

A close-up photograph of a person's hand pointing at a notebook. The notebook has handwritten text and a table. The text 'BETTER DATA, BETTER RESULTS' is overlaid on the left side of the image.


# BETTER DATA, BETTER RESULTS

Final Deliverable  
6 November, 2013

WE BEGAN THIS PROJECT BY ASKING:

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*How might we improve the performance of Digital Green's partners through the capture and communication of meaningful, relevant data?*

A large stack of papers, some with text in Hindi, under a teal overlay. The papers are piled high, with some showing text like 'समिति' (Samiti) and 'सोल्साहन समिति' (Solsahan Samiti).

We uncovered great potential for new delivery of data to improve the performance of Digital Green's partners, but upstream challenges at the points of collection and entry makes many of these opportunities impossible to realize.

## CHALLENGES AFFECTING DATA COLLECTION AND ENTRY:

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### Time Lag

For data to be collected and entered into CoCo, it often takes weeks or even months. Informal tallies collected at weekly or fortnightly meetings may not be perfect, but they're preferred over data that's months outdated.



### Form Complexity

The dissemination and adoption forms are complex, detailed, and even with the support of family members, many VRPs make frequent errors when filling them out. Up to 30% of forms handed in by VRPs are rejected and returned for correction, meaning only 70% of data collected actually makes it into the system.



### Verification

VRPs are tasked with verifying all adoptions which is, according to them, the hardest part of their job. Because of the hard work, many VRPs count on SHG members to self-report their adoptions.

This leads Digital Green partner staff to distrust the data itself, but also leaves opportunity on the table—VRP visits are often a critical piece of encouraging adoptions.



### Incentivization

VRPs are paid by quantity of data collected, not quality. Because of this, they're encouraged to collect more data, but have little incentive to do the most important parts of the work, like supporting adoptions with farm visits and demonstrations. And, of course, more data isn't necessarily better data.

## OUR RESEARCH SHOWS US THAT:

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*These upstream challenges have significant effects on the availability and quality of data, and lead partners in the field to distrust it.*

A photograph of a person wearing a dark cap with a logo, sitting at a desk and looking at a computer monitor. The person's hand is on a mouse. On the desk, there are several sheets of paper with text and tables. In the background, there is a wall with a metal box and some papers. The entire image has a blue tint.

Before data outputs can positively affect the performance of partner staff, data inputs must be improved.



# DATA INPUTS

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## INSIGHTS

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Data collection has always been core to the work that Digital Green does. It provides feedback on overall performance, informs decisions, and the very act of collecting data can influence the behaviors of partners. Although the data collection process has challenges (as outlined in the previous section), the current process can tell us a lot about what works and what does not. On the following pages are a few key insights about data collection and entry and the overall experience of VRPs.



# 1.

## Data guides process.

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If there's an open field on a form, VRPs are encouraged to fill it in. While this often leads to redundancy, it can also guide their dissemination and adoption support process in a constructive way. For example, the 5 check-boxes for non-negotiables encourage VRPs to run through a checklist of questions—a valuable way of guiding the adoption support process.

# 2.

## Rich feedback is being collected, but much of it is lost.

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Many MRPs are collecting rich feedback that isn't being entered into CoCo. For example, the MRP verification column on many forms is filled with notes about what non-negotiables have been forgotten, or what challenges SHG members have faced during adoptions.

# 3.

## Even simple forms can be complex.

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Seemingly simple forms like the current dissemination and adoption forms can lead to great confusion, and cause many VRPs to make errors while filling them out. Many have low levels of literacy and require help filling them out, and they frequently forget what information to put in which field. Rejection rates are high, and as one MRP told us, "Some VRPs learn after a few tries, but some never learn the right way."



## 4.

### **Hands-on demonstration is critical but not supported.**

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Videos are great at inspiring the adoption of new practices, but farmers rely heavily on advice, demonstrations and hands-on support from VRPs in actually implementing the changes. Some VRPs demonstrate the technique on their own farm, some help farmers with the first steps of a new practice, and some just answer questions when asked.

Regardless of how they do it, VRPs have to offer this additional support without tools, encouragement or information from Digital Green or their partners.

## 5.

### **VRPs need validation and proof of work.**

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VRPs work hard, but that work is often not recognized by their Village Organizations and their superiors. They keep meticulous records of their work in their own registers, documenting attendance at meetings, forms they've turned in, etc., just in case their work is ever questioned. Often when they fill out a form, they fill out an exact copy of it in their own books, which takes significant time away from their other work.



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VRPs rarely remember the processes outlined in videos perfectly. The VRP of this village didn't realize that seeds were supposed to be planted in the holes in the side of kitchen gardens, and instead planted the seeds in top. Of the sixty other farmers in her village who had adopted the practice, every one of them had repeated her mistake. The videos inspire farmers to adopt new practices, but VRP support is what dictates their success or failure.



## DESIGN PRINCIPLES

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Based upon these insights, the Design Principles on the following pages should guide the design and implementation of any new data collection systems.



# USE DATA TO DRIVE DESIRED BEHAVIORS.

Leverage VRPs' adherence to data collection processes to guide them towards preferred behaviors. Think of the forms as scripts that guide interactions between VRPs and SHGs.



# DISCARD EVERYTHING THAT MEANS NOTHING.

Remove all items from forms that don't serve a specific purpose, either for downstream data reporting or guiding the VRP process.



# SEPARATE QUALITATIVE AND QUANTITATIVE.

Focus on collecting and entering quantitative data quickly, and capture qualitative data intentionally in order to improve programs in the future.



# PROVIDE SUPPORT BEYOND VIDEOS AND FORMS.

Equip VRPs to provide hands-on adoption support while ensuring information is accurately disseminated beyond the video.



## PILOT TESTS

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Moving beyond the existing system, it is possible to improve efficiency, efficacy, and the quality of data collected. Three pilot tests, outlined here, have been designed to test different improvements to the system, and across all three pilot tests are a few universal improvements that should be integrated into any new system.



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## UNIVERSAL IMPROVEMENTS

- Give VRPs video summary sheets to ensure they have access to answers when and where they need them.
- Move MRP field visits post-data entry to make data more real-time, and encourage MRPs to collect qualitative data that can be used to improve films and VRP performance.

### PILOT TEST 1

#### STREAMLINING CURRENT SYSTEMS

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Continue collecting farmer-level dissemination and adoption data, but eliminate unnecessary fields from forms and streamline CoCo entry process.

### PILOT TEST 2

#### LEANER, FASTER DATA

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Speed up data collection and entry and reduce user error by eliminating farmer-level data. Collect more qualitative information in place of granular data.

### PILOT TEST 3

#### DATA + TECHNOLOGY

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Use technology to make data collection and entry one process, while also opening up potential for more supportive, smart adoption support programs.



DATA INPUTS

# PILOT TEST 1

## STREAMLINING CURRENT SYSTEMS



# 1

Pilot Test One is a subtle—but significant—improvement over current data collection and entry processes. Current processes and systems won't be disrupted—paper forms will still be used, data will still be entered at the district level, and farmer-level data will still be available—but by streamlining current systems data will be collected faster, easier, and with greater accuracy.



## Dissemination

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- Streamlined dissemination form removes unnecessary fields like “adoption interest” and “questions”
- Improved CoCo entry screen speeds up entry process
- Data entry remains at District level



## Adoption Support

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- Video summary sheets for each video help VRPs answer questions and support adoptions
- Streamlined adoption form removes unnecessary fields like “date of adoption”
- Signature line on adoption form discourages false reporting
- Data entry remains at District level



## Evaluation

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- MRP visits SHG members after data entry to speed up process and open up opportunity to collect longitudinal information like “yield”
- MRP collects qualitative feedback on the performance of VRP and video to improve future interventions
- Data entry remains at District level



**DISSEMINATION FORM**

DATE:

VO NAME:

SHG 1 NAME:

SHG 2 NAME:

VIDEO NAME:

#	FIRST NAME	SECOND NAME	ATTENDANCE	SIGNATURE OR FINGERPRINT
1				
2				
3				
4				
5				
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11				
12				

TURN OVER FOR ADDITIONAL INFORMATION >>

BY SIGNING BELOW YOU HEREBY GUARANTEE THE ACCURACY OF THE INFORMATION ON THIS FORM

VRP NAME:

VRP SIGNATURE

Front

Back



## Dissemination Form

- Streamlined to only include the fields necessary for farmer-level data to be collected
- Larger lines allow for fingerprints
- Qualitative data fields removed to reduce confusion and hassle

### Benefits:

- Less time to complete
- Reduced user error
- Faster entry
- Retain farmer-level data



The screenshot shows the COCO web application interface. On the left is a sidebar with the COCO logo, a 'Sync' button with a counter '0', and a list of menu items: Mediators, Videos, Groups, Persons, Screenings, and Adoptions, each with a radio button. Below the menu is a link: 'Need Help? Check out the FAQ'. The main content area has two sections. The 'Add Screening' section contains fields for 'Date' (2013-10-16), 'Village' (Chaubi Ambara), 'Groups Names' (Durga Jeevika, Ganesh Jeevika), and 'Videos Screened' (Application of Vermi Compost). The 'Attendance' section contains a grid of name selection fields. A dropdown menu is open for the field 'Duni Devi (Ram)', showing options: 'Duni Devi (Ram)', 'Dula Khatun (Aftab alam)', and 'Duanju Devi (Shivsankar sah)'. A blue 'SUBMIT' button is at the bottom.



## Dissemination Entry

- Fewer fields to enter
- Rearranged to save time and unnecessary scrolling
- Type the first few letters of a name to auto-populate, rather than scrolling through each name

### Benefits:

- Less time to enter
- Reduced rejection rate
- Data entry remains at District level, so current systems won't be disrupted



## VIDEO SUMMARY: KITCHEN GARDENS

Kitchen gardens are a great way of growing nutritious fruits and vegetables very efficiently. The sack keeps water inside allowing you to grow plants that would otherwise require too much water. And because it's grown above ground, it's possible to grow in small spaces and on rented property.

### MAIN BENEFITS:

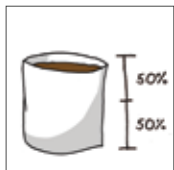
- Grow nutritious vegetables
- Low water usage
- Low-cost
- Grow on rented land



### NON-NEGOTIABLE A:

Use soil from a nearby pond—it's important not to use soil from your farm because it doesn't have the nutrients needed for your vegetables to thrive.

*Note:* If you don't have pond soil on your farm, ask a neighbor or friend to help you find some in a nearby village.



### NON-NEGOTIABLE B:

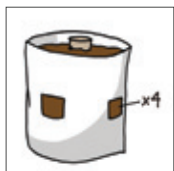
Mix the soil with cow manure. This adds nutrients to the soil and helps plants stay healthy.



### NON-NEGOTIABLE C:

Insert a green bamboo chute into the middle of the empty sack, and fill the soil/manure combo around it. The bamboo will allow you to pour water in the top and have it flow all the way to the bottom of the sack.

*Note:* Green bamboo is stronger, but if it's not available, you can use dry bamboo



### NON-NEGOTIABLE D:

Cut 4 square holes (about 8cm square) evenly spaced around the side of the sack, about half-way down.



### NON-NEGOTIABLE E:

Place treated seeds in the side holes and pour water in the bamboo chute. It's important to put seeds in the side and not the top, as it allows multiple plants to grow together without competing for nutrients.



## Video Summary Sheet

- Highlights benefits of adopting practices in each video
- Outlines in detail five non-negotiables with ideas for adaptation when non-negotiables can't be followed perfectly
- Illustrations by video producers or screen-shots taken by editors make non-negotiables visual
- Lettered non-negotiables discourage VRPs from entering "totals"

### Benefits:

- Enables instruction without projector
- Ensures non-negotiables are accurately disseminated and reported
- Helps VRPs support adoptions



## ADOPTION SUPPORT FORM



DATE:

VO NAME:

VIDEO NAME:

#	FIRST NAME	SECOND NAME	SHG NAME	A	B	C	D	E	SIGNATURE OR FINGERPRINT
1									
2									
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TURN OVER FOR ADDITIONAL INFORMATION >>



## Adoption Support Form

- Streamlined to only include the fields necessary for farmer-level data
- Lettered non-negotiables discourage VRPs from entering "totals"
- Signatures or fingerprints added to decrease false reports
- Larger lines allow for fingerprints

### Benefits:

- Fewer false reports
- Less time to complete
- Reduced user error
- Faster entry
- Retain farmer-level data
- Non-negotiable data available to improve videos in future



## Adoption Entry

- Fewer fields to enter
- Rearranged to save time and unnecessary scrolling
- Type the first few letters of a name to auto-populate names and SHGs

### Benefits:

- Less time to enter
- Data entry remains at District level, so current systems won't be disrupted

**COCO**

Sync 0

Mediators  
Videos  
Groups  
Persons  
Screenings  
Adoptions

Need Help? Check out the [FAQ](#)

### Adoption Information

Date: 2013-10-16 Village: Chaube Ambara

Videos: Application of Vermi Compost

#### Member Adoptions

1. Member	Dhanesri Devi (Ganesh Jeevika)	Non-Negtiabiles	<input checked="" type="radio"/> A	<input type="radio"/> B	<input checked="" type="radio"/> C	<input checked="" type="radio"/> D	<input checked="" type="radio"/> E
2. Member	Binati Mohanta (Sona Jeevika)	Non-Negtiabiles	<input checked="" type="radio"/> A	<input checked="" type="radio"/> B	<input checked="" type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
3. Member	Sabita Nayak (Ganesh Jeevika)	Non-Negtiabiles	<input checked="" type="radio"/> A	<input checked="" type="radio"/> B	<input checked="" type="radio"/> C	<input checked="" type="radio"/> D	<input checked="" type="radio"/> E
4. Member	Subasini Das (Gunja Jeevika)	Non-Negtiabiles	<input checked="" type="radio"/> A	<input checked="" type="radio"/> B	<input checked="" type="radio"/> C	<input checked="" type="radio"/> D	<input type="radio"/> E
5. Member	Dhanesri Devi (Muskan Jeevika)	Non-Negtiabiles	<input checked="" type="radio"/> A	<input checked="" type="radio"/> B	<input type="radio"/> C	<input checked="" type="radio"/> D	<input checked="" type="radio"/> E
6. Member	Abanti Sethy (Ganesh Jeevika)	Non-Negtiabiles	<input checked="" type="radio"/> A	<input checked="" type="radio"/> B	<input checked="" type="radio"/> C	<input checked="" type="radio"/> D	<input checked="" type="radio"/> E
7. Member	Jahaji Naik (Vandna Jeevika)	Non-Negtiabiles	<input checked="" type="radio"/> A	<input checked="" type="radio"/> B	<input checked="" type="radio"/> C	<input checked="" type="radio"/> D	<input checked="" type="radio"/> E
8. Member	Dhanesri Devi (Ganesh Jeevika)	Non-Negtiabiles	<input checked="" type="radio"/> A	<input checked="" type="radio"/> B	<input checked="" type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
9. Member	Pankajini Ray (Vandna Jeevika)	Non-Negtiabiles	<input checked="" type="radio"/> A	<input checked="" type="radio"/> B	<input type="radio"/> C	<input checked="" type="radio"/> D	<input checked="" type="radio"/> E

**SUBMIT**



## DATA INPUTS | PILOT TEST 1: STREAMLINING CURRENT SYSTEMS

### ADOPTION SUPPORT FORM

DATE:

VO NAME:

VIDEO NAME:

#	FIRST NAME	SECOND NAME
1		
2		
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4		
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12		
13		

#	FIRST NAME	SECOND NAME	SHG NAME	A	B	C	D	E	SIGNATURE OR FINGERPRINT
14									
15									
16									
17									
18									
19									
20									

VRP NAME:

VRP SIGNATURE

### ADOPTION EVALUATION FORM (To be completed by MRP)

NOTES:

What kinds of questions are SHG members asking? What are the most common mistakes? How could we improve the video for next year?

OVERALL EVALUATION:

Did most people perform Non-Negotiable A?	YES	NO
Did most people perform Non-Negotiable B?	YES	NO
Did most people perform Non-Negotiable C?	YES	NO
Did most people perform Non-Negotiable D?	YES	NO
Did most people perform Non-Negotiable E?	YES	NO

DATE:

MRP NAME:

MRP SIGNATURE:

Front

Back



## Evaluation Form

*(On Back of Adoption Support Form)*

- Guides MRPs towards capturing qualitative data that can be used to improve videos
- Captures high-level quantitative data
- Evaluation done by MRPs after data entry

### Benefits:

- Captures rich feedback on video performance and adoption quality
- Post-entry evaluation speeds up data
- Less user error



The screenshot shows the COCO web application interface. On the left is a sidebar with the COCO logo, a 'Sync' button, and a list of menu items: Mediators, Videos, Groups, Persons, Screenings, and Adoptions, each with a radio button. Below the menu is a link: 'Need Help? Check out the FAQ'. The main content area is titled 'Adoption Evaluation'. It contains a 'Date' field with '2013-10-16', a 'Village' dropdown menu with 'Chaube Ambara' selected, and a 'Videos' dropdown menu with 'Application of Vermi Compost' selected. Below these is a section for 'MRP Notes' containing three bullet points of text. At the bottom is a section for 'Evaluation Questions' with five numbered items, each with 'Yes' and 'No' radio buttons. The 'Yes' buttons for questions 1, 4, and 5 are selected. A blue 'SUBMIT' button is at the bottom.



## Evaluation Entry

- Data entered before end of season
- Quantitative and qualitative language transcribed by data entry operator

### Benefits:

- Captures rich qualitative data currently being lost
- Seasonal entry allows for entry during down-times
- Data entry remains at District level, so current systems won't be disrupted
- Targeted qualitative feedback available and searchable



## WHAT IT'S TESTING:

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- Do minor shifts to the forms reduce user error?
- Do minor shifts to CoCo speed up process?
- Does shifting evaluation post-data entry speed up data?
- Does qualitative information collected by MRP help program refinement for upcoming year?
- Does eliminating "questions" from dissemination form effect programs?
- Do Video Summary Sheets increase quality of adoptions and data collected?

## MAJOR CHALLENGES

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- Even subtle shifts to process will require training and hand-holding
- Producing Video Summary Sheets for every video will require significant coordination
- Ensuring improved CoCo screens can be tested in isolated areas without interfering with existing programs



DATA INPUTS

# PILOT TEST 2

## LEANER, FASTER DATA



## 2

By eliminating the need to collect farmer-level information in Pilot Test Two, data collection and entry can be accelerated to near real-time, with significantly fewer errors and requiring much less work. With the time and hassle saved, partners on the ground will have more time to spend supporting adoptions and collecting rich qualitative feedback.



## Dissemination

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- Minimalist dissemination form only requires VRP to enter total attendance
- SHG authorities vouch for attendance in place of SHG signatures
- Minimalist CoCo entry screen radically speeds up entry process
- Data entry moves to Block level

## Adoption Support

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- Video summary sheets for each video help VRPs answer questions and support adoptions
- Streamlined adoption form removes unnecessary fields but SHG member names and non-negotiables remain on form to guide process
- Only totals are entered into minimalist CoCo entry screen
- Signature line on adoption form discourages false reporting
- Data entry moves to Block level

## Evaluation

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- MRP visits SHG members after data entry to speed up process and open up opportunity to collect longitudinal information like "yield"
- MRP collects qualitative feedback on the performance of VRP and video to improve future interventions
- Data entry moves to Block level



## DISSEMINATION FORM



DATE:

VO NAME:

SHG 1 NAME:

SHG 2 NAME:

VIDEO NAME:

TOTAL NUMBER OF PEOPLE IN ATTENDANCE ►

### NOTES:

What kinds of questions are SHG members asking?  
How could we improve the video for next year?

VRP NAME:

VRP SIGNATURE:

This section is to be filled out by an SHG Authority:

AUTHORITY NAME:

AUTHORITY SIGNATURE:



## Dissemination Form

- Eliminate farmer-specific data in favor of overall total attendance
- All non-essential fields removed to ease completion and reduce error
- Information verified by SHG authorities instead of each SHG member
- Guide VRPs to collect only useful qualitative information

### Benefits:

- Less time to complete
- Reduced user error
- Faster entry
- Data entry moved to Block level to accelerate data to near real-time
- Less paper



The screenshot shows the COCO web application interface. On the left is a sidebar with the COCO logo, a 'Sync 0' button, and a list of menu items: Mediators, Videos, Groups, Persons, Screenings, and Adoptions, each with a radio button. Below the menu is a link: 'Need Help? Check out the FAQ'. The main content area is titled 'Add Screening'. It contains several input fields: 'Date' (2013-10-16), 'Village' (Chaubi Ambara), 'SHG 1' (Ganesh Jeevika), 'SHG 2' (Muskan Jeevika), 'Videos' (Application of Vermi Compost), and 'Total Attendance' (22). A blue 'SUBMIT' button is located below the 'Videos' field.



## Dissemination Entry

- Significantly streamlined to only enter overall attendance, VO name, SHG names, video name, and date of screening
- Easier interface allows data to be entered at Block level

### *Benefits:*

- Virtually no time to enter
- Significantly reduced rejection rate
- Data entry at Block level makes entry near real-time



## VIDEO SUMMARY: KITCHEN GARDENS

Kitchen gardens are a great way of growing nutritious fruits and vegetables very efficiently. The sack keeps water inside allowing you to grow plants that would otherwise require too much water. And because it's grown above ground, it's possible to grow in small spaces and on rented property.

### MAIN BENEFITS:

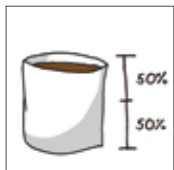
- Grow nutritious vegetables
- Low water usage
- Low-cost
- Grow on rented land



### NON-NEGOTIABLE A:

Use soil from a nearby pond—it's important not to use soil from your farm because it doesn't have the nutrients needed for your vegetables to thrive.

*Note:* If you don't have pond soil on your farm, ask a neighbor or friend to help you find some in a nearby village.



### NON-NEGOTIABLE B:

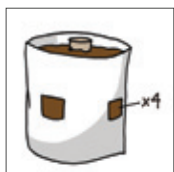
Mix the soil with cow manure. This adds nutrients to the soil and helps plants stay healthy.



### NON-NEGOTIABLE C:

Insert a green bamboo chute into the middle of the empty sack, and fill the soil/manure combo around it. The bamboo will allow you to pour water in the top and have it flow all the way to the bottom of the sack.

*Note:* Green bamboo is stronger, but if it's not available, you can use dry bamboo



### NON-NEGOTIABLE D:

Cut 4 square holes (about 8cm square) evenly spaced around the side of the sack, about half-way down.



### NON-NEGOTIABLE E:

Place treated seeds in the side holes and pour water in the bamboo chute. It's important to put seeds in the side and not the top, as it allows multiple plants to grow together without competing for nutrients.



## Video Summary Sheet

*(Same as Pilot 01)*

- Highlights benefits of adopting practices in each video
- Outlines in detail five non-negotiables with ideas for adaptation when non-negotiables can't be followed perfectly
- Illustrations by video producers or screen-shots taken by editors make non-negotiables visual
- Lettered non-negotiables discourage VRPs from entering "totals"

### Benefits:

- Enables instruction without projector
- Ensures non-negotiables are accurately disseminated and reported
- Helps VRPs support adoptions



## ADOPTION SUPPORT FORM



DATE:

VO NAME:

VIDEO NAME:

#	FIRST NAME	SECOND NAME	A	B	C	D	E	SIGNATURE OR FINGERPRINT
1								
2								
3								
4								
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12								
13								

TURN OVER FOR ADDITIONAL INFORMATION ►►



## Adoption Support Form

- Guides VRP support process with signatures/fingerprints and non-negotiables even though only totals will be entered into CoCo
- Lettered non-negotiables discourage VRPs from entering "totals"
- Signatures or fingerprints added to decrease false reports
- Larger lines allow for fingerprints

*Benefits:*

- Process guided by forms even with minimal data entry
- Fewer false reports
- Less time to complete
- Reduced user error
- Faster entry



The screenshot shows a web browser window with the COCO application. On the left is a sidebar with the COCO logo, a 'Sync' button with a '0' indicator, and a list of menu items: Mediators, Videos, Groups, Persons, Screenings, and Adoptions, each with a radio button. Below the menu is a link: 'Need Help? Check out the FAQ'. The main content area is titled 'Add Adoption'. It contains three input fields: 'Date' with the value '2013-10-16', 'Village' with a dropdown menu showing 'Chaube Ambara', and 'Videos' with a dropdown menu showing 'Application of Vermi Compost'. To the right of these fields is a 'Total Adoptions' counter showing the number '15'. Below the input fields is a blue 'SUBMIT' button.



## Adoption Entry

- Significantly streamlined to only enter overall adoption totals, VO name, video name, and date of form completion
- Easier interface allows data to be entered at Block level

### *Benefits:*

- Virtually no time to enter
- Significantly reduced rejection rate
- Data entry at Block level makes entry near real-time



### ADOPTION SUPPORT FORM

DATE:

VO NAME:

VIDEO NAME:

#	FIRST NAME	
1		
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4		
5		
6		
7		
8		
9		
10		
11		
12		
13		

#	FIRST NAME	SECOND NAME	1	2	3	4	5	SIGNATURE OR FINGERPRINT
14								
15								
16								
17								
18								
19								
20								

VRP NAME:

VRP SIGNATURE

### ADOPTION EVALUATION FORM (To be completed by MRP)

NOTES:

What kinds of questions are SHG members asking? What are the most common mistakes? How could we improve the video for next year?

OVERALL EVALUATION:

Did most people perform Non-Negotiable 1?	YES	NO
Did most people perform Non-Negotiable 2?	YES	NO
Did most people perform Non-Negotiable 3?	YES	NO
Did most people perform Non-Negotiable 4?	YES	NO
Did most people perform Non-Negotiable 5?	YES	NO

DATE:

MRP NAME:

MRP SIGNATURE:

Front

Back



## Evaluation Form

*(Same as Pilot 01—On Back of Adoption Support Form)*

- Guides MRPs towards capturing qualitative data that can be used to improve videos
- Captures high-level quantitative data
- Evaluation done by MRPs after data entry

### Benefits:

- Captures rich feedback on video performance and adoption quality
- Post-entry evaluation speeds up data
- Less user error



## Evaluation Entry

- Scanned "notes" section streamlines entry and makes it possible to enter at Block level
- Evaluation questions give faster feedback on adoption quality, while qualitative information is available for browsing later

### Benefits:

- Captures rich qualitative currently being lost
- Seasonal entry allows for entry during down-times
- Data entry at Block level makes entry near real-time

The screenshot shows the COCO Adoption Evaluation form. On the left is a sidebar with the COCO logo, a 'Sync' button with a '0' indicator, and a list of menu items: Mediators, Videos, Groups, Persons, Screenings, and Adoptions, each with a radio button. Below the menu is a link: 'Need Help? Check out the FAQ'. The main form area is titled 'Adoption Evaluation'. It contains fields for 'Date' (2013-10-16), 'Village' (Chaube Ambara), and 'Videos' (Application of Vermi Compost). Below these is a section 'Upload Photo of Notes Section' with a photo of a document and an 'Upload' button. At the bottom is a section 'Evaluation Questions' with five numbered items, each with 'Yes' and 'No' radio buttons. The 'Yes' buttons for items 1, 4, and 5 are selected, indicated by green checkmarks. Item 2 has a red minus sign next to the 'No' button, and item 3 has a red minus sign next to the 'No' button. A blue 'SUBMIT' button is at the bottom.



## WHAT IT'S TESTING:

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- Does eliminating farmer-level data affect programs?
- Does eliminating farmer-level data significantly speed up data and reduce errors?
- Does shifting evaluation post-data entry speed up data?
- Does data entry at Block level significantly speed up data?
- Does qualitative information collected by MRP help program refinement for upcoming year?
- Do Video Summary Sheets increase quality of adoptions and data collected?

## MAJOR CHALLENGES

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- Eliminating granularity reduces ability to measure certain things like unique adoptions
- Producing Video Summary Sheets for every video will require significant coordination
- Data entered at Block may be logistically challenging
- Scanning forms at Block level may not be possible



DATA INPUTS

# PILOT TEST 3

DATA +  
TECHNOLOGY



# 3

As their abilities expand and their price continues to drop, smart phones promise to provide Digital Greens' partners an exciting, easy, and powerful improvement over current, analog systems. In Pilot Test Three, smart phones will be used to screen videos, collect and enter data (simultaneously), and offer additional support services to make information accessible when and where it's needed. The potential is great: data will be collected real-time, dissemination and adoption support processes can be guided with greater precision, and extra tools can lead to more, better adoptions.



---

## About the Technology

The concepts for Pilot Test Three have been designed for use on the Samsung Galaxy Beam (or similar) smart phone. In addition to standard smart phone features—large storage, touch-screen, data syncing, etc.—the Galaxy Beam boasts a built-in projector. Combining the ease of use, computing power and projection abilities, this promises to be a powerful multi-purpose tool for Digital Green in the near future.



## Dissemination

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- App guides VRP easily through dissemination attendance collection with e-signatures or fingerprint scans as evidence
- Phone projects videos, automatically pausing at critical moments to spur dialog
- Advertisements can offset costs
- Visual FAQs can provide instant, accurate answers
- Data is instantly synced

## Adoption Support

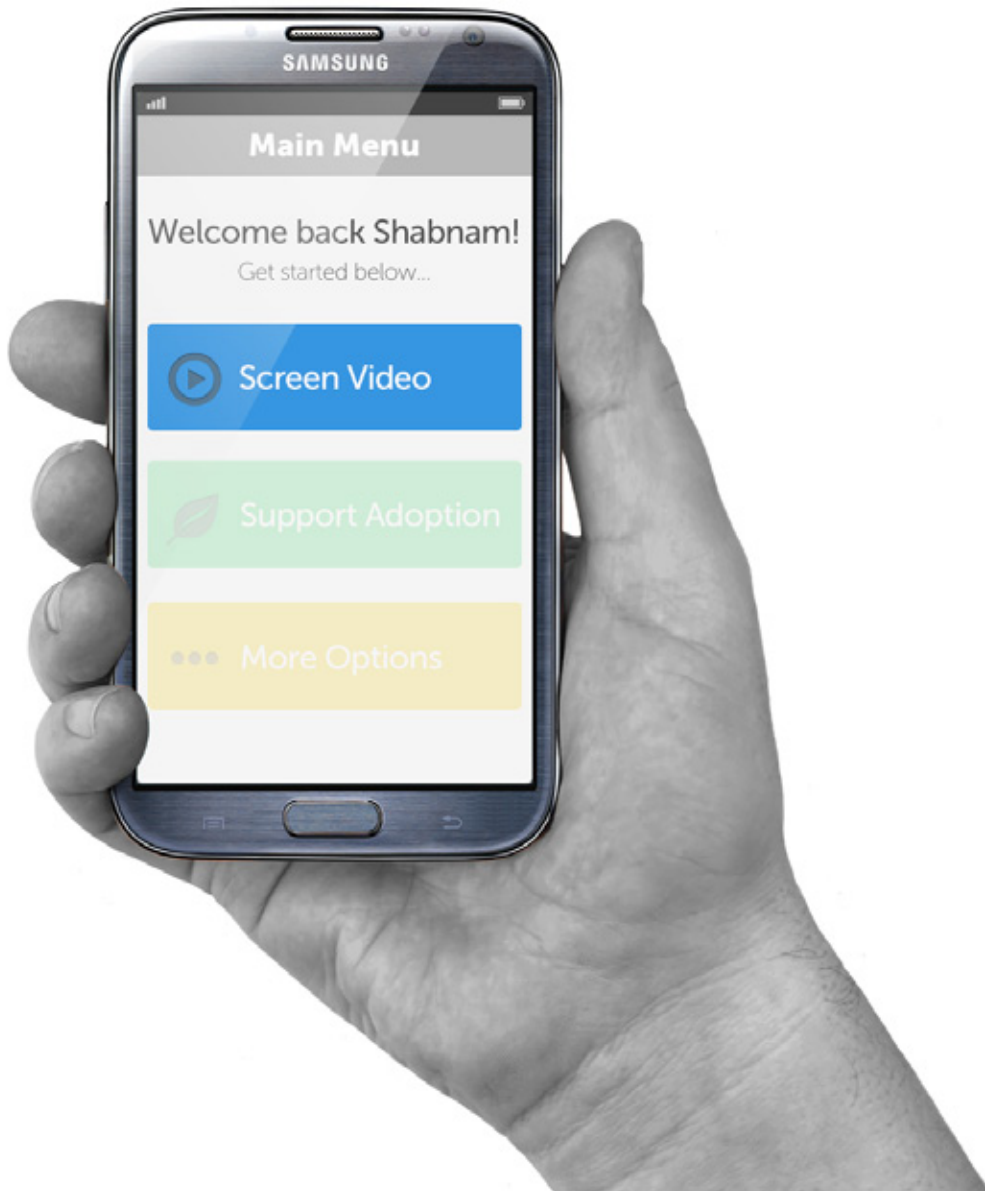
---

- SMS reminders, tips and surveys can be sent out to SHG members who sign up
- App guides VRP easily through adoption verification process with accurate non-negotiables
- Visual FAQs can provide instant, accurate answers
- Photos can be taken as proof of adoption
- Data is instantly synced

## Evaluation

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- Automatically assign randomized SHG members for MRP to visit
- App guides MRP easily through adoption evaluation process with accurate non-negotiables
- Qualitative notes can be audio recorded instead of typed
- Data is instantly synced

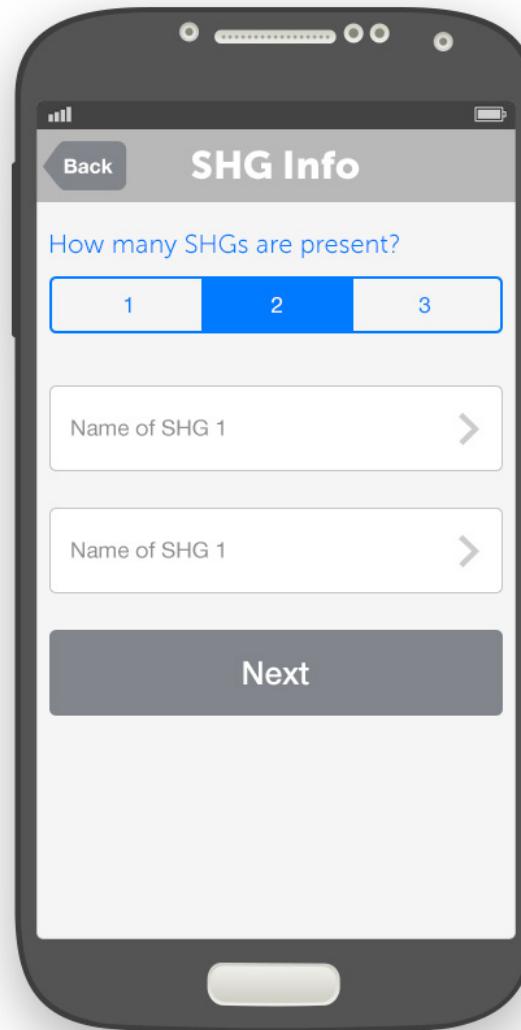
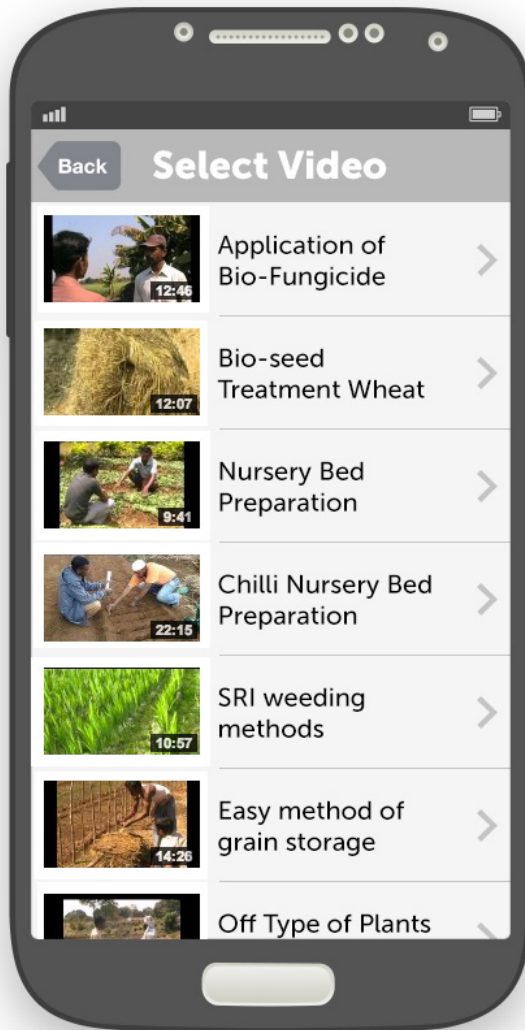


## Screening a Video

- Automatically collects attendance in process of screening a video
- Option to use fingerprints for attendance
- Simple interface to enable even low-literacy VRPs to use
- Instantly syncs data when connected
- Projects videos from phone itself
- Videos can auto-pause for conversation
- Optional advertisements

### *Benefits:*

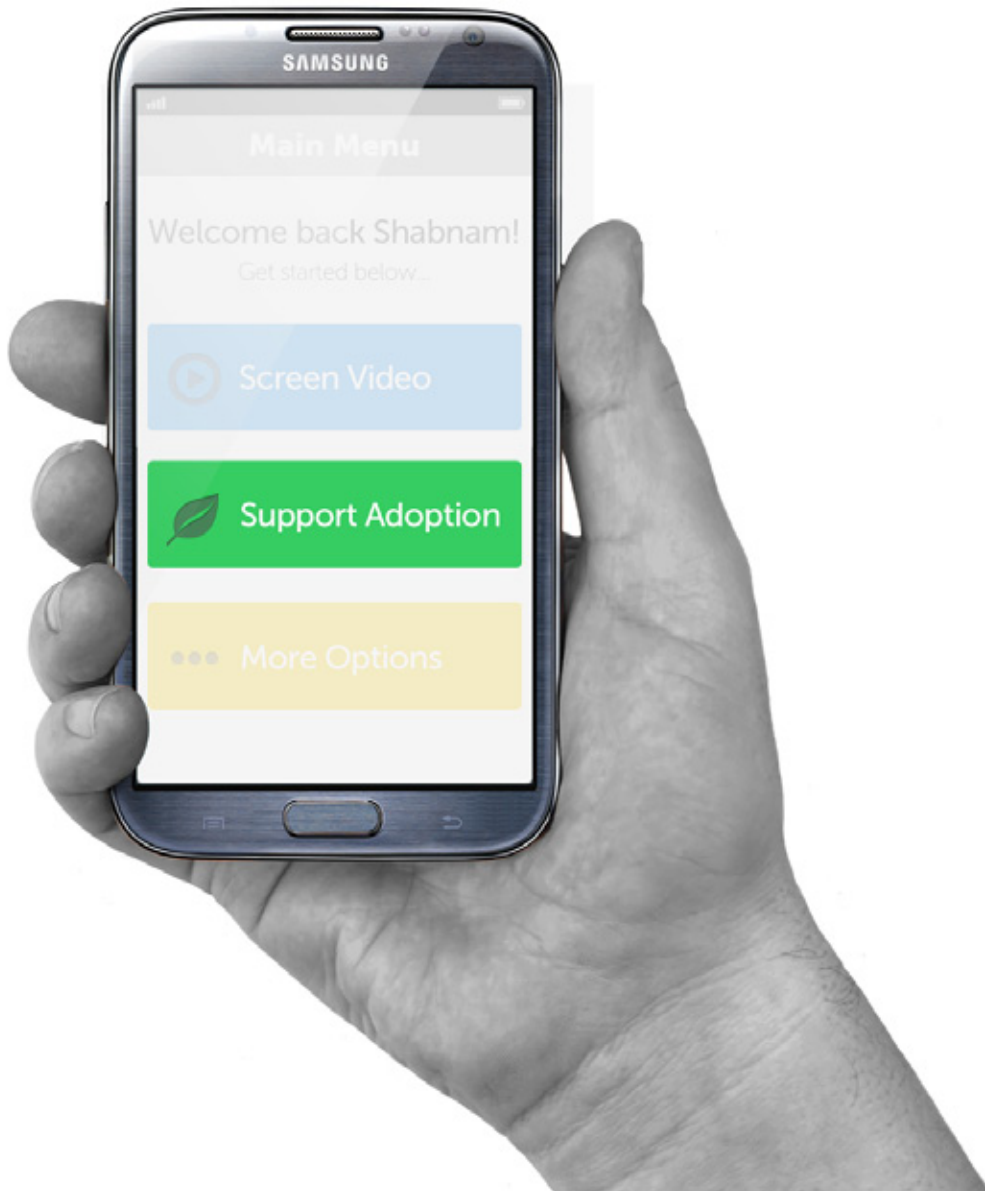
- Eliminate user error
- Real-time data
- Guide dissemination process more precisely
- Eliminate paper
- Eliminate data entry
- Automatic entry of date and location



## Screening a Video



## Screening a Video

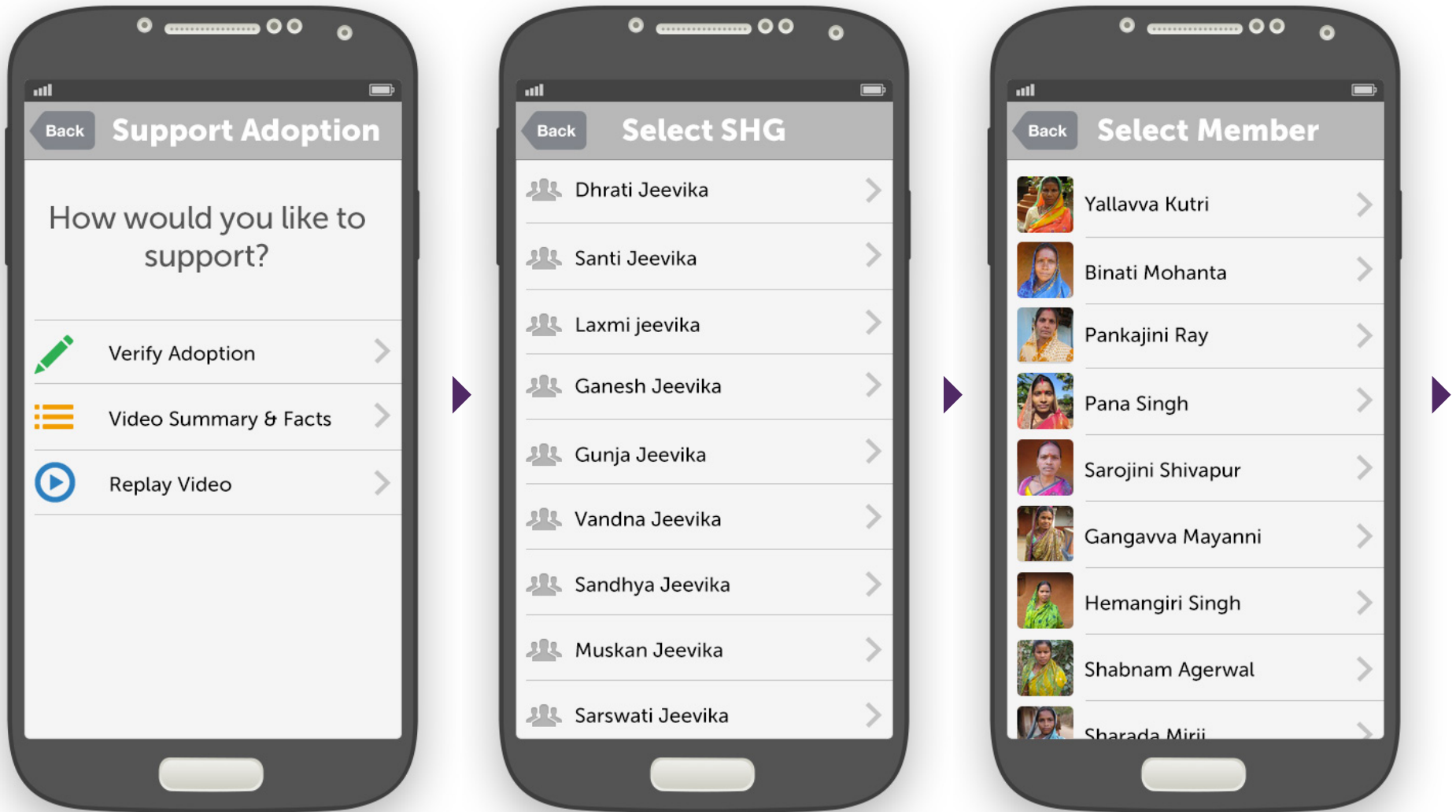


## Supporting an Adoption

- Guide scripted adoption support conversations for each video
- Option to use photos and/or fingerprints for verification
- Simple interface to enable even low-literacy VRPs to use
- Instantly syncs data when connected
- Provide additional support through FAQ's, replaying videos, etc.

### *Benefits:*

- Eliminate user error
- Real-time data
- Guide adoption support process more precisely
- Eliminate paper
- Eliminate data entry
- Richer verification information ensures compliance
- Automatic entry of date and location



## Supporting an Adoption




**Back** **Non Negotiables**

Kitchen Garden

**1. Did they use soil from a nearby pond?**

Yes ☒ No ☐

**More Info**




- It is important not to use soil from your farm because it doesn't have the nutrients needed for your vegetables to thrive.
- If you don't have pond soil on your farm, ask a friend to help you find some in a nearby village. Lorem ipsum sit dolor amet

**Take Photo** **Cancel**



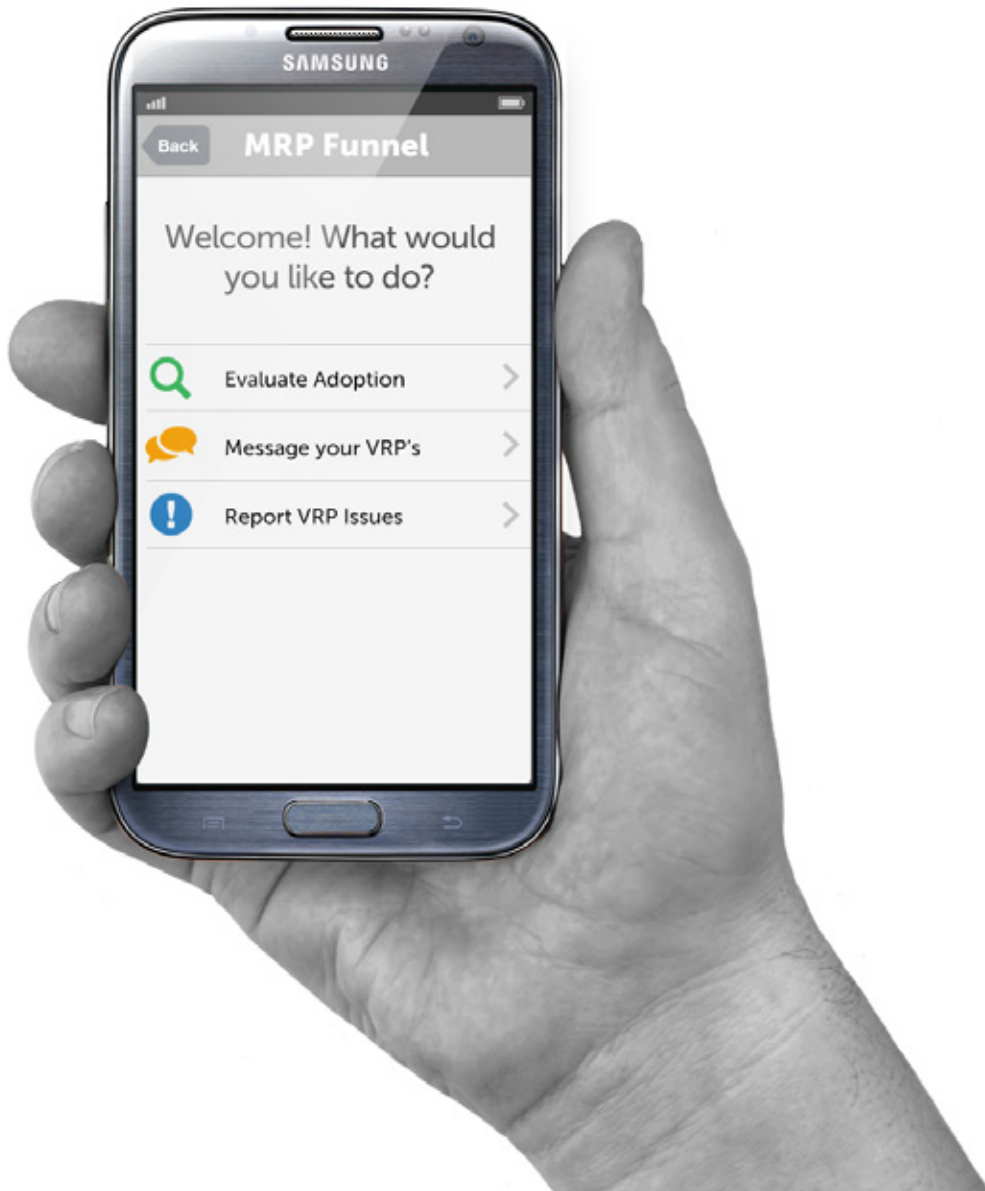
**Back** **Submit**



Would you like to submit Sabita's adoption?

**Cancel** **Submit**

## Supporting an Adoption (continued)

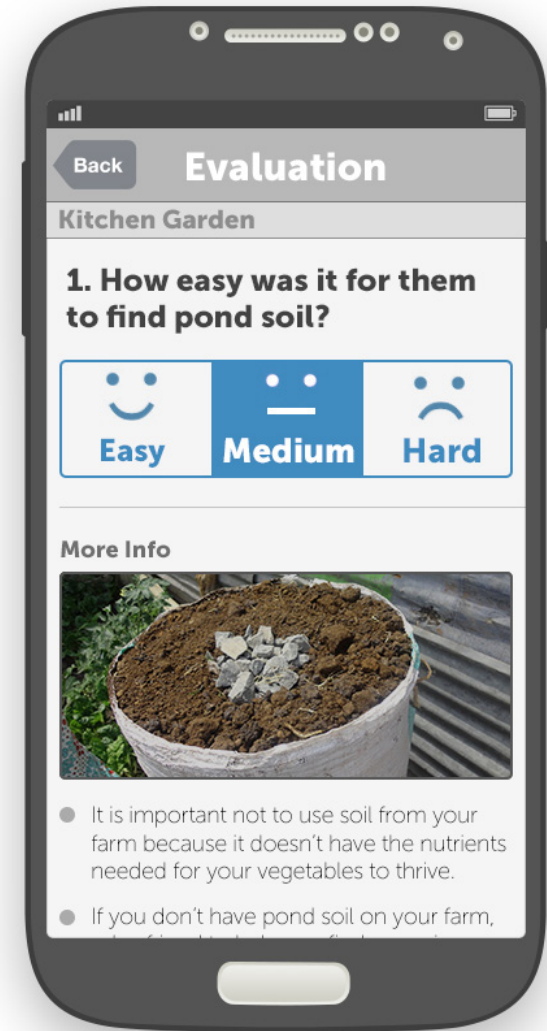
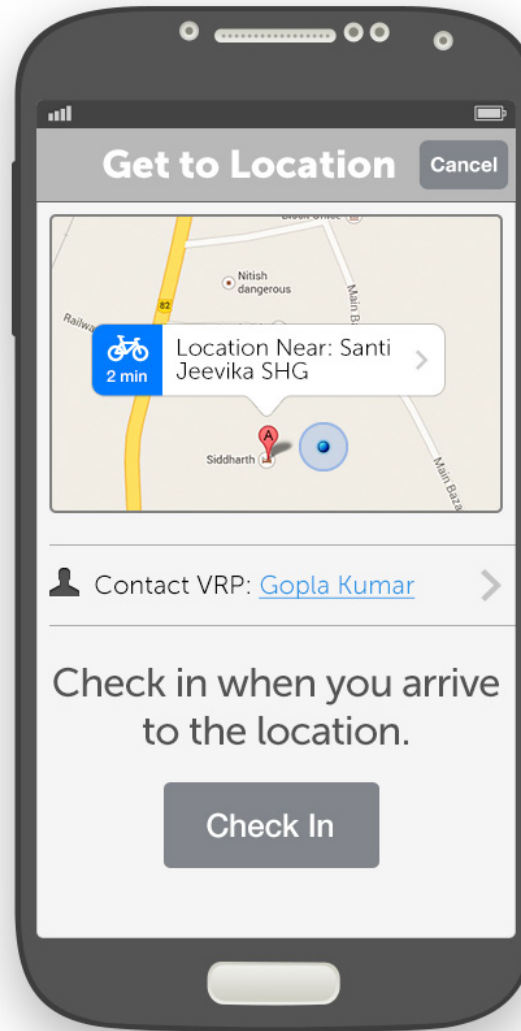


## Evaluating an Adoption

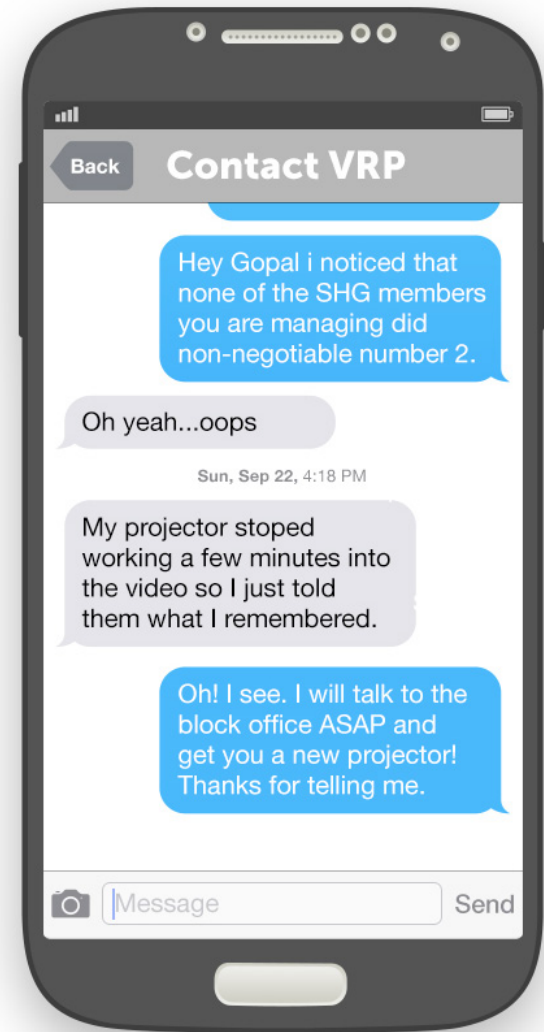
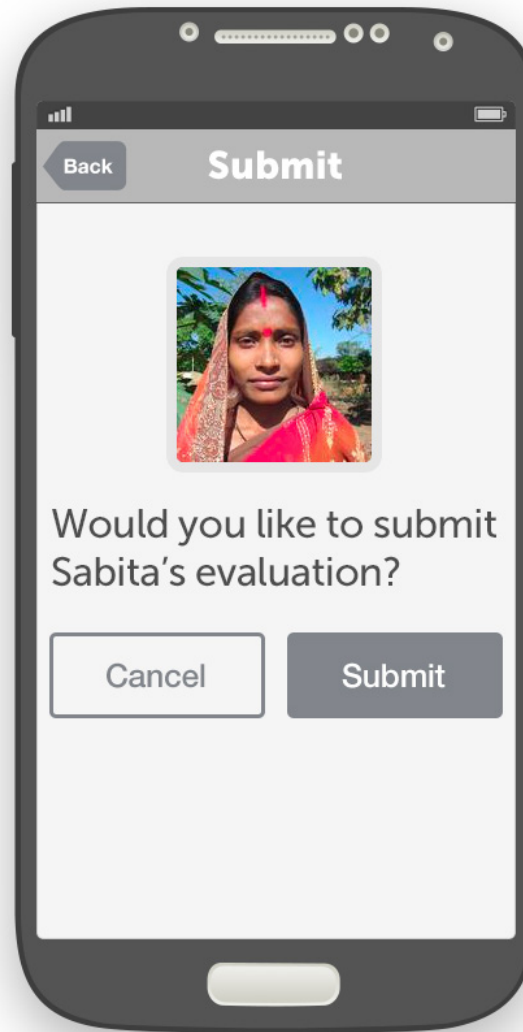
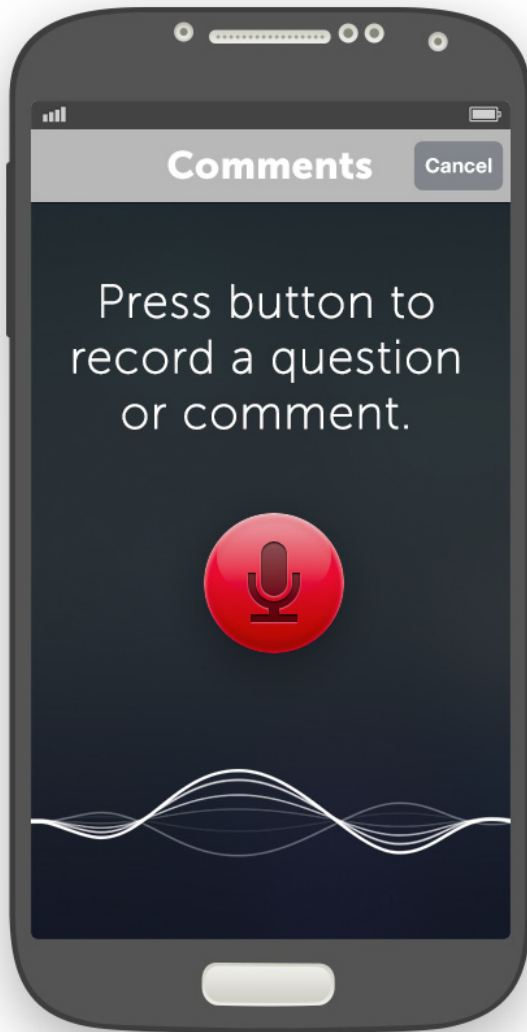
- Guide scripted evaluation process
- Randomly assign evaluation schedule to ensure unbiased sample
- Simple interface to enable even low-literacy MRPs to use
- Instantly syncs data when connected
- Provide additional support through FAQ's, replaying videos, etc.
- Record notes with keyboard, finger or voice

### *Benefits:*

- Eliminate user error
- Real-time data
- Guide evaluation process more precisely
- Eliminate paper
- Eliminate data entry



## Evaluating an Adoption



## Evaluating an Adoption (continued)



## WHAT IT'S TESTING:

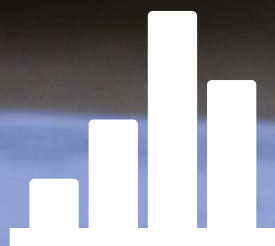
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- Does real-time data prove to be more useful than current data?
- Does technology improve accuracy of dissemination and data collected?
- Do additional digital tools lead to better adoption rates?

## MAJOR CHALLENGES

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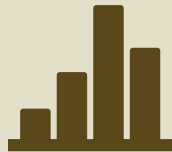
- Technology is still very expensive and even with other gains and benefits may not be cost effective
- Digital literacy may require significant training and support
- Durability and maintenance may prove to be a problem over time



# DATA OUTPUTS

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Top Performing VRPs			
name	प्रसार	संश्लेष	
Saina Kumar	34	68	
Dharamveer kumar	11	66	
Parshuram kumar	1	66	
Brijkishore Das	16	56	
Sunita devi	23	49	
Sabita devi	33	47	
Dhano devi	44		



## INSIGHTS

---

Once challenges to the data collection process have been addressed, there's great opportunity for data to positively affect the performance of Digital Green's partners. On the following pages are a few key insights about data outputs, and how they might fit into stakeholders' work.



1.

### More data is not better data.

---

Partner staff are overwhelmed with data—forms are stacked floor-to-ceiling in their offices, and reports are constantly being handed to them. They have a lot of data, but that often hinders their ability to act on it. Multiple conflicting data sources lower their confidence in data, and as one BPM said about the analytics dashboard, “The data is too huge to use.”

2.

### Data is for export only.

---

Although data has the ability to inform decisions and help plan, it’s not currently used that way. Because it’s not easily accessible when staff need to plan and take action, most decisions are informed by informal data or their gut. There’s a huge opportunity for formal data to help staff plan and take action.

3.

### Anecdotes and estimates replace formal data.

---

Informal data (tallies taken at weekly meetings, estimates based on intuition, etc.) is always available. It’s never perfect, but because it’s available when staff need it (which formal data rarely is), informal data is often preferred.

# 4.

**Staff want to know about what they manage and their peers.**

---

Because staff are overwhelmed with information, the data they need most should be the only data given to them. This information is generally 1) feedback on the performance of the projects and people they manage, and 2) the comparative performance of their peers so they can understand their standings and learn from each other.

# 5.

**High-level indicators are most important, but must be backed up.**

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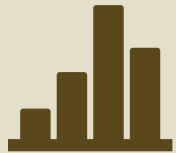
Rather than presenting long tables of information or raw data sets, most staff only want high-level indicators to alert them of their current status and what programs or people they should be supporting. Once they've been alerted, staff will look for additional information to help them diagnose problems, often by calling their staff or, occasionally, digging deeper into the data sets.

# 6.

**Synthesized information is best.**

---

Staff often have to synthesize data themselves—comparing reports from previous months manually to extract useful insights. Pre-synthesized data—comparing current data to previous data, targets or other peoples' performance, for example—will more easily be integrated into staff members' work.



## DESIGN PRINCIPLES

These four Design Principles for Data Outputs should guide the design and implementation of all outgoing data reports and dashboards to partner staff.



# DO MORE WITH LESS.

Rather than overwhelming people with massive raw data sets, provide only a small number of carefully curated data points.



# SEPARATE INFORMATION FOR MANAGEMENT AND PLANNING.

Provide two types of information separately: Management information to help monitor and respond to real-time performance updates and Planning information to help anticipate future performance.



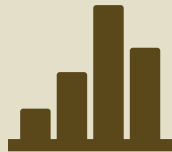
# FOCUS ON HIGH-LEVEL INDICATORS.

Rather than providing all-encompassing data-sets, provide quick, easy-to-digest updates of the vital statistics of a certain intervention, person or group.



# POINT TOWARDS FOLLOW-UP.

Once the high-level indicators have given people a sense of what areas need extra support, guide them towards more detailed information, either through other people or with additional data.



## PILOT TESTS

Once the quality of incoming data has been tested and, hopefully, improved by the first three pilot tests, a relatively straightforward test of the usefulness and ideal format of data reports for various partner staff can follow.



# PILOT TEST 4

## SMART REPORTS



# 4

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Pilot Test Four is designed to test the usefulness of data reporting in improving the performance of Digital Green partner staff. Monthly and Seasonal reports will be tailored to the needs of each stakeholder, and will be delivered when they need it most.



Depending on the stakeholder, reports will be either emailed or printed. For those stakeholders with regular internet access (such as DPMs, LHMs, and BPMs), reports will be delivered through email. For those with less regular internet access (such as the LHS), reports will be printed for them, either by the BPM or by Digital Green Staff.

Reports will be delivered in two different formats:

### *Monthly* **MANAGEMENT UPDATES**

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Monthly updates will be delivered at the end of the month. It will contain high level, up-to-date quantitative information that is geared towards helping stakeholders manage their current interventions.

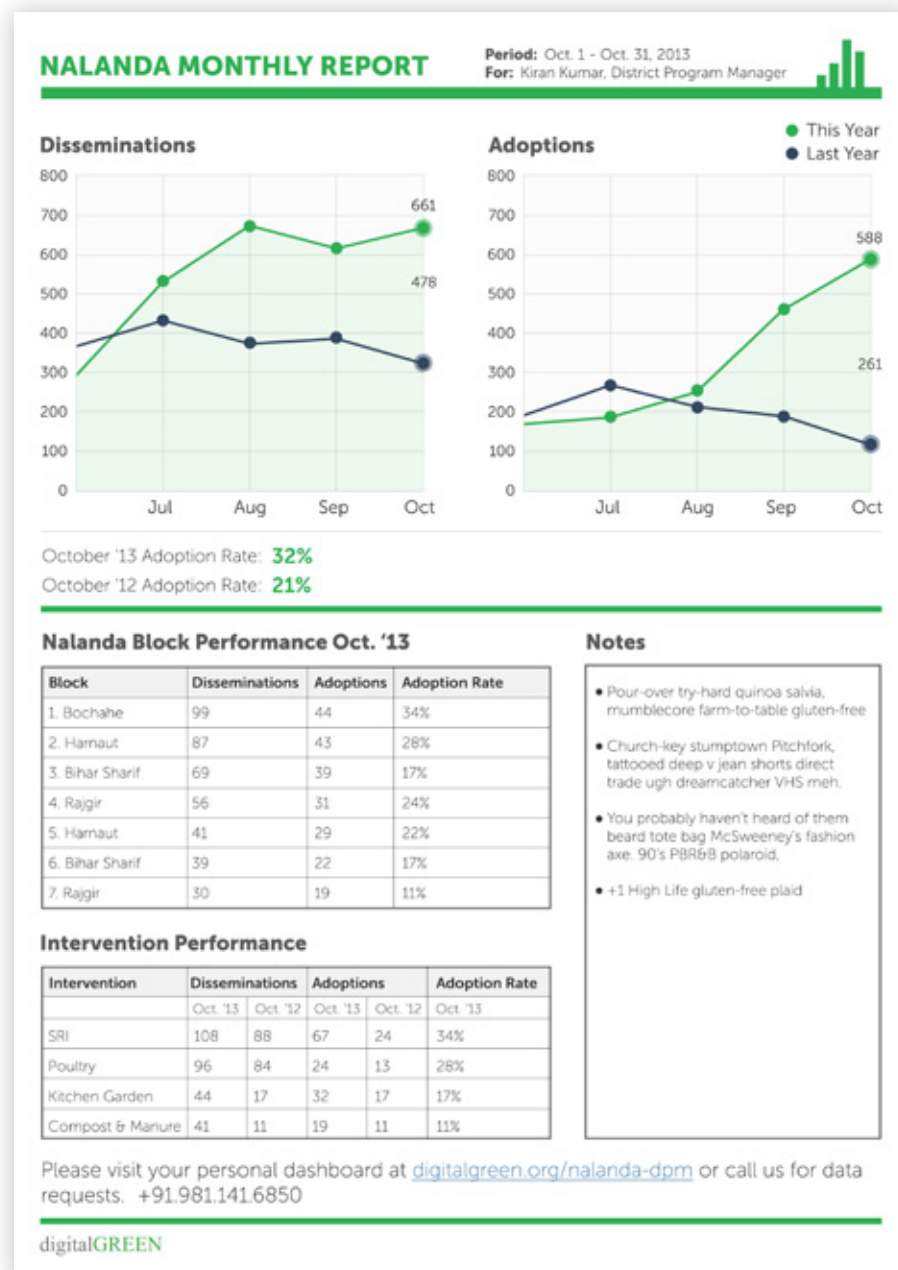
### *Seasonal* **PLANNING REPORTS**

---

Seasonal updates will be sent shortly before the beginning of a new season, and will contain qualitative feedback and quantitative information from the previous year, and is intended to help stakeholders plan the next season.

An overview of the content of each report:

STAKEHOLDER	<i>Monthly</i> MANAGEMENT UPDATES	<i>Seasonal</i> PLANNING REPORTS
DPM and LHM	<ul style="list-style-type: none"> <li>• District performance compared to last year at same time</li> <li>• Block performance comparison</li> <li>• Intervention performance comparison</li> </ul>	<ul style="list-style-type: none"> <li>• High level crop calendar</li> <li>• Last year's district performance season totals</li> <li>• Last year's intervention performance season totals</li> </ul>
BPM	<ul style="list-style-type: none"> <li>• Block performance compared to last year at same time</li> <li>• Top three performing blocks in district for comparison</li> <li>• Intervention performance comparison</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed crop calendar</li> <li>• Last year's block performance season totals</li> <li>• Last year's intervention performance season totals</li> </ul>
LHS	<ul style="list-style-type: none"> <li>• Intervention performance comparison</li> <li>• VO performance comparison</li> <li>• VRP payment status</li> <li>• Top performing VRPs per cluster</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed crop calendar</li> <li>• Last year's intervention performance season totals</li> <li>• Last year's video-specific performance and MRPs' evaluation notes</li> </ul>

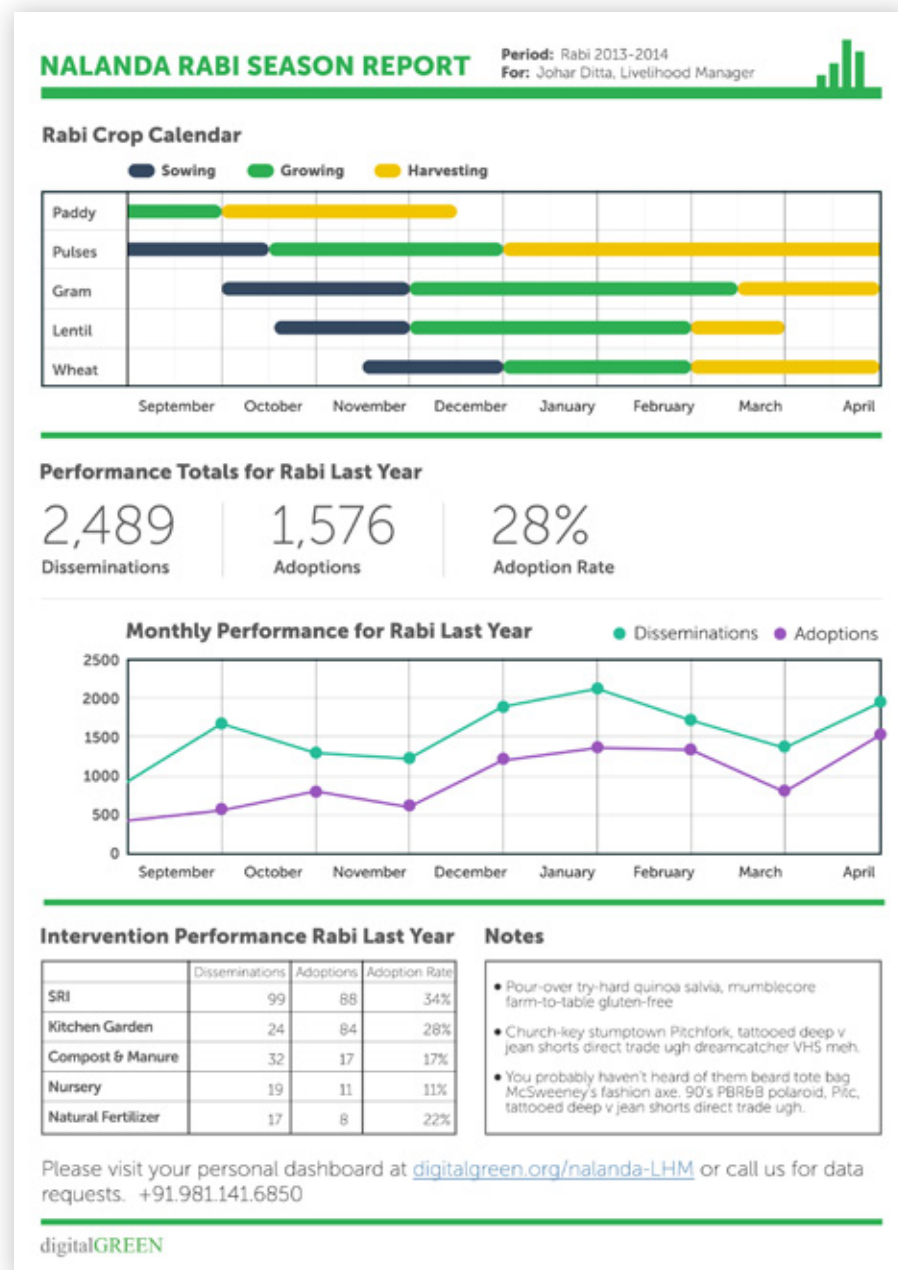


Monthly

Seasonal

## DPM + LHM

- District performance compared to last year at same time
- Block performance comparison
- Intervention performance comparison

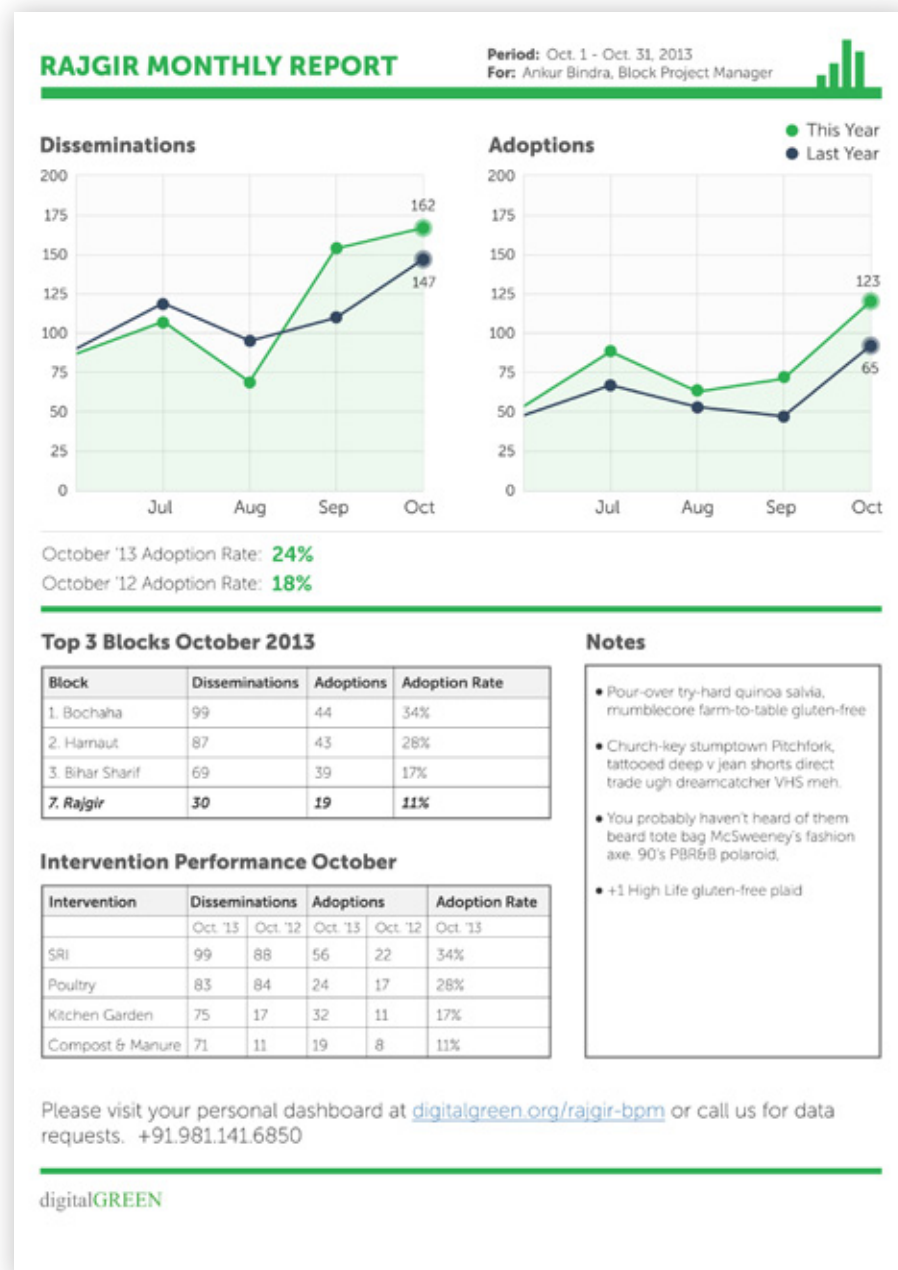


Monthly

Seasonal

## DPM + LHM

- High level crop calendar
- Last year's district performance season totals
- Last year's intervention performance season totals

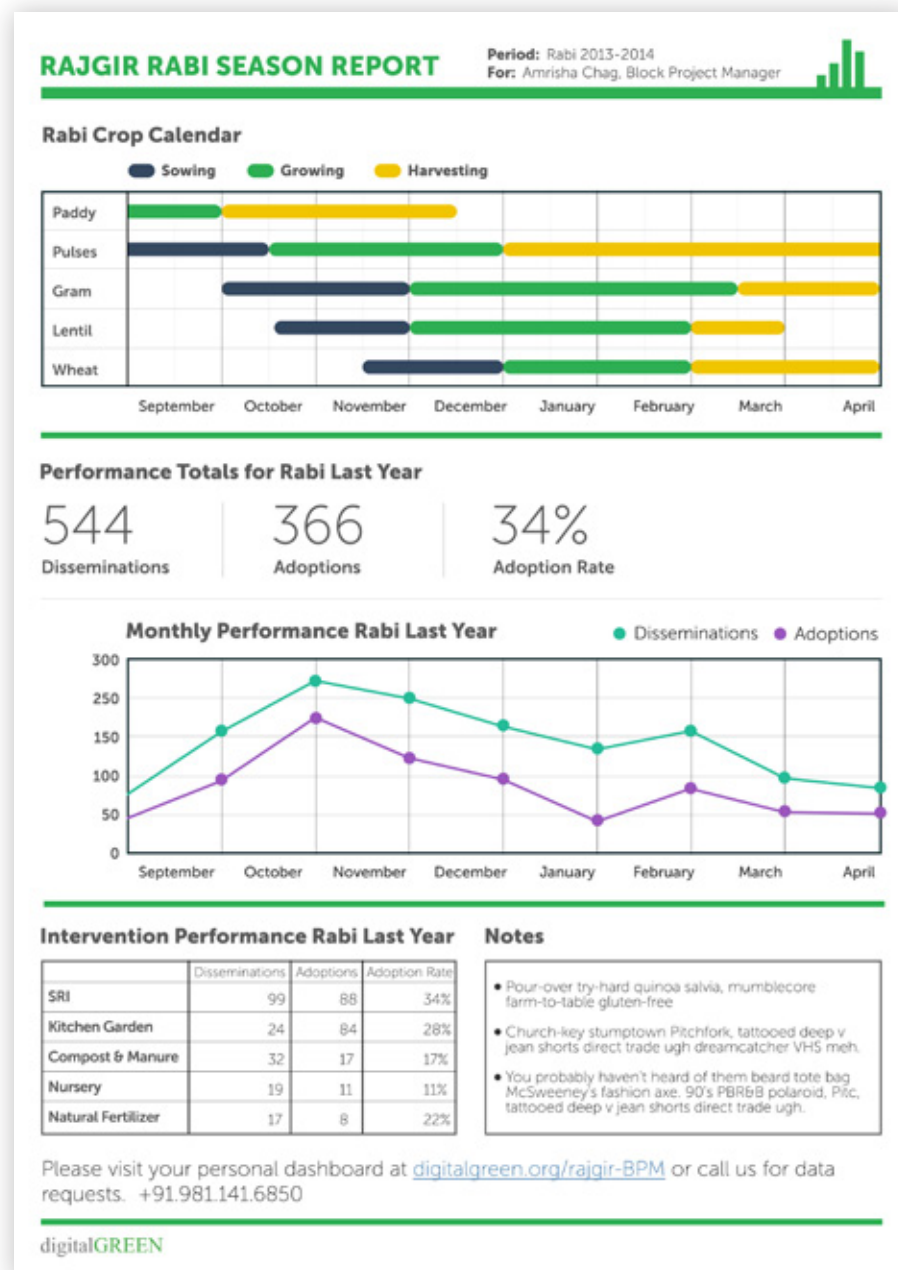


Monthly

Seasonal

## BPM

- Block performance compared to last year at same time
- Top three performing blocks in district for comparison
- Intervention performance comparison



Monthly

Seasonal

## BPM

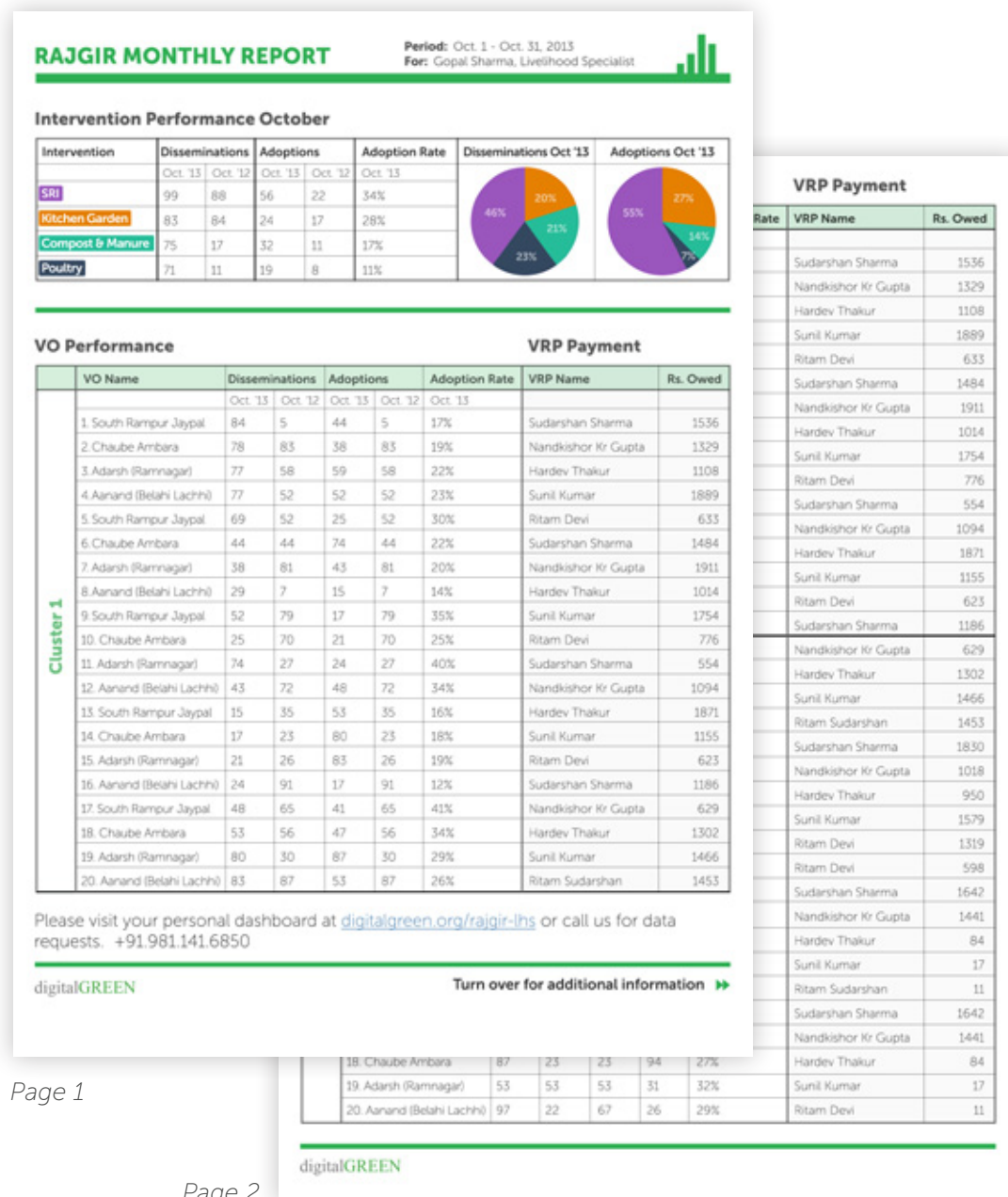
- Detailed crop calendar
- Last year's block performance season totals
- Last year's intervention performance season totals

Monthly

Seasonal

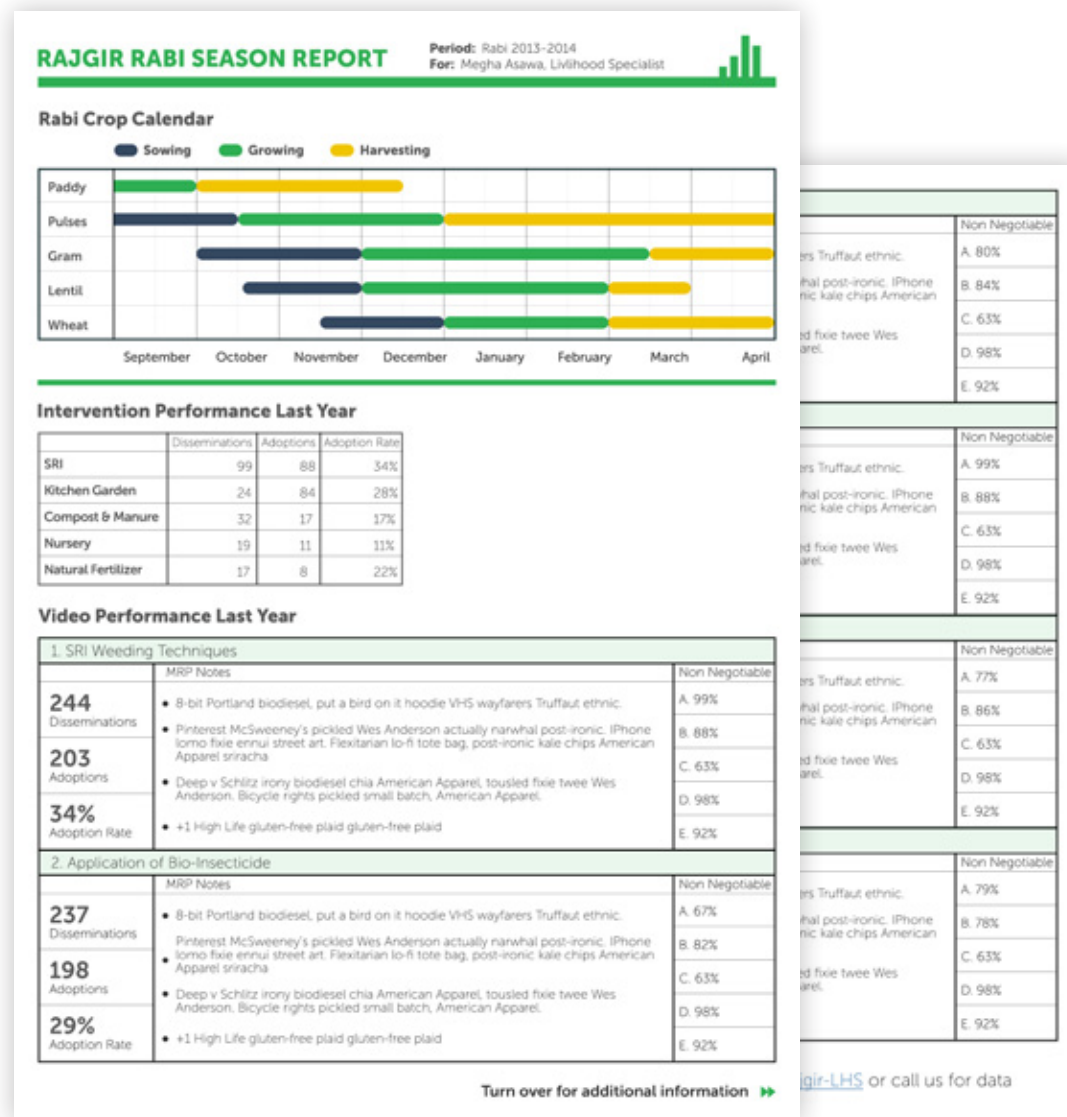
## LHS

- Intervention performance comparison
- VO performance comparison
- VRP payment status
- Top performing VRPs per cluster



Page 1

Page 2



Monthly

Seasonal

## LHS

- Detailed crop calendar
- Last year's intervention performance season totals
- Last year's video-specific performance and MRPs' evaluation notes

## WHAT IT'S TESTING:

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- Is data useful to stakeholders?
- Does it improve their performance?
- Does data effect the way stakeholders communicate and make decisions?
- Does data reach people who need it?
- Which data is most useful, and for what?
- Do stakeholders know how to act upon high-level indicators?
- Do they know where to look for additional information?

## MAJOR CHALLENGES

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- Internet access is limited in some areas
- Many stakeholders are already overwhelmed with information
- Shifting to formal data may require significant behavior change
- Stakeholders may continue to distrust formal data

A man with dark skin and a mustache is shown from the chest up, looking back over his right shoulder towards the camera. He is wearing a light blue and white striped shirt. The background is a vast field of tall, vibrant green grass that fills the entire frame. The text 'ADDITIONAL IDEAS' is centered in the middle of the image, with a white horizontal line underneath it.

# ADDITIONAL IDEAS

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### DATA INPUT: FORMS

- Carbon copy forms to reduce hassle for VRPs while providing them with proof of their work
- Pre-printed forms to simplify data collection even more
- Receipts for each form turned in to serve as proof of work and payment owed
- MRP conversation guides to more clearly direct MRP evaluation process

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### DATA INPUT: COCO SCREENS

- In-line feedback for data entry operators on their performance

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### DATA INPUT: SMART PHONE FEATURES

- Advertisements
- Audio recording of questions
- Skype an expert
- Push reminders, surveys, tips, etc. to farmers who sign up for service

---

### DATA OUTPUT: SMART REPORTS

- Build customized dashboards for each stakeholder to supply additional information

# THANK YOU!

---

**Danny Alexander**

**Rafael Smith**

**Martin Schnitzer**

**Mariana Prieto**

