Leveraging Power of Technology and Power of Partnerships to accelerate productivity and income of small scale farmers

Operations in 9 countries, 100+ locations with 25+ partners

41,000 extension workers trained under partnership with governments

3 million small holder farmers reached, 73% of whom are women

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Digital Connectivity in Agriculture: A Case in Point from Bihar, India

Population ~129M
Female ~62M
Female Lit Rate ~51.5%
Women in Ag Workforce ~50.1%
Women in SHGs ~12.6M
Cell Phone Users ~62M
Data/Internet Users ~39.3M

Those who have ever used internet
20.2% Women
43.6% Men

Source: Indiacensus.net, based on Census2011 National Family Health Survey 19-20 Report on women in the informal economy of Bihar, ADRI
Digital Green Intervention in Bihar

- **Partnership with JEEViKA, Bihar State Rural Livelihood Mission**
  Million SHGs, 12.6 Million Women, integrated livelihood support

- **ICT enabled extension system, video based advisories**
  Reduced costs, improved adoptions, yield and income. Trained 6,500 extension agents, reached 1.5 million women farmers

- **IVR, SMS and Local Radio supplemented on ground efforts**
  Audio advisories, feedback systems and community radio network further supported extension system
Key Lessons – Challenges and Opportunities

- **COVID-19 Impact**
  Totally disrupted extension system. Women farmers stopped receiving advisories. Reduced IVR involvement

- **WhatsApp based advisories**
  Limited reach to women. Last mile connect lost. Required intermediary (volunteers) to reach women with advisories

- **Engaging men to support women**
  Men or young people had better access to smart phone. Enrolling men to support women was slow and tideus

**Targeted digital advisories at scale** to inspire sustainable farm practice – by farmers, for farmers and with farmers

**Direct2Farmer** initiatives for market access; building FPO market capabilities; data centric solutions

**Revisioning Data**: Empower farmers to understand data. Data owned and controlled by farmers
Way Forward


2. Enhance Connectivity to advisory services and across value chain. Provide power of information to chose, to inform decisions.

3. Empower farmers to understand, own and control data. Promote data exchange for value creation for farmers.
THANK YOU

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