

Digital Green — Video-Mediated Agricultural Extension

Digital Inclusion · Good practice · India

Quality score: 96/100

Evidence strength: Randomised controlled trial

Summary

Since 2008, Digital Green has trained community mediators to produce and screen localised farming videos, reaching 2.3 million+ farmers across 10 countries — with peer-reviewed RCTs in Ethiopia and India honestly reporting mixed and null adoption effects.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-03

[Digital Green](#) — accessed 2026-07-03

[Digital Green official site](#) — accessed 2026-07-03

[CGIAR Platform for Big Data in Agriculture \(2020\)](#) — accessed 2026-07-03

[J-PAL — Ethiopia RCT evaluation](#) — accessed 2026-07-03

[J-PAL — Bihar, India RCT evaluation](#) — accessed 2026-07-03

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