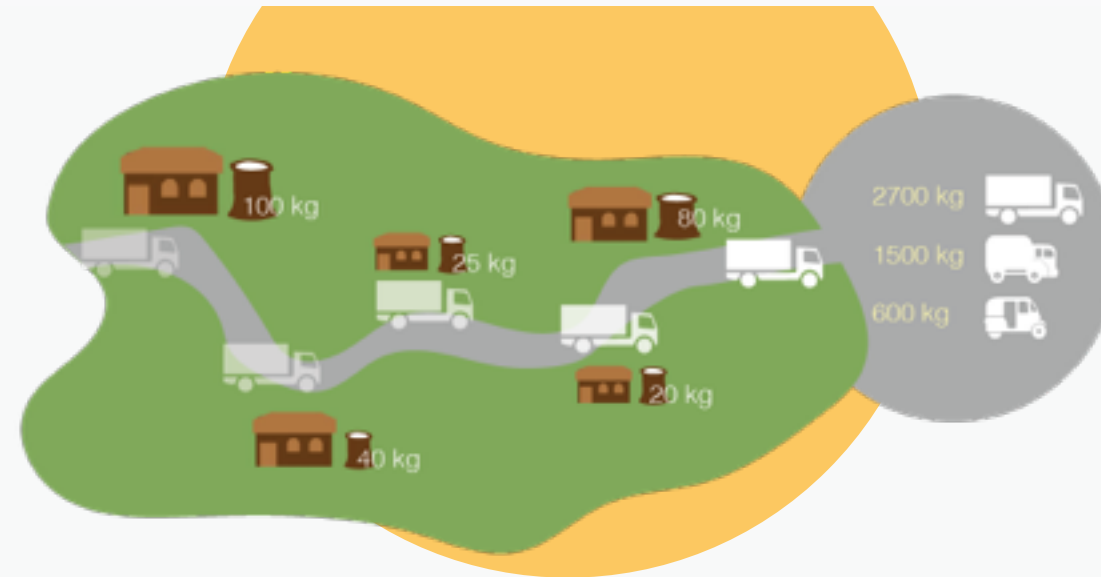


4. Training of aggregator



Daily Operation

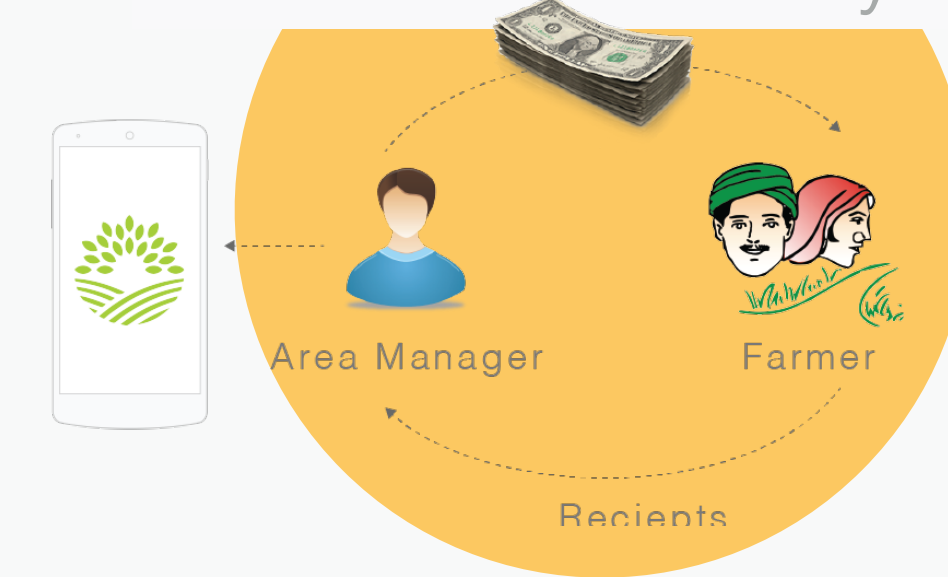
7. Aggregating, Transport



6. Selling



5. Transaction Payment



Monitoring

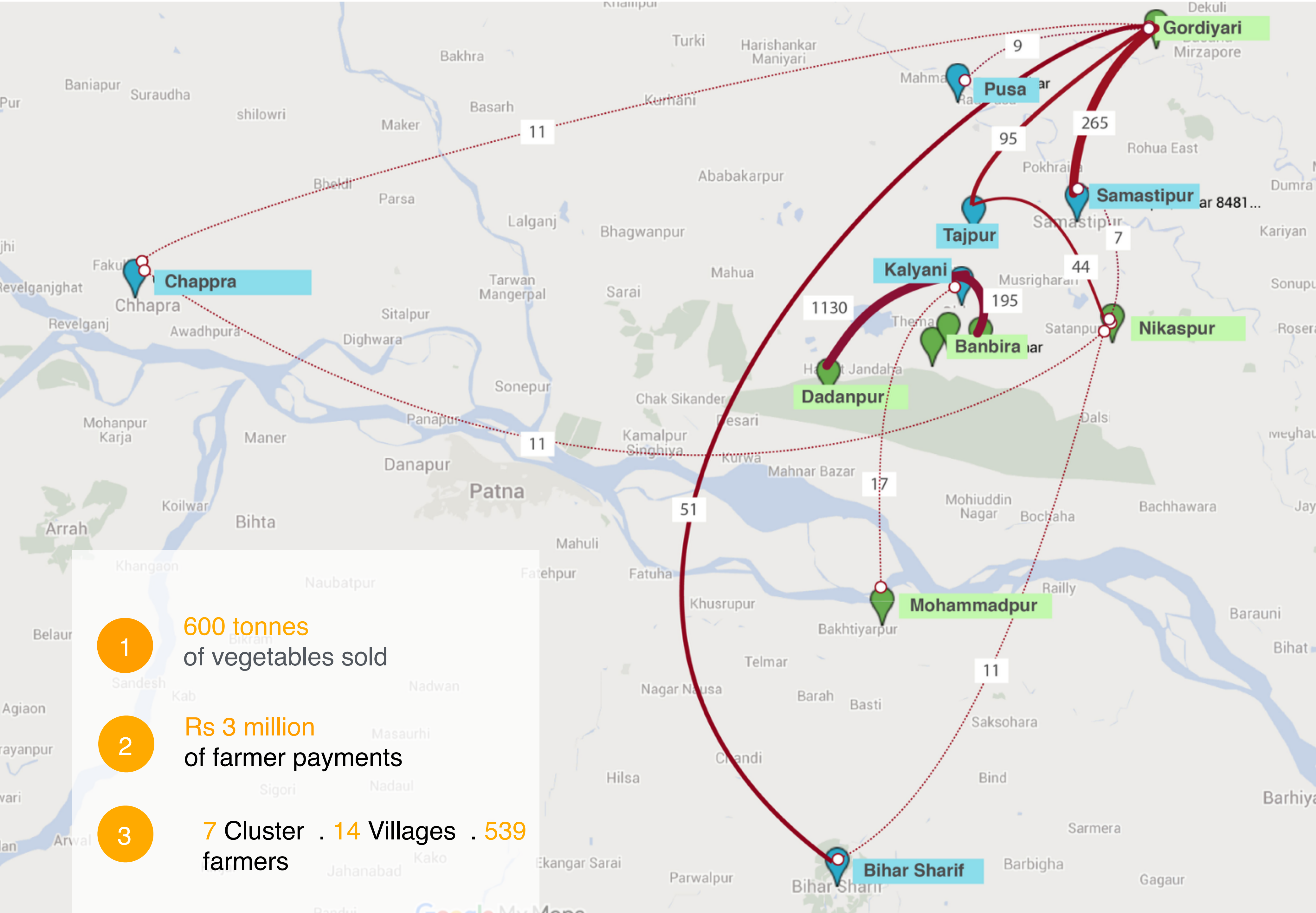
8. Market selection, trends, outliers



9. Operations Payments

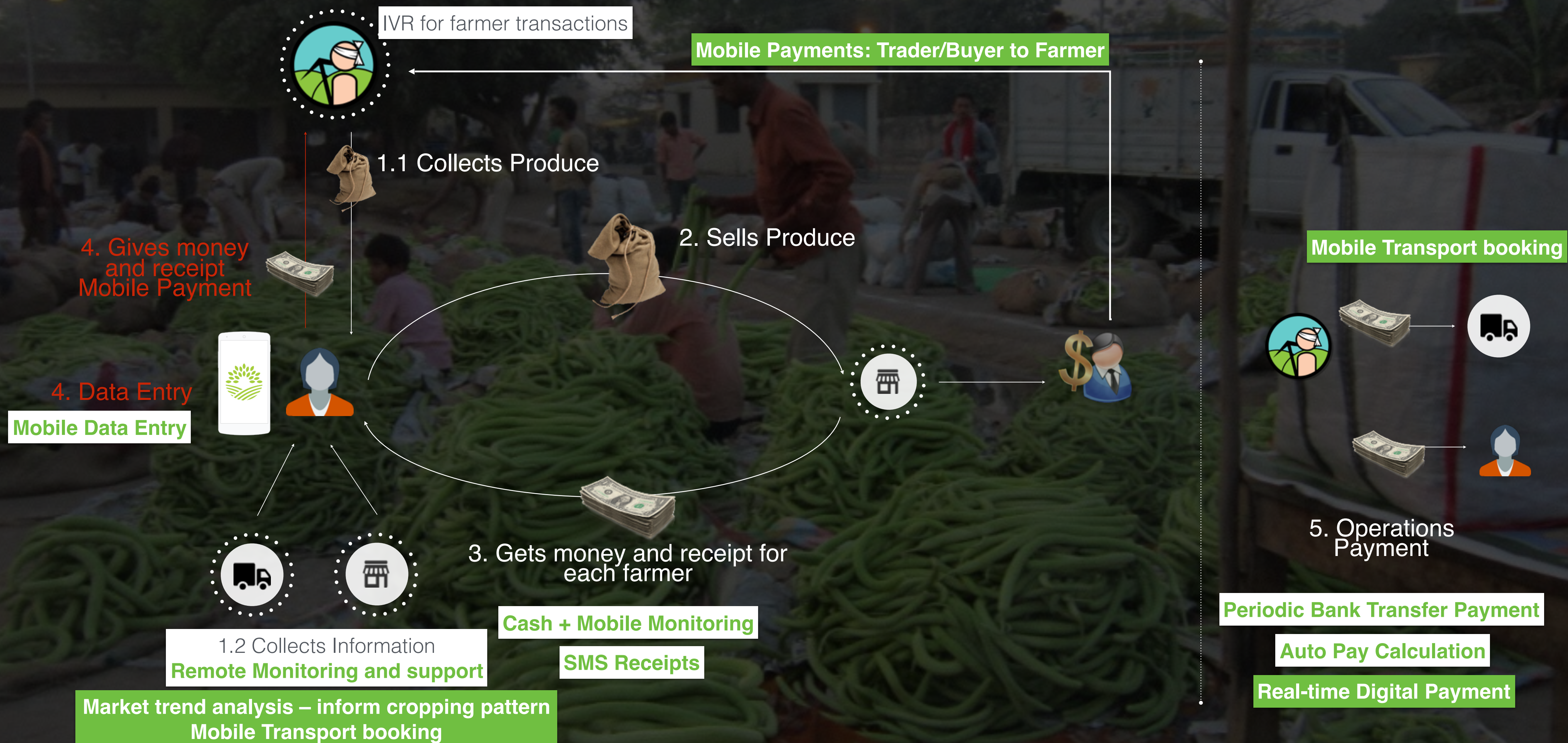








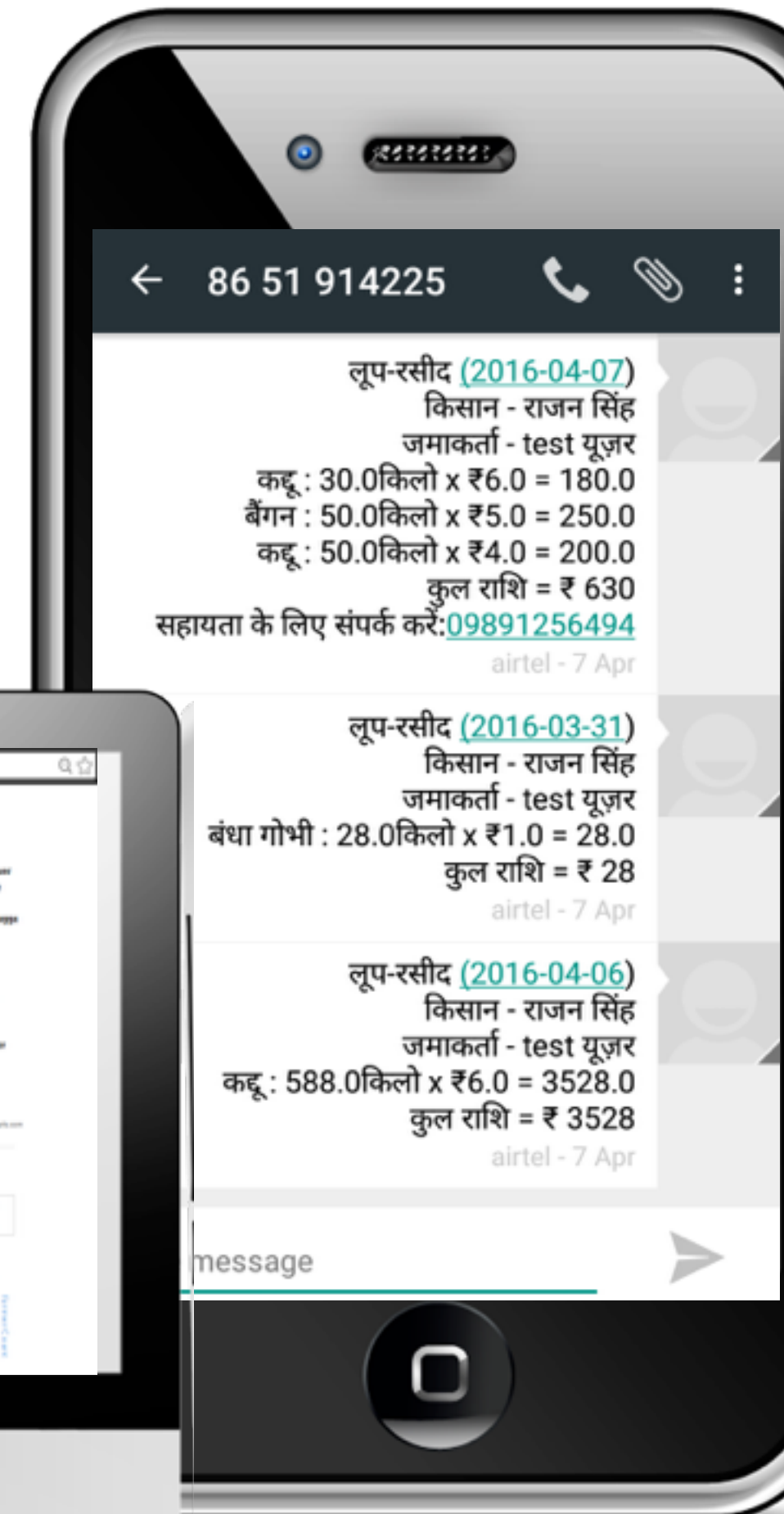
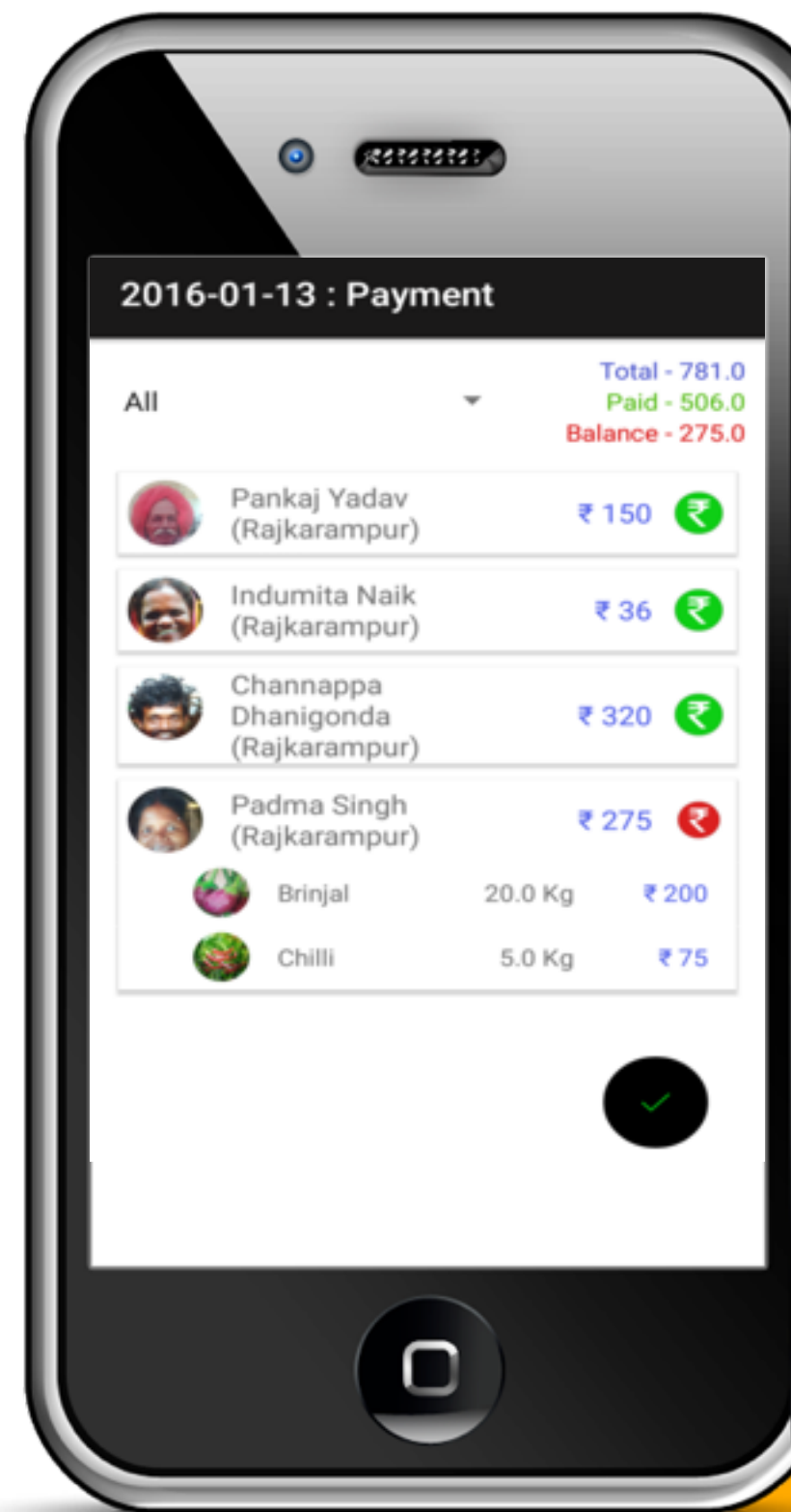
# Roadmap: The Potential





remove in-slide animation

# Digital Resources







Thank You