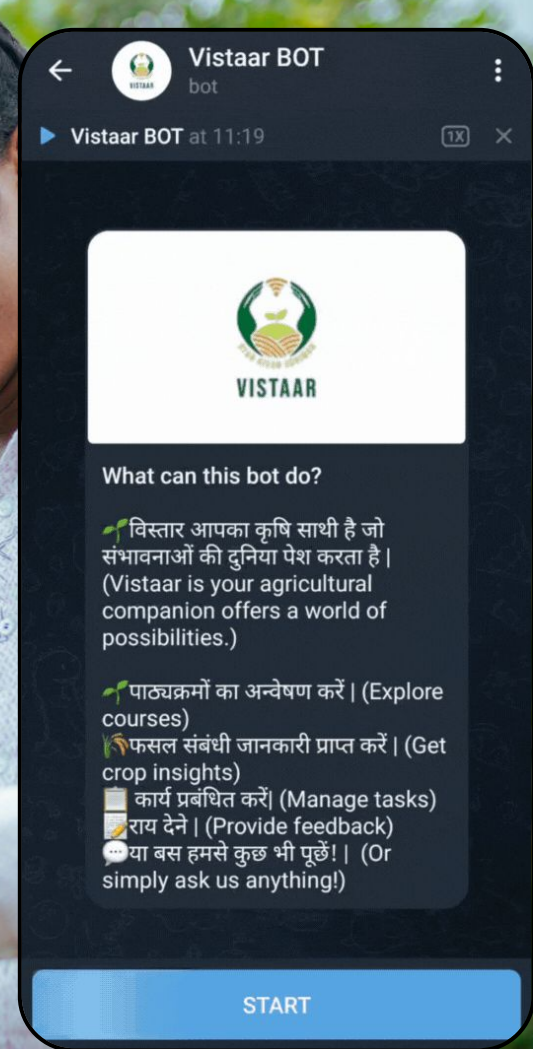




Digital Green

Introduction to Digital Green's Product Offering



Vistaar BOT
bot

Vistaar BOT at 11:19


VISTAAR

What can this bot do?

🌱 विस्तार आपका कृषि साथी है जो संभावनाओं की दुनिया पेश करता है।
(Vistaar is your agricultural companion offers a world of possibilities.)

🌱 पाठ्यक्रमों का अन्वेषण करें | (Explore courses)

🌱 फसल संबंधी जानकारी प्राप्त करें | (Get crop insights)

📅 कार्य प्रबंधित करें | (Manage tasks)

🗣️ राय देने | (Provide feedback)

🗣️ या बस हमसे कुछ भी पूछें! | (Or simply ask us anything!)

START

15 years of success digitizing extension delivery



- Digital Green has trained over **54,000 government extension agents** to **create and share local farmer videos**, to augment the model of existing government extension systems.
- Through this network of extension agents, over **5.2 million smallholder farmers (70% women)** have received improved extension advisory services
- Our approach has proven impact:
 - Brings the **average cost per adoption reduced from \$35 to \$3.50/farmer/practice**.¹
 - Increases **farmer income by up to 24%**²

1: Baul, Tushi, Dean Karlan, Kentaro Toyama, and Kathryn Vasilaky. "Improving Smallholder Agriculture via Video-Based Group Extension." *Global Poverty Research Lab*, n.d. <https://doi.org/10.2139/ssrn.4307353>

2: Abate, Gashaw T., Tanguy Bernard, Simrin Makhija, and David J. Spielman. "Accelerating Technical Change through ICT: Evidence from a Video-Mediated Extension Experiment in Ethiopia." *World Development* 161 (January 1, 2023): 106089. <https://doi.org/10.1016/j.worlddev.2022.106089>



***How can we
increase the
speed and
effectiveness
of extension
systems?***

Current Farmer.Chat user base

INDIA



*Bihar, Uttar Pradesh, Orissa
Madhya Pradesh, Rajasthan,
Jharkhand*

**~5000 EA users
20 commodities**

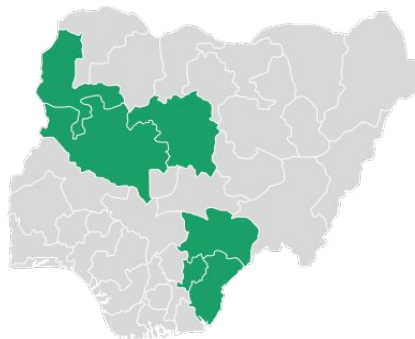
KENYA



*Kirinyaga, Meru, Murang'a,
Nakuru, Nandi, Nyeri, Uasin
Gishu*

**~5000 EA users
8 commodities**

NIGERIA



*Niger, Kaduna, Cross River,
Benue, Kebbi, Ebonyi*

Upcoming (April)

ETHIOPIA

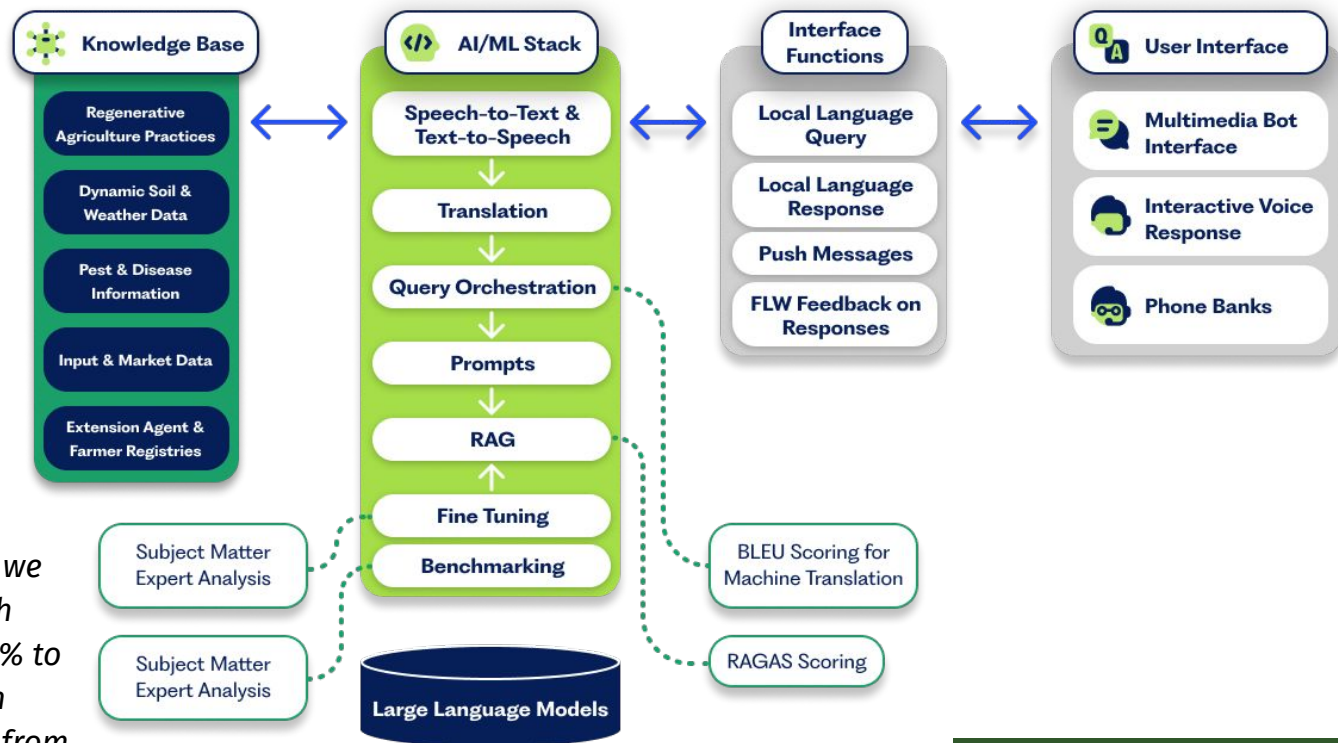


*Amhara, Oromia, Sidama,
Central Ethiopia, South and
SW Ethiopia*

~400 EA users

**Goal: \$35→\$0.35 per farmer adoption
100x more cost effective**

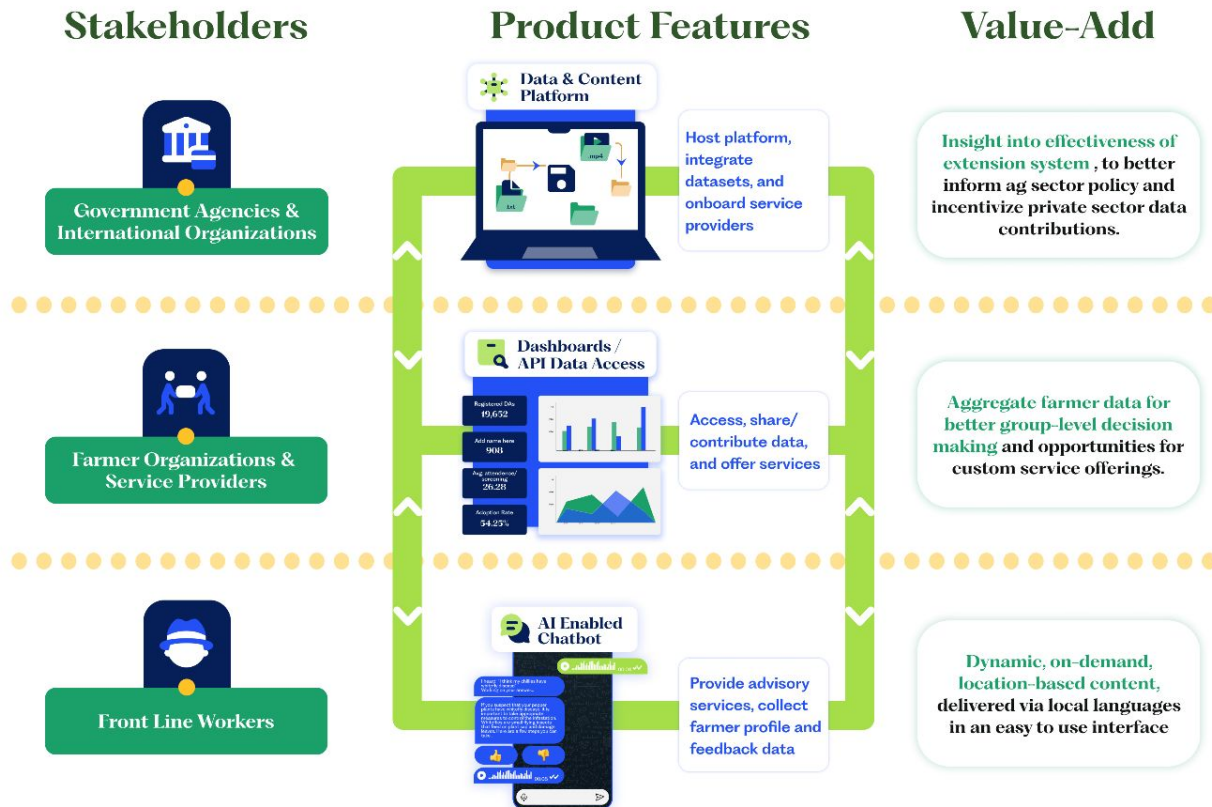
Network tech stack



In recent tests using GPT4-Turbo reranking, we reduced responses with hallucinations from 23% to 0% and responses with irrelevant information from 37% to 3%; responses were 65% faster but cost 6x more.

Goal: Establish benchmark and achieve 90%+ performance scores

A Digital Extension Platform



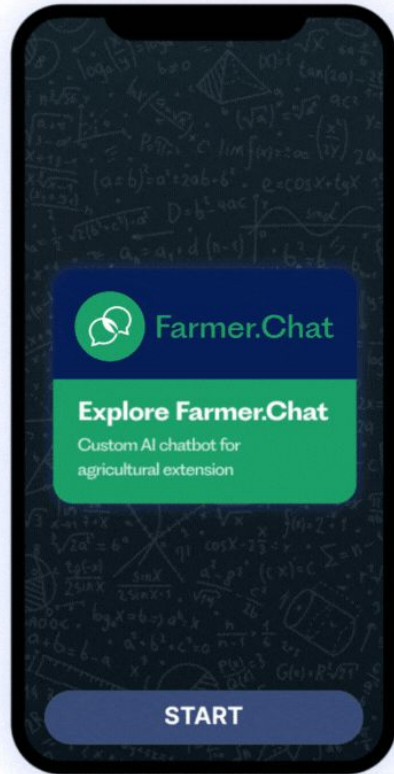
Join Us in the Success of Farmer.Chat

Successful AI interventions require support from well-intentioned, competent people or organizations.

We are looking for collaboration with:

- ***Technology Partners:*** *Contribute to the development and training of the AI language model which powers Farmer.Chat*
- ***Subject Experts:*** *Leverage your expertise to contribute to the accuracy and validity of the advisory Farmer.Chat delivers*
- ***Contribute Content:*** *Contribute data such as soil, weather and market data*
- ***Voice Sampling:*** *Enrich the datasets used to train AI in language learning with audio recordings of diverse speakers, languages, and dialects*

An AI Assistant for Extension Agents



Personalized, on-demand, localized advisory to Extension Agents with push & pull content

Multimedia interface with text, voice, video and image messages.

Building farmer and Extension Agent **profiles & data**

To better reach **women, low-literacy, low digital skill, and off-line farmers**

Core Functionality of Farmer.Chat

- **Tailored Advisory:** *The system leverages a variety of data sources to tailor advisory to best suit user needs.*
 - **User Profiles:** *Digitizing user names, locations, gender, contact information, and farm level data*
 - **Crop Calendar:** *Leverage approved crop calendar to create tailored advisory based on seasonality and best practices*
 - **Soil & Weather:** *Location data informs the system in referencing soil and weather data to customize advisory*
- **Text and Voice Queries:** *Users can ask queries via text messages and voice messages in a variety of languages*
- **Multimedia Responses:** *Users receive both text, audio and link out to video responses relevant to their queries*
- **Image Analysis:** *Photos submitted by users can be analyzed to identify crop and livestock pests, diseases, and other problems*

