



Digital Green

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Agricultural Extension, and We are Hiring

Digital Green wants you! Actually, Digital Green needs you and wants to hire you ... assuming you're a hard working, technically gifted, team-oriented, experienced rural development leader. If you might be interested in joining us, please keep reading.

We're working, patiently and step-by-step, to improve the effectiveness of agricultural extension so that small-scale farmers across developing world can better their livelihoods in a manner that is socially, economically, and environmentally sustainable. Digital Green is a technology-supported means of agriculture extension which is cost-effective, scalable, and uses grassroots-level partners and farmers to share and disseminate relevant information. Digital Green is a combined system of technology and social organization in which village-level mediators use locally produced videos to motivate and train small-scale farmers, increasing the adoption of sustainable agricultural practices and technologies, ultimately raising incomes and mitigating the effects of climate change.

Accomplishing this mission will take time, and we're working on it methodically. Slow and steady is the way to achieve results, and we do not kid ourselves into thinking this will get easier as we go along. Smaller, more frequent steps drive a faster rate of learning, help us maintain focus, and give each of us an opportunity to see the impact of our work in the lives of farmers sooner.

Digital Green has proved its effectiveness in pilot form and, in fact, recently won a Stockholm Challenge 2008 award which honors the "best ICT applications for people and society". We believe that the project could have much wider impact, so we have rolled out Digital Green as an independent non-profit/NGO and we recently extended our pilot operations in Karnataka, Jharkhand, and Orissa. Visit our website (<http://www.digitalgreen.org>) and blog (<http://digitalgreen.spaces.live.com>) for the latest.

Over the next three years, we plan to extend the Digital Green system to 3,000 villages in India with several grassroots-level NGO partners. Our organization will serve as a "trainer of trainers". We will seed financial and training investments to institutionalize the technology and social organization aspects of the model and will work with partners for on-going monitoring and support. Our aim is to improve the cost-effectiveness of the existing people-based extension systems of our partners by a factor of five-times, per dollar spent, to improve the livelihoods of 200,000 smallholder farmers who adopt a better agricultural practice or technology on their field. Along the way, we will support

the production, dissemination, and cataloging of over 5,000 short videos featuring local smallholder farmers. And by December 2010, we will have created a replicable model and the institutional infrastructure to enable an even broader application of the system.

As I said above, Digital Green is actively hiring highly qualified and dedicated individuals. Our hiring bar is unabashedly extreme, and we insist on keeping our team size small. This means the person occupying each and every spot must be among the most gifted in his or her field. Other hiring criteria include:

1. You must have a genuine passion for rural development. Without passion, you will find what we're trying to do too difficult. There are much easier jobs.
2. You must want to work in a small non-profit/NGO.
3. We are building the capacities of real people and real organizations. This must excite you.

We are particularly looking for rural development trainers as well as a senior leader to manage our operations at national-, state- and district-levels. Folks with management experience in deploying large-scale projects, such as agriculture or microfinance.

Another high priority area for us is a director for our research and development team. Technology or instructional education experience in the development sector preferred.

We are searching to fill other positions as well in agronomy, software engineering, finance, and human resources. Since most of our work occurs at the grassroots-level, most positions require proficiencies in English, Hindi, or other local Indian languages and the ability to travel in rural India.

We are at the early stages of building our organization. Digital Green offers you the opportunity to be a founding member of the team with the ownership to make a real impact. Though we cannot compare ourselves with the for-profit sector, our positions offer a competitive compensation package to committed individuals.

Please check out the attached listing of job descriptions. No matter what openings are posted, we are constantly reviewing resumes from talented individuals. Feel free to forward your resume to us even if you do not qualify for one of the positions listed above. Our future holds many opportunities, and we will hold your information confidential. Send a note and resume to me at rikin@alum.mit.edu.

I cannot say enough about the work so far. The partners and farmers that we have been working with are hard-working and experienced. It's a sincere pleasure for me to witness, and I'm grateful to them.

I hope that you'll join me in this exciting endeavor.

Rikin Gandhi
August 5, 2008