



MEMORANDUM OF AGREEMENT (MOA)

This Memorandum of Agreement (MoA) for "Livelihood Promotion of the rural poor through ICT initiative", a pilot project for harvesting and dissemination of knowledge on social mobilisation and livelihoods through participatory videos, and its dissemination in Manoharpur Block of West Singhbhum District, Jharkhand is a fixed price agreement and entered into and effective as of this 1st day of November, 2013 between Jharkhand State Livelihood Promotion Society (JSLPS), Ranchi

AND

BY Resource Organization M/s. Digital Green Trust, E6/D6, Clarion Collection, (The Qutub), Shaheed Jeet Singh Marg, New Delhi – 110016; herein referred to as "Partner"

Effective from the date of signing of this MOA till 30th April, 2014 with a budget of Rs. 6,35,525/- (Rs. Six Lakhs Thirty-five Thousand Five hundred Twenty-five only) to be paid by JSLPS to Digital Green.

BACKGROUND:

Based on the discussions and following proposal submitted to Jharkhand State Livelihoods Promotion Society (JSLPS) by Digital Green, both parties agree to pilot the Digital Green approach of community to community learning via hands-on knowledge management through participatory videos and its dissemination in Manoharpur block of West Singhbhum district in Jharkhand under NRLM Project .

SCOPE OF THE PARTNERSHIP:

1. To introduce the Digital Green approach and technology to reach about 3,600 households across 40 villages of Manoharpur block of West Singhbhum district in Jharkhand
2. To build the capacities of community resource persons (CRPs), community service providers (CSPs) of JSLPS staff, CRPs and farmers in operationalizing the Digital Green approach, as well as the use of its monitoring system
3. To integrate and implement Digital Green's Quality Assurance Framework.



ROLE AND RESPONSIBILITY OF EACH PARTNER:

A. Services to be provided by M/s. Digital Green:

1. Coordinate with JSLPS for various project related planning and progress
2. Provide required training on learning and training principles, dissemination, video production and data entry to CSPs, CRPs, JSLPS staff, and orientation of farmers at mutually identified sites
3. Orient the project staff on the use of the Digital Green Quality Assurance Framework and data management system, and support its effective implementation
4. Help with integrating the data capture and management of Digital Green's reporting system to M&E Cell of JSLPS
5. Provide technical support in all these aspects as and when required, and also be instrumental in monitoring and ensuring quality of planned activities on a monthly basis along with JSLPS.
6. After completion of project, Digital Green would submit a brief report covering all the activities during the contract period on completion of the project, within 30 days of completion of the project
7. Digital Green would procure the training equipment i.e. 15 pico projectors and 2 video cameras and related accessories for producing and disseminating community videos
8. All assets and equipment procured under this project would be duly transferred to JSLPS in good condition.

B. Services to be provided by JSLPS:

1. Nominate nodal officers at the State (JSLPS) as well as district levels to coordinate Digital Green activities in the day to day work.
2. Identify and provide requisite CRPs for video production, CSPs for mediated disseminations, and data management staff for managing the data output.
3. Provide logistical and financial support for conducting various trainings, where required.
4. Use the Digital Green technology stack – Connect Online Connect Offline (COCO) – to update and monitor the project interventions.
5. Procure a computer with requisite software and an Uninterrupted Power Supply (UPS) for the purpose of editing video and entering data into Digital Green's MIS (please refer to **ANNEX- A** for minimum specifications)
6. Nominate subject matter specialists to suggest/recommend practices that need to be disseminated to the farming community/social mobilisation in the project locations, as well as to approve the content of the produced community videos.

7. Provide stationery required for recording data from the field (dissemination, video production and adoption verifications)
8. Facilitate dialogue and coordination with regulatory and other governmental agencies as may be necessary in the implementation of the project activities.
9. Provide one computer and UPS (with suggested specifications as Annexed)

C. Both parties jointly shall:

1. Establish a Project Management Committee (PMC) comprising senior officials of the two organisations to regularly preferably once in a month review the progress and recommend corrective measures for successful implementation of the pilot project.
2. Both the parties will jointly conduct monitoring and review visits to track this pilot.
3. Both parties also agree to meet at the state and district level as and when required to ensure timely completion of the project.
4. The community videos produced as a result of this project will be co-branded i.e. JSLPS and Digital Green and be uploaded on Digital Green's online knowledge platform.

For Terms of Reference, refer to **ANNEX- B**.

PROJECT TIMELINE AND DELIVERABLES:

This project will start from the date of signing of the document to the stipulated time duration of **Six English Calendar months i.e. 1st November, 2013 to 30th April, 2014;** and will have the following timeline and collaborative deliverables:

Sr. No.	Project Parameters & Deliverables	Total	Assumptions
1	Number of villages to be covered	40	
2	Number of households to be covered	3,600	90 households per village would be covered
3	Number of self-help groups to be covered	240	Six groups per village
4	Number of video dissemination groups	120	Two SHGs make one dissemination group
5	CSPs involved in video production	4	
6	CSPs involved in dissemination	15	Each CSP to cover 2-3 villages.

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7	Community staff involved in video editing and data entry	2	One for editing, one for data entry.
8	Number of videos to be produced (Minimum duration- 45-60 minutes)	9	Based on practices identified by SMS
9	Number of proposed disseminations	960	Two per week per village
10	Number of targeted adoptions	2880	Among identified households
11	Technical Training to 12 CSPs and 6 CRPs in Video shooting, editing and dissemination.	15	In video editing , dissemination and production

Budget for Digital Green to be borne by JSLPS:

Personnel:	₹45,000/-
Travel:	₹64,500/-
Lodging & boarding:	₹60,000/-
Training equipment:	₹3, 68, 000/- ¹
Other direct costs:	₹18,000/-
Overheads:	₹80,025/-
Total:	₹6, 35, 525/-

Schedule of payment: First 50% i.e. Rs. 3,17,763/- within two weeks of signing of MoA and balance amount of Rs. 3,17,762/- within 30 days of submission of the Completion Report of the project i.e. June, 30th 2014. The above cost is exclusive of taxes, if applicable for any of the activities. The budget should not be exceeded to the above amount and will be settle/reimburse as per the actual expenditure/bill.

EXECUTION:

This project will be executed in accordance with the following Gantt chart and work-plan:

GANTT CHART	Activity plan for 6 months (month wise)					
	1	2	3	4	5	6
Activities						
Exposure and learning						
Video content development						
Concept seeding						

¹ This includes 15 pico projectors and 2 video cameras



Selection of CSPs/CRPs						
Training of CSPs/CRPs						
Video production						
Video dissemination						
Planning and review						
Data entry						
Quality assurance						

WORKPLAN	Month-wise work plan						
	1	2	3	4	5	6	7
Particulars							
No of villages registered on COCO	40						
No of groups to be registered (6 groups per village) on COCO	240						
Video dissemination groups to be formed (2 SHG groups form 1 dissemination group)	120						
Deployment of picos		15					
Deployment of camera		2					
Video production		1	2	2	2	2	
Video dissemination			240	240	240	240	
Target adoption				720	720	720	720



IN WITNESS WHEREOF, the Parties hereby execute this Memorandum of Understanding in duplicate and acknowledge they are authorized to execute the same.

For JSLPS:

Name:

Title:

Date:

For Digital Green Foundation:



Name:

Title:

Date:



ANNEXURE A: MINIMUM TECHNICAL SPECIFICATIONS FOR EQUIPMENT

1. Desktop computer

<i>Processor:</i>	3rd gen Intel® Core™ i3-3240T Processor (2.90GHz, 3MB)
<i>Operating system:</i>	Windows 8 Single Language, English
<i>Memory :</i>	4GB DDR3
<i>Hard drive :</i>	500GB, 7200RPM SATA Hard Drive
<i>Video card :</i>	NVIDIA® GeForce® 610M 1G DDR3
<i>Optical drive :</i>	SATA tray load DVD+/-RW
<i>Monitor :</i>	20" HD 1600x900
<i>Warranty :</i>	1 Year In-Home Service with Premium Phone Support
<i>Additional :</i>	MS Office Home and Student 2013, MS Live Suit

2. Uninterrupted Power Supply (UPS)

<i>Input voltage :</i>	230 volts
<i>Output voltage :</i>	230 volts
<i>Output capacity :</i>	>= 600 VA / 400 Watts
<i>Output connections :</i>	3 pin, 6A, surge protected
<i>Backup time :</i>	>= 10 minutes
<i>Suggested model :</i>	APC BACK-UPS ES 700VA 230V INDIA



TERMS OF REFERENCE (ToR):

Objectives:

To maximize the penetration of knowledge and technology related to JSLPS (Jharkhand State Livelihood Promotion Society) promoted interventions surrounding food security enhancement in the areas of agriculture, social mobilisation , Non-Timber based Forest Produces(NTFP) livestock management, forestry and skills-based employment opportunities by institutionalizing participatory video and mediated learning based extension platform of Digital Green through enhanced capacity of the grassroots institutions for better livelihood of the rural poor. This pilot project intends on the following:

- Integrate the use of the Digital Green approach and technology to extension within the interventions promoted by JSLPS
- Develop a standardised, structured and cost effective training module for increased outreach and impact

Scope of Work:

This project aims at piloting the Digital Green approach in Jharkhand at a small scale. The details of the project activities are given below. Based on the outcomes and results of the pilot, subject to mutual discussion and consensus, both parties can scale up the operations to include a wider geography where JSLPS interventions are underway.

In addition to the activities detailed below, Digital Green, in anticipation of a potential scale up of operations, will develop the capacities of the JSLPS implementing staff. This will include hands-on training, modularised teaching sessions, and handholding and backstopping support throughout the duration of the project.

Project Activities

The specifics of the proposed activities that are a part of the Digital Green approach are detailed below:

1. **Exposure and Learning:** An exposure visit will be organized for cross learning where JSLPS staff will be taken for a day on an exposure visit to the existing Digital Green project location either in Khunti or West Singhbhum district of Jharkhand or may be best performing village/district outside Bihar .In case exposure visit is conducted outside Jharkhand, all cost incurred on travel and



logistics would be borne by JSLPS. Similarly, Digital Green representatives will make field visit to one of the JSLPS project areas to get a practical exposure of the community level institutions, primary and secondary stakeholders involved and status of the activities at ground level.

2. **Video Content Development:** A video content mapping exercise will be conducted by Digital Green involving technical experts from state and respective district level teams of JSLPS in order to finalize the video topics for production and dissemination. While identifying the video contents certain parameters will be considered like suitability to the local condition, preference of the community, seasonality of the practice and also the contents which are catering to the needs of the maximum community members. A content plan will also be prepared for the entire year and the videos will be produced as per the plan. There will be 5 broad categories (suggested) of videos e.g. (1) agriculture (2) forestry (3) livestock management and (4) skill based employment opportunities and (5) Social Mobilization
3. **Concept Seeding:** The district and block level staff of JSLPS will be oriented on the conceptual and operational aspects of Digital Green by conducting an orientation session. After the orientation session, practical session on concept seeding would be conducted in few of the JSLPS villages by involving the grassroots institutions. Thereafter, block level members will conduct concept seeding exercise in rest of the villages to make them understand about JSLPS and Digital Green integrated model.
4. **Selection of CSPs/CRPs:** As the Digital Green model is a community driven model which emphasizes on participation of the community members in all its components, people required for the purpose of video production, dissemination and data entry would essentially be selected from the community based on certain standard criteria of selection. The selection process will be conducted jointly by JSLPS and Digital Green. CSPs (Community Service Providers) will be engaged in conducting dissemination of the videos, CRPs (Community Resource Persons) will be responsible for video production and there will be another person for data entry. In case, there are already such grassroots volunteers existing and is a part of the project, they will be considered for this purpose. These community workers will be paid remuneration for their services and emphasis will be given for adequate representation from women volunteers.
5. **Training of CSPs/CRPs:** The CRPs will be trained by Digital Green trainers on video production techniques using standard Digital Green training module



followed by handholding support while producing few of the initial videos. At the end of the training period, the CRPs will develop skill in writing storyboard, handling camera and editing of the same to prepare the final videos.

The selected CSPs will be imparted with training on video dissemination. Video dissemination training has two components; one is to impart skill in operating a pico projector and other part is to learn the facilitation skill which will help in generating interest among the group members on the practices shown in the videos translating into adoption of the same. This training module on video dissemination is a 3 – days program and has been developed based on adult learning and behaviour change principles which has adopted a set of teaching methodologies and involves both class room teaching and also practice sessions to enhance the skill of the trainees. After the trained CSPs start disseminating in the groups, based on the observation, refresher training programs will also be conducted to further enhance their skill.

6. **Video Production:** There will be one video production team comprising of three CRPs. The CRPs will prepare the technical content for the each video in the form of a story board and shooting of the video will be undertaken after the story board is approved by the concerned subject matter expert as designated by JSLPS for any technical errors in the content. Shooting and editing of the videos will be undertaken by the CRPs as per the annual video content plan. For shooting, a consumer grade video camera with all accessories will be deployed in the hub office and editing will be done using simple editing software. The completed videos will undergo through a final approval process before dissemination in the community.
7. **Video Dissemination:** The videos will be disseminated in groups of 20 to 25 members preferably in SHG groups and/or farmers clubs. Two SHG groups can sit together to watch one video show and each such dissemination group will see at least 2 video shows in a month. These videos will be disseminated by the CSPs with the help of pico projectors and each CSP will be responsible for video dissemination in groups of 3 to 4 villages. In this way, a total of 15 CSPs will be required for 40 villages and each of the CSP will be provided with one pico projector each. During dissemination, the CSPs will use a specially designed dissemination format to document the dissemination process and they are also be responsible for recording member level adoption by making field visits or home visits.



Dissemination will be conducted by the CSPs as per the annual dissemination plan which will be prepared in joint exercise by JSLPS and Digital Green at the beginning of the project. Each month, the annual plan will be revisited and required modification will be done based on the feedback of the video dissemination groups.

- 8. Planning and Review:** Monthly meetings of all CSPs and CRPs would be conducted at the hub office in order to reflect on the progress made in terms of number of disseminations undertaken, no of videos produced and any field level challenges faced during the period of reporting. During the meeting the plan of action for the next month will also be discussed and finalized. In order to develop the work plan and monitor the progress, a Community Advisory Board (CAB) would be formed involving state and district representatives of JSLPS and Digital Green.

- 9. Data Entry:** All the data will be documented through Digital Green's database called COCO (Connect Online Connect Offline). This system will document information to the level of each of the SHG/farmers' club members those will be registered for watching the video shows and status of adoption by each of them on a near real time basis. The data entry staff will be trained on data entry and will be responsible for entering data in COCO, video uploading in the YouTube and also be a part of the video production team in order to provide support to the team whenever required. Additionally, the data entry staff would also be trained on video production so that they may render support to the team whenever required.

- 10. Quality Assurance:** In order to maintain the efficiency of various aspects of Digital Green as well as impact, which includes increased take up of disseminated practices/technologies, Digital Green has developed systems, termed as Quality Assurance (QA) framework to ensure both process and content quality. Process quality ensures that the various aspects of the Digital Green system are institutionalized with the partners and the communities in a consistent and coherent manner to improve the efficiency of the existing extension system. On the other hand content quality ensures the information exchanged across Digital Green supported extension system provides sustained and positive value to the members of the community involved in the process. This framework will be integrated with the proposed project and quality audit will be undertaken on a monthly basis by jointly by Digital Green and JSLPS.