

मि.स. 29-01/2023-स्थापना/आर.टी.आई.

भारत सरकार  
कृषि एवं किसान कल्याण मंत्रालय  
कृषि एवं किसान कल्याण विभाग  
विस्तार निदेशालय

कृषि विस्तार भवन  
आई.ए.एस.आर.आई. campus, पूसा  
नई दिल्ली-110012  
दिनांक मई, 2024

सेवा में

Sh. Mantu Talukdar  
Udalguri Town, Udalguri-784509  
(Assam).  
Email : talukdarmantu032@gmail.com

विषय : सूचना का अधिकार अधिनियम, 2005 के अंतर्गत सूचना की आपूर्ति- विस्तार निदेशालय से सम्बंधित सूचना प्राप्त करने के लिए श्री मंटू तालुकदार, असम से प्राप्त प्रार्थना पत्र के सन्दर्भ में सूचना देने से सम्बंधित (पंजीकरण संख्या DOEXT/R/T/24/00030 दिनांक 26-03-2024)

महोदय

कृपया आप अपने आर.टी. आई. अनुरोध उक्त पंजीकरण संख्या का अवलोकन करें जिसमें आर.टी.आई. अधिनियम, 2005 के तहत उपरोक्त विषय पर विस्तार निदेशालय से सम्बंधित सूचना निम्नवत है :-

A. पंजीकरण संख्या DOEXT/R/T/24/00034 दिनांक 12-04-2024.

क्र.स.	मांगी गई सूचना	जवाब
1.	Is the Deptt. of Agriculture, Cooperation and Farmers Welfare has signed MoU with Digital Green for VISTAAR Project. ? If yes, please provide copy of the MoU.	The information sought by the applicant are in the form of questions. As per Section 2 (f) of RTI Act, 2005, answers cannot be provided for questions like, 'Is', 'What', etc. Only available information can be furnished and no hypothetical information can be provided under RTI Act, 2005.
2.	What is the total budget for this MoU committed by the Digital Green? How much fund has been spent by Digital Green for the activities under this MoU as on March, 2024?	
3.	Please provide the details of the background check done of the Digital Green, before signing the MoU by the Department of Agriculture, Cooperation and Farmers Welfare, regarding the ongoing and reported cases of POSH (Prevention of Sexual Harassment) by the Digital Green to appropriate authorities.	Not related to Directorate of Extension.
4.	Is Department of Agriculture, Cooperation and Farmers Welfare aware that a senior male employee Sh. Ravi Shankar Sharma at DG India, who is Director, Programs, has an ongoing and reported cases under POSH (Prevention of Sexual Harassment) by the Digital Green to appropriate authorities.	The information sought by the applicant are in the form of questions. As per Section 2 (f) of RTI Act, 2005, answers cannot be provided for questions like, 'Is', 'What', etc. Only available information can be furnished and no hypothetical information can be provided under RTI Act, 2005.
5.	Is the Department of Agriculture, Cooperation and Farmers Welfare willing to go ahead with the partnership of Digital Green even when a senior person, who is at present Director Programs at Digital Gren- Mrs. Ravi Shankar Sharma, having ongoing POSH (Prevention of Sexual Harassment) complain against him. If yes, please provide the reasons.	

B. पंजीकरण संख्या DOEXT/R/T/24/00035 दिनांक 12-04-2024.

क्र.स.	मांगी गई सूचना	जवाब
1.	Copy of the MoU signed by the Department of Agriculture, Cooperation and Farmers Welfare with Digital Green.	Copy attached as Annexure
2.	The total budget for this MoU committed by the Digital Green. Fund spent by Digital Green on this MoU as on March, 2024.	Rs. 13.90 crore Not available in this office.
3.	Funds committed by the Department of Agriculture, Cooperation and Farmers Welfare for implementation of the activities agreed in the MoU with Digital Green. Funds spent by the Department until March, 2024 in this MoU related activities.	Rs. 11.835 Crore Rs. 1.24 Crore.
4.	Copy of the background checks done on the Digital Green before signing the MoU. Copy of the file note sheet regarding approval of the signing of MoU with Digital Green.	Copy attached as Annexure
5.	Details of the Digital Green point person with the Department of Agriculture, Cooperation and Farmers Welfare Mr. Ravi Shankar Sharma.	The information sought is exempted from disclosure under Section 8(1)(j) of RTI Act, 2005 as it is third party information.
6.	Copy of the background checks of Digital Green regarding the ongoing and reported cases under POSH (Prevention of Sexual Harassment) by the Digital Green to appropriate authorities.	Not relevant
7.	Copy of the communication to Digital Green regarding the MoU by the Department of Agriculture, Cooperation and Farmers Welfare.	Copy attached as Annexure
8.	Copy of the POSH complaint against Mr. Ravi Shankar Sharma of Digital Green.	Not relevant.

आपको सूचित करना है कि केंद्रीय जन सूचना अधिकारी के उत्तर के खिलाफ प्रथम अपील, यदि कोई हो, करने के लिए यह उत्तर प्राप्त होने के 30 दिनों के अंदर प्रथम अपीली प्राधिकारी को अपील किया जा सकता है। प्रथम अपीली प्राधिकारी का विवरण निम्नवत है :-

डॉ शैलेश कुमार मिश्र, निदेशक (विस्तार)  
विस्तार निदेशालय, कृषि एवं किसान कल्याण विभाग  
कृषि एवं किसान कल्याण मंत्रालय, कमरा न० 204,  
कृषि विस्तार सदन, पूसा, नई दिल्ली-110012  
दूरभाष - 011-25849881 व ई-मेल पता- [shailesh.mishra29@gov.in](mailto:shailesh.mishra29@gov.in)

भवदीया  
दीपा  
9/5/2024  
(दीपा पांडे)

उप० निदेशक (प्रशासन एवं. सी.पी.आई.ओ.)  
दूरभाष :- 011-25846467  
ई-मेल :- [deepa.pande65@gov.in](mailto:deepa.pande65@gov.in)

प्रतिलिपि :-

1. अवर सचिव (विस्तार व सी.पी.आई.ओ.), कृषि एवं किसान कल्याण विभाग, कृषि भवन, नई दिल्ली को सूचनार्थ ।
2. अनुभाग अधिकारी (आर.टी.आई.), आर.टी.आई. सेल, कृषि भवन, नई दिल्ली ।
3. श्री जगदीश प्रसाद यादव, संयुक्त निदेशक/आई.टी. इनचार्ज, कृषि विस्तार भवन, नई दिल्ली को इस अनुरोध के साथ कि उपरोक्त जवाब को विस्तार निदेशालय की वेबसाइट [www.krishivistar.gov.in](http://www.krishivistar.gov.in) पर अपलोड करवाने का कष्ट करें ।



# MEMORANDUM OF UNDERSTANDING

BETWEEN



कृषि एवं किसान कल्याण  
Ministry of Agriculture & Farmers Welfare  
Government of India

Department of Agriculture & Farmers Welfare  
Government of India


AND


## Digital Green

DIGITAL GREEN TRUST

For Digitalization of Agriculture and Livelihood Extension  
System in India under a Public-Private Partnership Model

For DIGITAL GREEN TRUST

  
Authorised Signatory

  
सैमुअल प्रवीण कुमार/SAMUEL PRAVEEN KUMAR  
एडुअल सैक्रेटरी/Joint Secretary  
भारत सरकार/Government of India  
कृषि एवं किसान कल्याण मंत्रालय/Ministry of Agriculture & Farmers Welfare  
कृषि एवं किसान कल्याण विभाग/Department of Agriculture & Farmers Welfare  
कृषि भवन, नई दिल्ली/Koshi Bhawan, New Delhi-110001

## MEMORANDUM OF UNDERSTANDING

This "non-binding" memorandum of understanding ("MoU") is executed at New Delhi on 6<sup>th</sup> February 2023 ("Execution Date") between

Department of Agriculture and Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Krishi Bhawan, Rajendra Prasad Road, New Delhi, India- 110001 (hereinafter referred to as "Department of Agriculture" which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to include its successors and permitted assigns); the First Party represented herein by Secretary, Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India.

AND

Digital Green Trust, a non-profit Charitable Trust, having its registered office at Flat T4, 4th Floor, #33, Race Course Road, Swiss Complex, Bangalore, India – 560 001, and headquarter at 206, 2nd Floor, Okhla Industrial Estate Phase III, Second Floor, New Delhi 110020 (hereafter referred to as "DGT" which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to include its successors and permitted assigns) the Second Party represented herein by its Country Head.

### A) BACKGROUND:

- a. The Directorate of Extension/ Extension Division is the nodal agency in The Department of Agriculture & Farmers Welfare, Ministry of Agriculture and Farmers Welfare for agriculture extension programmes. It assists and encourages the State Departments in organising, maintaining and operating professional extension services. The role of Directorate of Extension/Extension Division is essentially collaborative, providing guidance, technical support and it assists and encourages the State Governments in organizing, maintaining and operating professional Extension Services. The four principal functional areas of the Directorate of Extension at present are Extension Management, Extension Training, Farm Information and Extension Reforms. The administrative head is Joint Secretary (Extension), Department of Agriculture & Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Government of India.
- b. National Institute of Agricultural Extension Management (MANAGE) is an autonomous organization under the Ministry of Agriculture and Farmers Welfare, Govt. of India, mandated to strengthen Agricultural Extension Systems in the country including ICT application in Agricultural Extension. Hence, MANAGE will be a key partner in implementation of this Agreement, based on specific terms and conditions to be finalized at the time of implementation. MANAGE would play important roles in creating awareness about the programme amongst stakeholders, capacity building, liaison with State and Central Governments, vetting of films and mainstreaming the benefits of this programme to the public and private extension in the country.
- c. Founded in 2008, Digital Green Trust is a National Support Organization of NRLM for capacity building of implementing agencies and the beneficiary community in using Information and Communication Technology (ICT) to amplify the effectiveness of their operations. DGT uses tools of information and communication technologies (ICT) to amplify the effectiveness of development efforts around the world to affect sustained social change. Its approach combines technology and social organization to share locally relevant livelihood practices among rural communities in a cost-effective manner. It empowers local farmers to produce participatory videos on locally relevant practices that feature local farmers and share them among themselves in a participatory manner promoting peer-to-peer learning. Today, DGT entities in India have over 60+ employees engaged in operation, implementation, training and capacity building, research and

For DIGITAL GREEN TRUST

Authorised Signatory

सैमुअल प्रवीण कुमार SAMJEA PRAVEEN KUMAR  
संयुक्त सचिव Joint Secretary  
भारत सरकार Government of India  
कृषि एवं किसान कल्याण मंत्रालय/Ministry of Agriculture & Farmers Welfare  
कृषि एवं किसान कल्याण विभाग/Department of Agriculture & Farmers Welfare  
कृषि भवन, नई दिल्ली/Krishi Bhawan, New Delhi-110001

development, customer services and support, across 6 Indian states – Andhra Pradesh, Telangana, Odisha, Jharkhand, Bihar and Rajasthan. The administrative head of the DGT is the Country Director.

- d. The Parties recognise the capabilities, interests, and resources that each Party brings; and are exploring the possibility of bringing together their capabilities and resources to further the joint ambitions in developing and implementing a digital agriculture platform, interoperable in Indian vernacular languages for the digitisation of agricultural extension system in India to explore opportunities in a stronger integration of digital agricultural extension technologies, to reduce costs of delivery and improve quality and outreach that can directly help farmers (the dividends of the unfolding digital revolution are expected to offer far-reaching opportunities for accelerating agricultural transformation) as provided in Exhibit-A.

## B) OPERATIVE PROVISIONS

### 1. Objective

The objective of this MoU is to describe the Parties' current understanding regarding their potential cooperation and collaboration on the Project and to facilitate further discussions, including

- a. enabling the sharing of relevant information on a confidential basis between the Parties with the aim of identifying the needs and capabilities of both Parties to fulfil their respective commitments relating to the Project as outlined in Exhibit-A; and
- b. setting out the possible framework, structures, working relationships, directions, work plans and future commitments of the Parties in relation to the Project.

### 2. Contributions

The Parties intend to work to achieve the respective contributions attributed to them in Exhibit-A to this MoU.

### 3. Definitive Agreement


To the extent necessary, any engagement requiring a formal agreement, including the Department of Agriculture's Use of Service Offerings of DGT beyond the Proof of Concept (POC) scope (overall nationwide implementation) as mentioned in Exhibit-A (subject to performance in the POC in two years) shall be negotiated between the relevant Parties in one or more separate, specific agreement(s) independent of this Arrangement.

### 4. Term and Termination.

This MoU commences on the date hereof and automatically terminates upon the occurrence of:

- I. the execution of the Definitive Agreement necessary to put effect to the Project.
- II. the Parties may upon mutual agreement extend the Expiry Date of this MoU.
- III. either Party may terminate this MoU at any time by giving 30 (thirty) days prior written notice to the other Party, with or without cause, and without liability of any kind to the other Party.

For DIGITAL GREEN TRUST

  
Authorised Signatory

सैमुअल प्रवीण कुमार / SAMUEL PRAVEEN KUMAR  
संयुक्त सचिव / Joint Secretary  
भारत सरकार / Government of India  
हरी एवं किसान कल्याण मंत्रालय / Mo Agriculture & Farmers Welfare  
शुभो एवं किसान कल्याण विभाग / Do Agri. & Farmers Welfare  
कृषि भवन, नई दिल्ली / Krishi Bhawan, New Delhi-110001

## 5. Duration

This MoU shall be operational upon signing and will have a duration of two years. All activities, if any conducted before this date within the vision of the joint collaboration will be deemed to fall under this MoU. This MoU can be extended further as agreed by both the parties in writing.

## 6. Funding and Resources deployment

The necessary financial resources towards the implementation of activities for the initial two years are provided under A.9 point in the Exhibit- A of this MoU, clearly outlining the provisional financial involvement of DGT and resource support to be provided by the Department of Agriculture for implementation of activities outlined in Exhibit-A of this MOU.

## 7. Implementation

- a. The responsibility for the implementation of activities pursuant to the framework established by this Arrangement shall lie with the Parties.
- b. By written notice or e-mail to the other Party, each Party may designate different or additional persons as its representatives.

## 8. Non-exclusivity

This MoU is non-exclusive. Nothing in this MoU restricts either Party from collaborating or entering into any agreement with any third party or parties relating to matters within the scope of this MoU or any other matter ensuring China and China-friendly countries are blocked.

## 9. Amendments or Modifications

Any amendment or modification to this MoU must be mutually agreed upon in writing and signed by duly authorised representatives of both Parties. Modification or amendment in any other form is null and void.

## 10. Confidentiality

- a. The Parties agree and acknowledge that sensitive information and confidential data will be exchanged between the Parties pursuant to this arrangement. Each Party agrees that it will maintain the confidentiality of the Confidential Information disclosed to it by the other Party under this arrangement and will ensure that this clause is strictly adhered to by its officers, employees, agents, consultants and representatives etc.
- b. "Confidential Information" means all non-public information disclosed by either Party to the other Party that is designated as confidential or that, given the nature of the information or the circumstances surrounding its disclosure, reasonably should be considered as confidential. In the event that either Party needs to disclose its Confidential Information to the other Party, the Parties shall enter into a separate confidentiality agreement on the terms and conditions to be agreed upon. For the avoidance of doubt, all Confidential Information shall remain the sole property of the Party disclosing such Confidential Information. Except for the disclosure of this Arrangement, including the title and the identification of the Parties, which information shall not be deemed confidential, neither Party shall

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Authorised Signatory

disclose the specific terms and conditions of this Arrangement without the express written consent of the Party, such consent not to be unreasonably withheld.

- c. Neither Party may use the name of the other Party as a reference in negotiations with the third parties or in press releases or other public notifications except with the prior written consent of the other Party or to the extent required by applicable law.

#### 11. Publicity

- a. All materials intended to publicize the initiatives and activities resulting from the Parties' discussions will be approved by both Parties prior to release. Upon the other Party's prior written consent (which may be via email), either Party may use the other Party's trade names, trademarks, service marks, logos, domain names and other distinctive brand features in presentations, marketing materials, and website listings for the purpose of publicizing the initiatives and activities resulting from this Arrangement.
- b. No Party may acquire any right, title or interest in any other Party's trademarks under this Arrangement, and no Party shall use the trademarks of the other Party without the other Party's express written consent. Either party may use the Marks in connection with this Arrangement in accordance with the Agreement.
- c. Both the parties may use logo and name of the other party in mutually agreed events, reports and publications in relation to the delivery of activities and outcomes outlined in Exhibit-A of this MOU

#### 12. Relationship of the Parties

- a. Nothing in this MoU is intended to establish or create a partnership, joint venture or other formal business entity between the Parties and neither of them has any authority to bind the other in any way.
- b. This MoU does not constitute any Party the agent of the other Party or constitute any other fiduciary relationship between the Parties.

#### 13. Limits to Arrangement

- a. Nothing in this Arrangement is intended to be or should be construed as a waiver of the privileges and immunities of either Party or its officers and employees, which privileges and immunities are hereby specifically reserved. Nothing in this Arrangement constitutes or implies a transfer of funds between the Parties, nor a procurement action on the part of the Department of Agriculture.
- b. The Parties agree that the Department of Agriculture's use of the Service Offerings of DGT if any, shall be governed by the terms and conditions in the Agreement.
- c. Neither of the Parties believes that the Collaboration contemplated by this arrangement raises any actual or potential conflicts of interest.
- d. The Parties agree that this arrangement and the negotiation of the same (and any other agreements entered into in connection herewith) are independent of any past, present or potential future arrangements, and are not connected to an existing business relationship between either of the Parties.

For DIGITAL GREEN TRUST

Authorised Signatory

सैमुअल प्रवीण कुमार/SAMUEL PRAVEEN KUMAR  
संयुक्त सचिव/Joint Secretary  
भारत सरकार/Government of India  
कृषि एवं किसान कल्याण मंत्रालय/Min. Agriculture & Farmers Welfare  
कृषि एवं किसान कल्याण विभाग/Dio Agri. & Farmers Welfare  
कृषि भवन, नई दिल्ली/Krishi Bhawan, New Delhi-110001



## C) DATA

C.1 Any data collected, collated or generated under this MOU will be governed by relevant policies and rules of the country. Department of Agriculture shall remain the custodian and steward of any data arising out of this project and DG shall have the right to use aggregated data only for the purpose of project design, implementation, monitoring, evaluation, reporting and publication only. Such data shall not be used for any commercial purpose or benefit by both the parties.

C.2 All activities by both the parties shall comply with "Guidelines for acquiring and producing Geo-spatial Data and Geo-spatial Data Services including Map" as issued vide OM Dated 15th February 2021 and as amended from time to time.

## D) DISPUTES

Any dispute arising from the interpretation or execution of this MOU shall be settled amicably by negotiations among partners. In a situation when it cannot be settled among the partners, a third party may be approached to act as the mediator to find mutual agreement through arbitration. The terms, conditions and provisions of this MOU shall be under the overall guidance under applicable laws of the country.

This MoU is signed by the Parties on Execution Date 06/02/2023

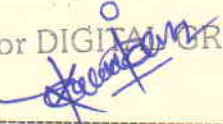
## DEPARTMENT OF AGRICULTURE

By signing this MoU, I also confirm that I am authorised to sign on behalf of the **Department of Agriculture & Farmers Welfare, Government of India.**

By:   
(Signature) सैमुअल प्रवीण कुमार / SAMUEL PRAVEEN KUMAR  
संयुक्त सचिव / Joint Secretary  
भारत सरकार / Government of India  
Name: Samuel Praveen Kumar  
Title: Joint Secretary - Extension (Department of Agriculture)  
कृषि भवन, नई दिल्ली / Kishi Bhawan, New Delhi-110001

## DIGITAL GREEN TRUST

By signing this MoU, I also confirm that I am authorised to sign on behalf of **DGT.**

For  DIGITAL GREEN TRUST  
By: \_\_\_\_\_  
(Signature) Authorised Signatory

Name: Kunal Tiwari  
Title: Director- Partnership & Institutionalisation

## EXHIBIT: A

Exhibit-A is an integral part of this MOU and any modifications and changes made to this document by agreement of both the parties shall become a part and parcel of this MOU.

### A.1 Name of the Project

**Digitalization of Agriculture and Livelihood Extension System Pilot Project**

### A.2 Solution overview

DGT, a not for profit organisation, proposes to work jointly with the Department of Agriculture, to take their services to the farmers and do so by strengthening the skills and capacities of the Agricultural Extension System in India by developing and implementing a **unified digital platform** model.

Digital Green is proposing a **PPP framework** with a transformative approach that will not only upgrade this entire system digitally but also empower frontline workers within the agricultural and allied sector extension system to effectively create a massive sustainable impact on how the Indian farmer consumes information, practices agriculture, uses data as a controlled asset and builds prosperous communities.

The **overall goal** of the program is to empower and strengthen the public extension system to be digitally skilled and capable of driving digital agriculture to deliver improved services to farmers to enhance productivity, income and resilience.

Our vision is to drive **systemic empowerment** through which the public agricultural extension system can become digitally equipped to build the capacities of the farming community. Digital access to information at the extension system level means access to content, and capacity to be used for advisory delivery. This proposed system will strengthen the implementation of the Recommendations of the Doubling Farmers' Income by 2022 Committee Report 2018, for strategic use of Digital Technology in Farming System Life Cycle, through seven DFI-2022 Mission Mode Programmes in its Chapter-10 as given below:-


1. Digitalised Agriculture: Digital Technology and Innovation in Agriculture: Digital India, Make in India, Skill India and StartUps India Programmes for Transformational Reforms in Agricultural Sector (SMART Irrigated Farming, SMART Rainfed Farming and **SMART Tribal Farming**);
2. Digitalised Agro-Met Advisories & Agricultural Risk Management Solutions;
3. Digitalised Agricultural Resources Information System and Micro-Level Planning for achieving SMART VILLAGE & SMART FARMING;
4. **Digitalised Value Chain for about 400 agricultural commodities;**
5. **Digitalised Access to Inputs, Technology, Knowledge, Skill, Agricultural, Finance, Credit, Marketing and Agribusiness Management to Farmers;**
6. Digitalised Integrated Land and Water Management System - Per Drop More Crop;
7. Digitalised Farm Health Management for reduction of Farmers' Losses.

The proposed program has the following anticipated outcomes.

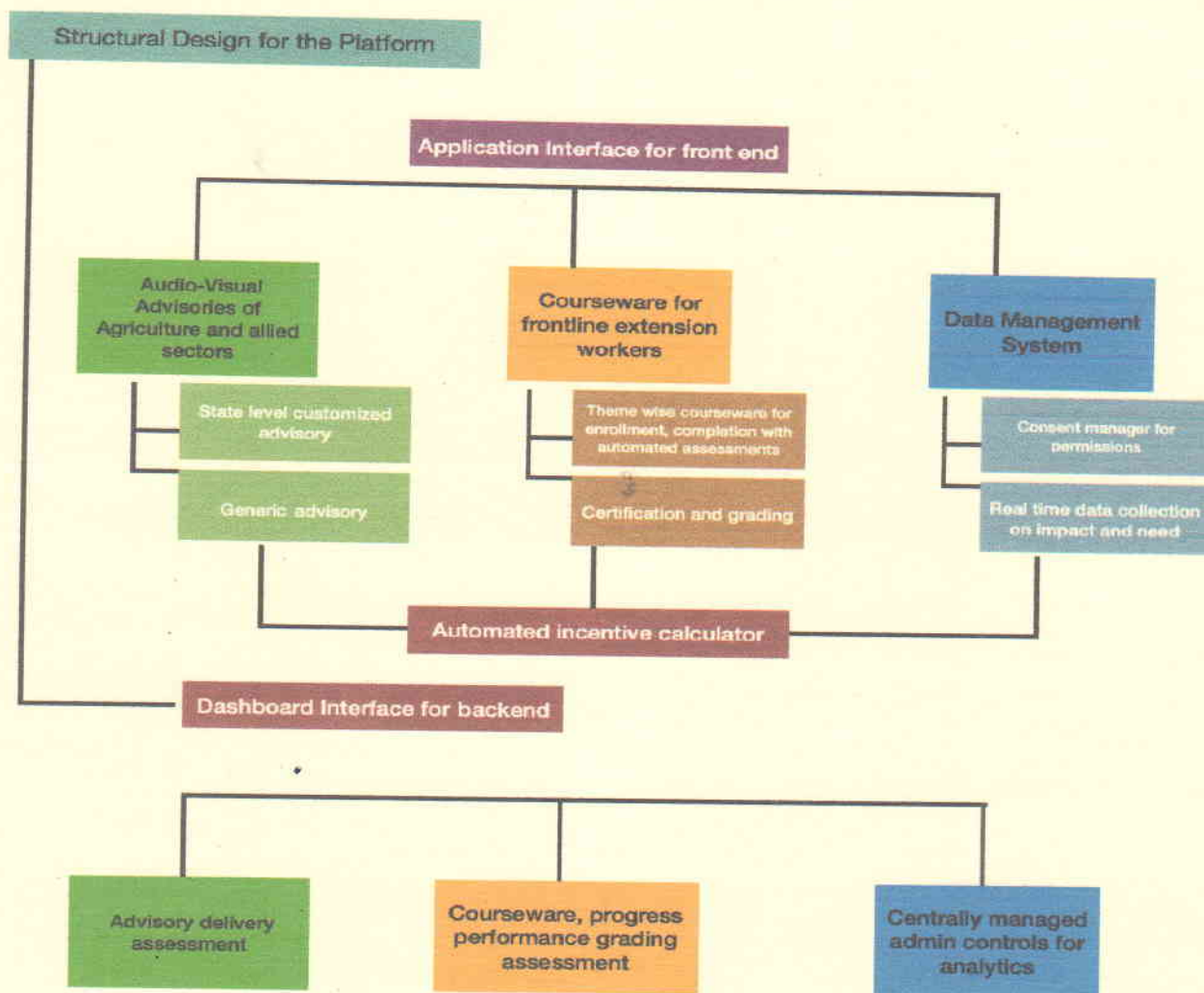
- **Digital skills and capacities** enhancement of front line agri and allied extension workers.
- **The Digital Platform** will act as a scalable one-stop resource centre both for skill enhancement as well as a content library for front-line workers and farmers.

For DIGITAL GREEN TRUST

  
Authorised Signatory

  
समय प्रवीण कुमार/SAMUEL PRAVEEN KUMAR  
संयुक्त सचिव/Joint Secretary  
भारत सरकार/Government of India  
कृषि एवं किसान कल्याण मंत्रालय/Ministry of Agriculture & Farmers Welfare  
कृषि एवं किसान कल्याण विभाग/Ministry of Agriculture & Farmers Welfare  
कृषि भवन, नई दिल्ली/Krishi Bhawan, New Delhi-110001

- **Data enrichment** as a continuous process, an incentivized farmer-level data collection system to boost digital agriculture in India.
- **Agricultural Advisory and Risk Management Solution** need to be an important deliverable component.



### A.3 Expected Overall Outreach of the Nationwide intervention

#	Target/Reach/Impact numbers	Direct	Indirect
1.	Front line workers, including lead farmers to be skilled through digital platform, of which 50 percent will be women. This cadre of FLWs will encompass a convergence in capacity building of extension workers of Agriculture and allied sector, including KrishiMitras who are selected members of SHGs and responsible for agriculture development at Gram Panchayat level.	200,000	
2.	Each lead farmer to mobilise and connect 100 farmers to the digital platform in five years		20 million
3.	Number of video resource persons in 500 districts to generate localized content	3000	
4.	Number of small business on video production and editing in 500 districts		500
5.	Master trainers in India on digital extension		72
6.	Number of districts to be covered	500	
7.	Number of states to be covered + Island UTs	28 +2	

For DIGITAL GREEN TRUST

*[Signature]*  
 Authorised Signatory

*[Signature]* **समुझत प्रदीप कुमार / SAMUEL PRAVEEN KUMAR**  
 सहायक सचिव / Joint Secretary  
 भारत सरकार / Government of India  
 कृषि एवं किसान कल्याण विभाग / Mo Agriculture & Farmers Welfare  
 कृषि एवं किसान कल्याण विभाग / D/o Agri. & Farmers Welfare  
 कृषि भवन, नई दिल्ली / Krishi Bhawan, New Delhi-110001

8.	Number of localized language videos to be produced, package of practice on various commodities	6,000	
9.	Number of generic national level videos on government schemes, climate risks	200	

#### A.4 Proof of Concept (POC)

Out of the overall outreach, projected outreach for the initial two years POC in ten states (AP, Telangana, Odisha, Jharkhand, Bihar, Karnataka, UP, Rajasthan, MP and Assam) as mutually agreed period is as follows:

S.No.	Particulars	Projected Outreach
1	Front line workers, including lead farmers to be skilled through digital platform, including extension workers of agriculture and allied sectors and KrishiMitras, of which 50 percent will be women	40,000
2	Number of video resource persons to generate localized content	1020
3	Master trainers in ten states on digital extension	24
4	Number of districts to be covered	170
5	Number of states to be covered	10
6	Number of localized language videos to be produced, package of practice on various commodities	2000
7	Number of generic national level videos on government schemes, climate risks	100

#### A.5 Implementation Framework: Work Streams and key activities

DGT in partnership with the Department of Agriculture is proposing the following solution/work streams to achieve the project objectives and agreed deliverables. This strategy will be reviewed periodically and necessary course correction will be taken up if and when necessary. This partnership will follow a Develop-Operate-Transfer model, wherein DGT will develop and build the platform as well as the internal capacity of the systems and resources with influence and support of the Department of Agriculture.

#	Solution/Work Streams	Deliverable/Anticipated Results
1	<b>The Digital Platform:</b> The objective is to build a unified platform that can be employed for capacity building, delivery of advisories and for data management.	Building an integrated platform that will have three interfaces- advisory, capacity building courseware and data management system. Following will be the deliverables: <ol style="list-style-type: none"> <li>1. Onboarding of Agriculture Extension Agents onto the platform.</li> <li>2. Uploading of audio-visual advisories for content delivery to farmers.</li> <li>3. Building virtual training courseware for the skill development and capacity building of the extension workers of agriculture and allied sectors, including</li> </ol>

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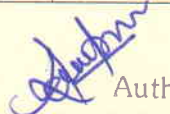
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	<p>KrishiMitras and progressive farmers.</p> <p>4. Data collection and analytics on the data management interface.</p> <p>The platform will contain two parts- a dashboard for central access and analytics and a front end mobile based application for access by front line agri-extension workers.</p>
<p>2 <b>Skills and Capacity building:</b> The objective is to strengthen the existing agriculture extension systems by developing a digital platform and reaching out to the extension needs of the extension agents as well as the farmers through multiple channels of dissemination.</p>	<p>1. <b>Master Trainers for Capacity Building</b></p> <p>a. National level training of Trainers</p> <p>b. Master trainers conduct trainings on:</p> <ol style="list-style-type: none"> <li>I. Digital literacy- understanding of data and digital platform</li> <li>II. Video dissemination skills</li> <li>III. Video production skills</li> </ol> <p>Master trainers are further responsible for grading and handholding video producers for continued quality assurance. Master trainers will work closely with MANAGE for quality assaying.</p> <p>2. <b>Virtual Training Institute</b></p> <ol style="list-style-type: none"> <li>a. Structured, module based courseware for Extension workers to build their capacities on the content of the advisories to be delivered, digital literacy, financial literacy, community mobilisation, communication skills, government schemes, data collection and other evolving needs.</li> <li>b. Incentivisation of extension agents on course completion.</li> <li>c. Extension of the digitalisation of information through course access to progressive farmers.</li> <li>d. Certification on course completion.</li> </ol> <p>3. <b>Skill Development for Video Production</b></p> <ol style="list-style-type: none"> <li>a. Training of Video Producers across districts for Content creation (Two 3-members team per district).</li> <li>b. Video producers will be selected through a process of eligibility criteria with selected members from MANAGE's network of Agri-media trainees and existing video production entrepreneurs at the district level.</li> <li>c. Setting up of Video production units (one per district)</li> </ol> <p>4. <b>Content Creation</b></p> <p>Content material to be provided by ICAR for further remodelling into audio-visual formats. This will be translated into audio-visual advisory tools with the help of video production units.</p> <ol style="list-style-type: none"> <li>a. Audio-visual content as advisory tools for agriculture and allied sectors to be used for knowledge delivery by extension workers. <ol style="list-style-type: none"> <li>i. State wise regional and contextual video advisories</li> <li>ii. Generic content creation on government schemes, climate resilience etc.</li> </ol> </li> </ol>

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		b. Certifiable audio-visual content as capacity building tools for frontline workers as courseware.
3	<b>Data enrichment</b> The objective is to create real time farmer level data that can be accessed and analysed by the ministry through a centralised dashboard for continued learning loop and timely implementation plan.	Data enrichment component will comprise of the following deliverables: 1. Onboarding of extension agents into the data management system 2. Consent management system embedded into the framework. 3. Regular Data collection of real time farmer level data 4. Plugging in of state level data management systems into the platform 5. Onboarding of management owners onto the data management system for data assessment and actionable inputs.

### A.6 Phase wise Implementation

In accomplishing this ambitious plan, DGT will function as a facilitating agency in bringing together the strategic streams of convergence of all actors in the agricultural landscape along with bringing expertise of capacity building for digitisation of the extension system. A phase wise implementation plan will help with progressive approach to interventions and actions to reach the anticipated results. The phase wise plan is as such:

Phase of Implementation	#	Activities
Phase 1: Building phase		Launch and Onboarding Workshop
	1	Development of Digital Platform
	2	Training of National Master Trainers
	3	Training of Video Content Creators
	4	Video production of PoP and training videos and on government schemes, climate resilience etc.
Phase 2: Upskilling phase	5	Video Resource Centre in districts
	6	Onboarding of extension workers on the digital platform
	7	Capacity building of the extension workers
	8	Roll out of Virtual Training Institute
Phase 3: Implementation	9	Continued content creation through audio-visual tools
	10	Dissemination of audio-visual advisory
	11	Data collection and assessment

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phase	12	Evaluations
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Phase 4: **Expansion and Scaling-up phase** subject to satisfactory performance during the POC for two years.

**A.7 Proposed Mutual Contribution**

To complete the above activities, in a phase wise progression, involved actors will come together with the following joint and/or collective contributions:

**DGT's Contribution**

- Being a global player with a focus on future-proof technologies and innovation, DGT will build a comprehensive, open and scalable digital platform with a connected interface on courseware, advisory, and data management for the Agriculture and allied sector extension system.
- DGT will bring Subject Matter Expertise (SME) to evolve the proposed initiative.
- DGT will provide technical expertise as required towards enablement and capacity building of stakeholders and officials of various groups involved during the journey of transformation.
- DGT will provide SOPs and protocols for video production, video dissemination, courseware operations and data management streams of the intervention.
- DGT will ensure Program Management/overall coordination towards successful building and execution of the proposed initiative and running project governance.
- DGT will aid in the Capacity building of Video Production Units with a hundred percent outreach within the selected districts of India.
- DGT will facilitate smooth video production by providing quality assaying protocols for MANAGE for quality assurance of the videos produced.
- DGT will jointly work with the states for Digital Capacity Building of extension workers and front-line workers (FLWs) to access and operate the interfaces of the platform.
- DGT will collectively undertake Capacity Building of the extension system (Government Missionaries) in content, data and overall platform management along with the Department of Agriculture.
- DGT will pilot the Data Management System and provide support in platform operation, data analytics etc.
- With regards to Monitoring and Learning DGT will support Quality Assurance of the content of advisory and courseware.
- DGT will also support Data Analytics - learning and feedback support system.

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	<ul style="list-style-type: none"> <li>● DGT will conceptualize a PPP model with the ministry, states, and other stakeholders for national launch and farmer communication strategy to make the entire initiative self-sustained and growth-oriented.</li> </ul>
<p><b>Department of Agriculture's Contribution</b></p>	<p><b>A. Engagement leadership and guidance:</b></p> <ul style="list-style-type: none"> <li>● Provide functional requirements for the proposed initiative.</li> <li>● Finalize the scope of the pilot including platform design, use cases, geographical scope, timeline and outcome expected.</li> <li>● Designate coordination officer for regular support required for the execution of initiatives.</li> <li>● Onboarding ICAR and determining thematic buckets for advisory for audio-visual content to be prepared</li> <li>● Onboarding MANAGE as quality assaying partner for advisory content and quality assessment of frontline extension workers through courseware progress and through assessments by master trainers.</li> <li>● Provide required data sets by engaging with concerned authorities for the initiative; Data security and ownership of data to reside with the Department of Agriculture.</li> <li>● Provide required devices and resources to augment the capability of solutions offered by DGT through partners (for example: technical information on advisory required to build the courseware).</li> <li>● Develop an incentivization system set up for the digitalisation of the Extension system including that for FLWs at each step of the process including capacity building through virtual courseware, advisory delivery and data wallet operations. Additionally, Video producing entrepreneurs will be mentored and incentivized with quality assured deliverables.</li> <li>● Offer Subject Matter Expertise (SME) to evolve the proposed initiative and gradual development.</li> <li>● Provide Test cases and Test data for validation of the proposed initiative.</li> <li>● Finalize the districts/talukas/villages for implementing PoC.</li> </ul> <p><b>B. Spearheading governance of stakeholders across ministries and states:</b></p> <ul style="list-style-type: none"> <li>● Validate the proposed initiative's outcome and output aligned with the objective of the proposed initiative.</li> <li>● Create a roadmap, calendar and milestones for the implementation of a successful initiative.</li> </ul>

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	<ul style="list-style-type: none"> <li>● Facilitate engagement with concerned Government authorities for showcasing the solution capability.</li> <li>● Preparation for formal partnership announcement with DGT and the Department of Agriculture with a press release.</li> <li>● Creating PPP model (including states) for future scope of national launch: include a communication plan, and strategy for farmer adoption of the solution.</li> <li>● Joint thought leadership paper publication on Agriculture with DGT.</li> </ul>
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### A.8 Investment Particulars

For the first phase of the implementation of the project, for a two year plan, the following areas will need investments:

#### DGT:

- Onboarding workshop with states
- Developing a pool of master trainers across the country
- Video Production of generic and specific content
- Platform building for the unified integration of the agricultural extension system
- Project management

#### Department of Agriculture:

- Training of Video Producers across districts
- Establishing of Video Resource Centres in the selected districts
- Incentivisation model including:
  - o Incentivisation to extension workers on course completion, delivery of video advisory and data collection
  - o Quality based incentive for content creation

### A.9 Detailed investment Plan

Categories	Particulars	Unit Cost (Rs.)	Total Number	Final Cost
<b>By DGT</b>				
Development of Platform	Platform* building	Dev & Ops cost		5.12 cr
Operations and maintenance of Platform	Platform O & M			2.96 cr
Resource Development and Training	Master Trainer Pool	1,50,000	24	0.36 cr
Content Creation	Thematic/ Focused video production	25,000	2000	5 cr
	Generic video production	25,000	100	.25 cr

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### By Department of Agriculture

Incentivisation	Incentive for FLW on Advisory delivery, course completion and data collection	1000/ CRP	40,000	4.00 cr**
	Incentive for FLW on Lead Farmer Onboarding	20/Lead Farmer @ 100 lead farmers per FLW	40,00,000	8.00cr
Capacity Building	Video Production training per head	40,000	1000 participants	4.0 cr
	Video Production Units	1.8 lacs	170	3.06 cr****

\*Hosting of the platform shall be arranged by the MoA, GOI.

\*\*The budget allocated on agriculture extension services is INR 1173 Crore in 2021- 22 as per Ministry of Agriculture and Farmers' Welfare, Notes on Demands and Grants (2021-22). Retrieved from [https://www.indiabudget.gov.in/budget2021-22/doc/eb/sbe1.pdf]

\*\*\*This incentivisation to be allocated to the existing incentivisation budget of Extension Workers with the State Governments.

\*\*\*\*One unit will be established per district that can be used by two teams as per their video production plans

### Incentivisation Breakdown

Particular	Unit cost (INR)	Total No. of Events	Total cost /FLW	Total Cost (INR)	Remarks
Courseware Year 1 (includes course completion on platform+ Delivery of advisory on that course and data collection)	100/course	4 courses	INR 400 (for 40,000 FLWs)	1.60 cr	<b>First year of basic course -</b> Courses are spanned over four units- on season and off season. Each course is completed over a duration of 2 months.
					<i>For 3 Quarters in FY 2023-24. (July23-Sept23, Oct23-Dec23, Jan24-Mar24)</i>
Courseware Year 2 (includes course completion on platform+ Delivery of advisory on that course and data collection)	150/course	4 courses	INR 600 (for 40,000 FLWs)	2.40 cr	<b>Second year of advanced course -</b> Courses are spanned over four units- on season and off season. Each course is completed over a duration of 2 months.
					<i>For 4 Quarters in FY 2024-25. (Apr24-Jun24, Jul24-Sept24, Oct24-Dec24, Jan25-Mar25)</i>
Lead Farmer (LF) Onboarding onto platform	20/LF	100 farmers/ FLW	INR 2000 (for 40,000 FLWs)	8.00 cr	<i>To be split into 7 Quarters. Jul23-Sept23, Oct23-Dec23, Jan24-Mar24 for 3 Quarters in FY 2023-24. Apr24-Jun24, Jul24-Sept24, Oct24-Dec24, Jan25-Mar25 for 4 Quarters in FY 2024-25.</i>

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Total Incentivisation				12.00 cr	
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Particulars	Incentive for Year 1 (3 Qtrs.: Jul 23- Mar 24)	Incentive for Year 2 (4 Qtrs.: Apr 24- Mar 25)	Total
Incentive for Course wares	1.60 Cr	2.40 Cr	4.00 Cr
Incentive for Lead Farmer (LF) onboarding onto platform	3.42 Cr	4.58 Cr	8.00 Cr

### Exhibit- B

#### Operational strategy and framework

**Project Name: Digitalization of Agriculture and Livelihood Extension System Pilot Project**

#### Project Governance and Management

Both the parties will be responsible to work out operational details of co-operation between the two organizations and ensure proper and effective implementation of this MoU. To ensure replicable learnings from this POC and advise the project team on issues of strategic importance and provide support and guidance for the achievement of the project's objective, it is proposed to form a Project Advisory Committee (PAC).

#### Project Advisory Committee (PAC)

This committee will have a mandate to act as a coordinator across stakeholders in the project for more in-depth discussion of key issues, concerns, or solutions, and to provide advice to the program team for an impactful intervention. Members of the PAC will meet quarterly in a financial year to take the stock of the progress, review the activities, and provide an informed perspective and guide the program team in developing an understanding of relevant key issues. The committee will follow up on important recommendations and will provide thought leadership and strategic guidance for research and learning to understand the effectiveness of multiple digital farmer messaging channels. We expect that learnings from this project will allow for replication and transferability of the technologies and approaches to additional geographies.

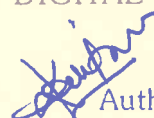
Senior personnel/representatives of other potential agencies and private actors may be invited to the quorum based on program need and planned PAC agenda. Their presence will ensure that project interventions are aligned with the MOA&FW's vision and the states' priorities, enable widespread diffusion of project successes, facilitate mainstreaming of successful approaches.


**Chair:** The PAC will be chaired by the Joint Secretary, Extension, MoAFW, GOI. The chair of the PAC shall be responsible for:

- **Leadership and Vision:** providing leadership and conveying PAC's vision to the team and other stakeholders.
- **Authority:** having the authority to start and end all meetings on time and ensure that the agenda is followed throughout the meeting.
- **Discussions:** steering and monitoring discussions to ensure that they are relevant and useful.
- **Designation of replacement:** arranging for another member to take over these duties in the case the chair is absent from a meeting.

#### Composition of the PAC:

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- The proceedings of the PAC meetings will be recorded in the form of MoM by the convenor team.
- The MoM will be circulated in the draft form in advance of the next PAC meeting.
- At each meeting, the previous meeting's MoM will be reviewed and approved by the members.


### Operational Framework for the Pilot Project

The Framework for the pilot project is based on three pillars:

1. **Capacity Building of Agriculture Extension workers (online and offline).**
2. **Content (multimedia) on advisories**
3. **Data Enrichment**

S. No.	Framework	Proposed Methodology
1.	<p><b>Capacity Building of Agriculture Extension workers</b> (online and offline)</p> <p>The Objective is to strengthen the capacity of the Extension system in their skills as knowledge transfer agents as well as thematic experts</p> <p>A. Central level B. State Level C. District Level D. Community Level</p>	<p><b>A. Central Level</b> Central level Capacity building components will include: <b>Ownership</b></p> <ol style="list-style-type: none"> <li>a. PAC to help drive Training plan</li> <li>b. Thematic inputs from ICAR on which course wares will be built for Front Line Workers (FLWs)</li> <li>c. Quality Assurance and mentorship for Master Trainers (MTs) by MANAGE</li> <li>d. Digital Platform for advisory, courseware and data enrichment by Tekdi, advised by Digital Green.</li> <li>e. Courseware structure and framework to be modelled by Digital Green</li> </ol> <p><b>Capacity Building Exercise</b></p> <ol style="list-style-type: none"> <li>a. Selection and evaluation templates and criteria prepared and shared with MANAGE and States for selection and onboarding of Master Trainers.</li> <li>b. Development of Comprehensive ToT Content and tools.</li> <li>c. Master Trainer ToTs (Training of Trainers) as experts in the video-based approach.</li> <li>d. Development of criteria and evaluation for potential Video Resource Persons and Video Production hubs to be set up at District Level.</li> </ol> <p><b>B. State Level</b> <b>Ownership</b></p> <ol style="list-style-type: none"> <li>a. States (DOA) have ownership in the final selection of the Master trainers and bringing them onboard.</li> <li>b. Planning and monitoring of the trainings by MTs</li> <li>c. Onboarding of Video Resource persons with the help of KVKs based on the selection and evaluation criteria. KVKs will mentor and monitor the activities of the Video Production Hubs.</li> <li>d. Setting up of Video Production hubs with equipment</li> <li>e. All training and capacity building activities to be supported and monitored on a regular basis by MANAGE.</li> </ol> <p><b>Capacity Building</b></p> <ol style="list-style-type: none"> <li>a. Training of Video Resource Persons by MTs, under guidance of KVKs and State DOAs.</li> </ol>

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		<p>b. Courseware contextualization for District wise priority by KVKs.</p> <p>c. Onboarding of Front-line workers (FLWs) on the digital platform to use the courseware for thematic capacity building on advisories to be delivered.</p> <p>d. Master Trainers will help with quality assaying of Video Resource Persons and support KVKs in mentorship of FLWs progress on Courseware and help with training needs where necessary (live, virtual sessions).</p> <p>e. Need assessment for further trainings to be done by KVKs.</p> <p><b>C. Community Level</b></p> <p>a. Course completion of thematic expertise, soft skills, digital literacy by FLWs.</p> <p>b. Certification and incentivization record for completed courses.</p> <p>c. The KVKs shall monitor progress data on course completions and quality assurance to help improve training progress and quality.</p> <p>KVKs and MTs will also support with periodic monitoring of quality of knowledge dissemination by the FLWs to the farmers to ensure quality.</p>
2.	<p><b>Content Creation &amp; Knowledge Transfer:</b> Objective is to build digital content for all roles from state level down to the community level, across growth areas that can be applied and embedded in both offline and online modules of knowledge dissemination.</p>	<p><b>A. Central Level</b></p> <p>a. Develop contextual thematic as well as generic content buckets, inputs and calendars for the course content and advisories to be uploaded on the platform (Owned by ICAR).</p> <p>b. Develop a generic knowledge sharing plan.</p> <p>c. Analyse data of content development and impact on a regular basis to help come up with a continuously relevant and evolving strategy.</p> <p><b>B. State Level</b></p> <p>a. The states (DOA) teams shall help for streamlining implementation plan for respective contextualized content for multimedia advisories.</p> <p>b. Content inputs and approvals to be provided by KVKs.</p> <p>c. Initial hand holding for quality of multimedia tools (with a tapering plan) by the Master Trainers.</p> <p>d. Prepare the Knowledge sharing plan based on district needs by KVKs in alignment with State DOA.</p> <p>e. Content upload by DOA assigned MIS agents at KVK.</p> <p>f. Ensure the quality of the content and maintain the feedback mechanism.</p> <p><b>C. Community Level</b></p> <p>a. Knowledge dissemination through physical dissemination, virtual dissemination through platforms, in person and group screenings.</p> <p>b. Develop a feedback mechanism with farmers for need assessment within the advisory systems, to be collected on the digital platform.</p> <ul style="list-style-type: none"> <li>● All the Videos and advisory multimedia tools are made available at KVKs.</li> <li>● Collation of need and impact assessment of advisory delivery at the KVK level to be further shared with DOA and central level.</li> <li>● Incentivization based on targets of advisory delivery to</li> </ul>

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		be implemented monthly with automated calculations within the platform - to be processed by DOA of states.
3.	<p><b>Data Enrichment</b></p> <p>The Objective is to create a digitalized system of continued data enrichment at the farmer level that will help to strengthen the extension system with real time inputs from the grassroots level.</p>	<p><b>A. Central Level Ownership</b></p> <p>a. The centralized data system on the Digital Platform will be owned by the MoA with Dashboard access for data and analytics.</p> <p>b. Creation of the Data Management system and its maintenance will be done by Tekdi.</p> <p>c. Digital Green will provide data assessment tools and handhold support in platform management.</p> <p>d. PAC, PSC and PIC will work in collaboration for data assessment and strategy based on learnings.</p> <p><b>B. State Level</b></p> <p>a. Onboarding and training of designated administrators on the platform.</p> <p>b. Training of MTs on the platform usage.</p> <p>c. Training of FLWs on usage of platform.</p> <p>d. Data entry protocols and Quarterly, monthly targets to be set with the DOA and KVKs with contextual action plans.</p> <p>e. Data monitoring at the level of KVKs, DOA and Central level.</p> <p>f. Incentivization based on data collection targets.</p> <p>g. Quality assurance of data entry and data management system.</p>

### About Digital Green

Digital Green is a global not for profit development organization with its India HQ in Delhi and we have been training rural communities to produce videos on best practices related to agriculture sector since 2008 in order to reinforce the existing public extension system to make it more effective and efficient. Frontline extension workers from within the same community also trained by Digital Green to disseminate the localized videos on best practices in agriculture among the smallholder farming communities who depend on agriculture for their sustenance. For over a decade, we have worked with extension systems, and established grassroots-level partnerships for increased effectiveness, impact, and efficiency of extension service providers through the use of scalable and cost-effective technologies that assist rural communities to access and share information with which to make farm-related decisions.

Our flagship approach, community-based video extension, reimagined message delivery by using affordable video screening tools in a group setting rather than traditional in-person visits and, in doing so, increased cost-effectiveness. We married evidence on what practices matter most with farmer feedback on what they need to learn to ensure relevance. To date in India, we have trained more than 17,000 frontline workers who have reached 2 million rural community members (90% women) with localized videos that promote improved agricultural and nutrition practices. Over half of all viewers have adopted at least one practice (most adopt 4 on average), a rate that exceeds traditional extension approaches.

### Why Digital Green

As a National Support Organization to the National Rural Livelihoods Mission in India, Digital Green works in close partnership with State Rural Livelihood Missions and Departments of Agriculture in multiple states to increase the reach and effectiveness of extension services and farmers' livelihoods and resilience. Doing so enables scale and sustainability, as these public organizations are already trusted advisory sources for large networks of farmers across the states they serve. We have partnered with and supported the agricultural extension program of the Bihar Rural Livelihood Promotion Society (JEEViKA) since 2008. JEEViKA trains rural community members organized in self-help groups in improved production practices for various commodities and livestock mobilizes farmer producer groups and facilitates connections to

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buyers. Nearly half of JEEViKA's 10,500 extension agents (locally known as Village Resource Persons or VRPs) are trained in our video-enabled extension model, which they use to reach 700,000 small-scale producers (90% women) across every district in the state with ag advisory information. To date, JEEViKA has invested about \$9 million in the purchase of video production and screening equipment and in-kind costs (staff time, training, travel) to operationalize our extension model state-wide. It has fully incorporated the approach into its operations, and recently procured 4,860 projectors, which will allow it to more than double the reach of video-enabled extension.

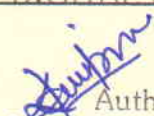
Provided below are studies for evidence of Digital Green's work on effectiveness and impact through our video based approach.

- [Improving Smallholder Agriculture via Video-Based Group Extension \[2020\]](#)
  - This study is our evidence for demonstrating that our Video-based Extension resulted in a 20-30% increase in yield. The study was carried out by J-Pal.
- [ICT Based Community Focused Video Approach \[2018\]](#)
  - This study was carried out by NABCONS funded by GoI and GoOD under RKVY to demonstrate the relevance, effectiveness, and impact of our Video-Based approach. Please refer to section 5.4 page 34 for a detailed evaluation.

#### Key Highlights of DG Programs and Activities in India

State	Strategic Fit	Donor Agency	Key Partner/s	Outcome	Summary
Andhra Pradesh	Extension & Advisory, Market Linkage	BMGF	DoH, GoAP, Agnext, Kalgudi, Krishitantra, JPAL etc.	-20K Chilli farmers -20 FLWs trained -25 videos on chilli produced	Working with Department of Horticulture, enhance the productivity of chillies in Andhra Pradesh and Telangana through technology interventions for 20000 farmers.
Andhra Pradesh	Extension & Advisory, Market Linkages, FarmStack	Walmart Foundation	DoA, GoAP, DoH, GoAP, IDINSIGHT, Local NGOs	-70K farmers, 30% women -Building the capacities of 35 FPOs -2 pilots/innovations around market access	A combination of tech-data based interventions including WhatsApp AI chatbot for digital dissemination, digital enablers for market linkages and data integration for targeted advisories to farmers as a FarmStack use case.
Jharkhand and Odisha	Extension & Advisory, Market Linkage	McArthur Foundation	State Livelihood Mission, JH and Odisha states	-Enhance capacity of 50K tribal women farmers to help improve productivity,	Agency, self-reliance, resilience and livelihood opportunities for tribal women farmers in Jharkhand and

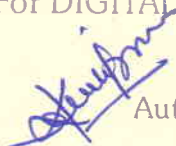
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				understand market value chain and enhance income	Odisha.
Bihar	Extension and Climate	International Potato Centre	JEEVIKA, Bihar	-2000 farmers in Bihar have switched to zero tillage potato farming	Action research on zero tillage potato farming in Bihar with 2000 farmers.
Jharkhand	Extension & Advisory	Accenture	State Livelihood Mission Jharkhand (JSLPS)	- 2400 FLWs trained of Digital Extension tools (PICO, WA and Chatbot)  -100000 farmers reached through advisories on CSA practices	Technological skilling of frontline workers, Agricultural practice skilling of women led farmers producer organisations and small and marginal farmer's collectives.

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