

Transmission Air et Terre

Burkina Faso



Burkina Faso

- Located in West Africa
- In the Sahel



- In the loop of the Niger River

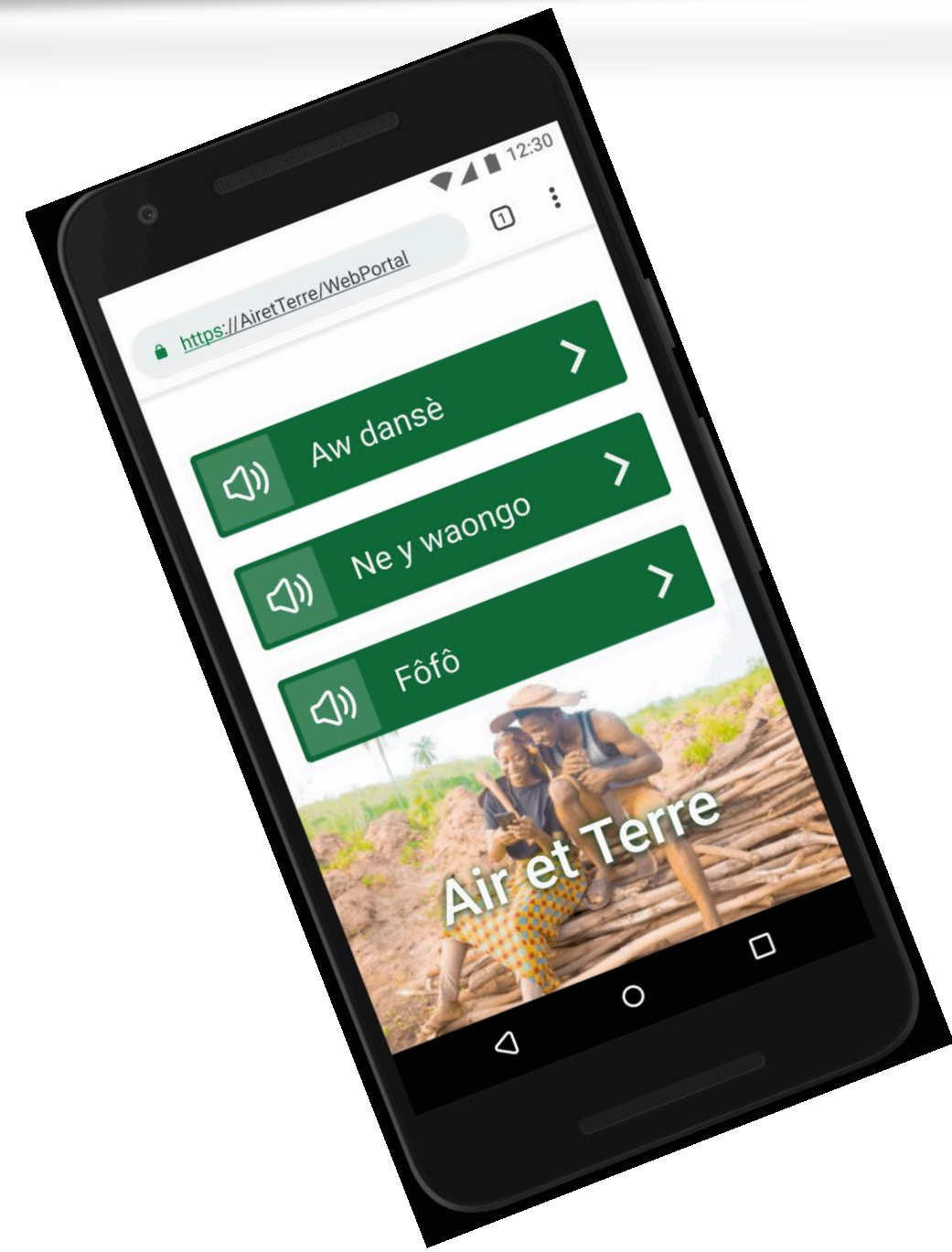


20 million population
live on the national territory

92 % burkinabe
work and live from agriculture, livestock and
the exploitation of natural resources

32 % of Burkina's GDP
come from the resources of agriculture and
the environment

Transmission Air et Terre (TAT)



Project implemented by:

m'CT

Supported by:

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Transmission Air et Terre

Agriculture, Environment, Radio & Innovation

Components :

1 Multimedia
production, evaluation
and broadcasting



2 Installing and
promoting Pocket FMs
in regions with low
media coverage



Transmission Air et Terre

Multimedia productions for:



04 regions

Boucle du Mouhoun, Hauts-Bassins, Cascades, Sud-Ouest

03 radio partners

located in agricultural areas in the west and south West of the country

07 languages

Dioula, Mooré, Fulfulde, Bwamu, Cérma, Dafin & French

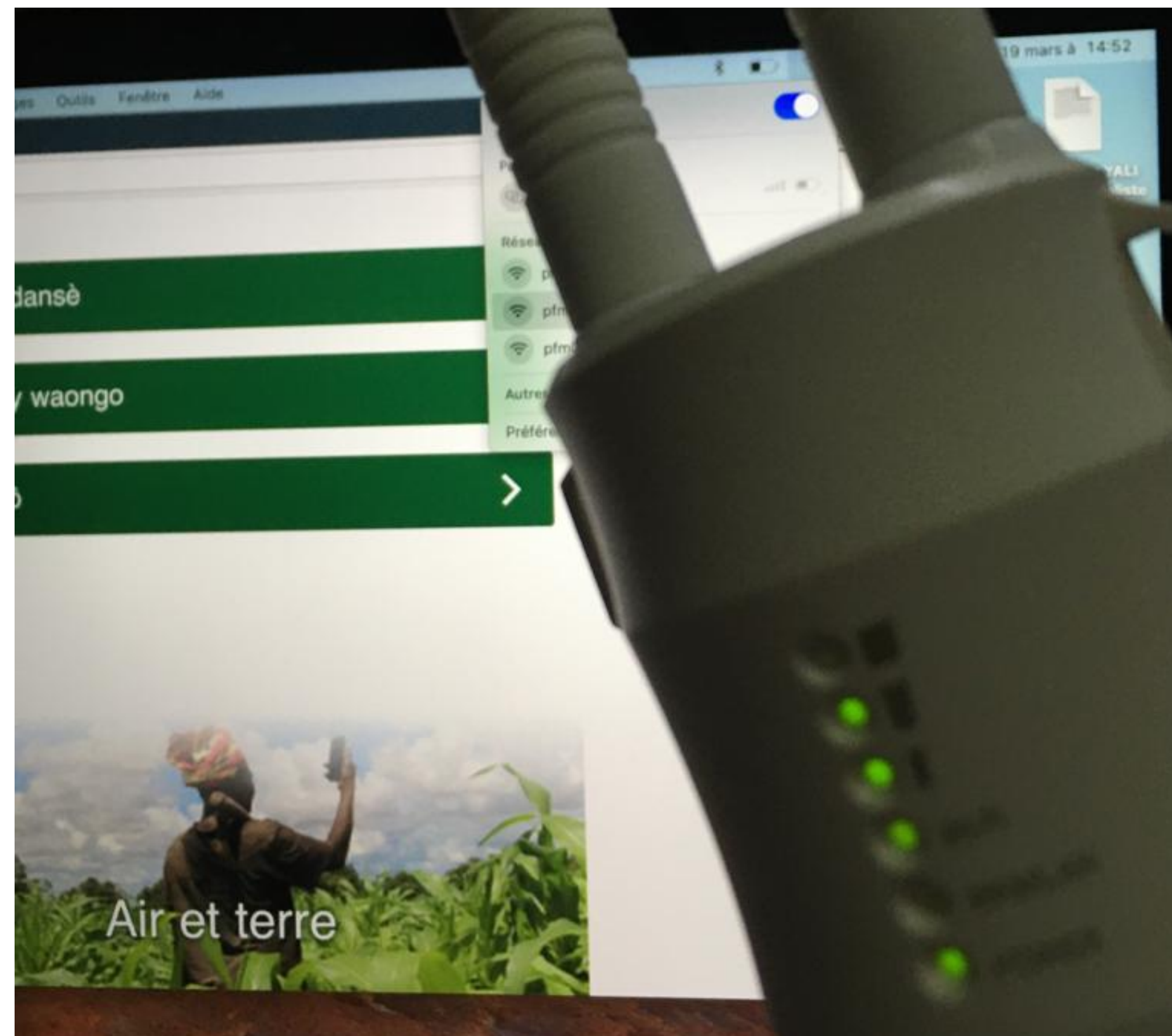
The Pocket FM

500 meters

of offline wi-fi transmission of a platform

6-8 km

radius of the FM transmission



The Pocket FM

67% of Burkinabe have a mobile phone subscription



56% of the population in rural areas have a telephone

The Pocket FM

- Operable and controllable: via **3G, SMS** or **satellite**
- Provides a **media library**
- **Audiovisual content** available **offline** and **downloadable** via a smartphone



The Pocket FM

Technical specifications of the Pocket FM:

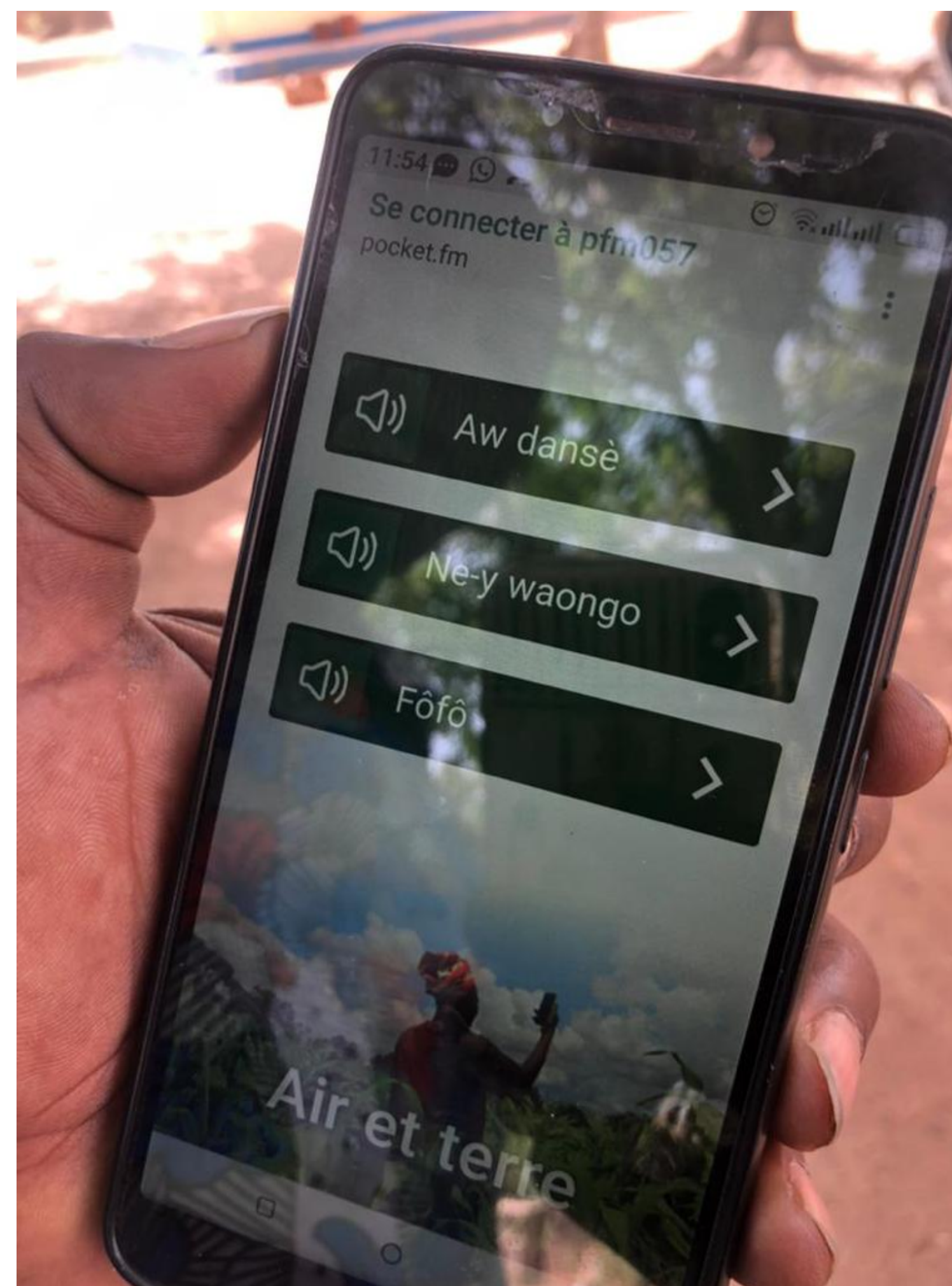
Weight approx. 3.4 kg | Dimensions: approx. 20 x 20 x 13 cm | FM stereo transmitter 25W | Power supply DC 10-15V, approx. 5A maximum consumption | GPS | DVB-S tuner | Wi-Fi | Analogue stereo RCA input | GSM/ SMS remote control | 3G data connection | Remote control via browser (with software update)



The Pocket FM

04 languages
Dioula, Mooré,
Dagara & Fulfuldé

« AIR et TERRE » platform

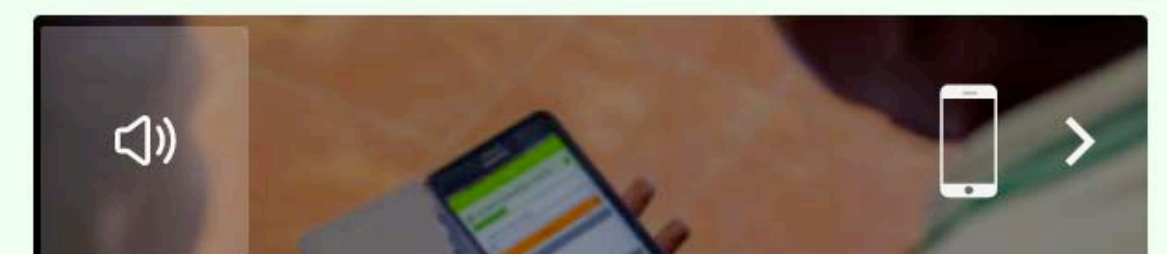


The Pocket FM

04 main content categories on the platform

Entrepreneurship, Best practices, Innovation & Society

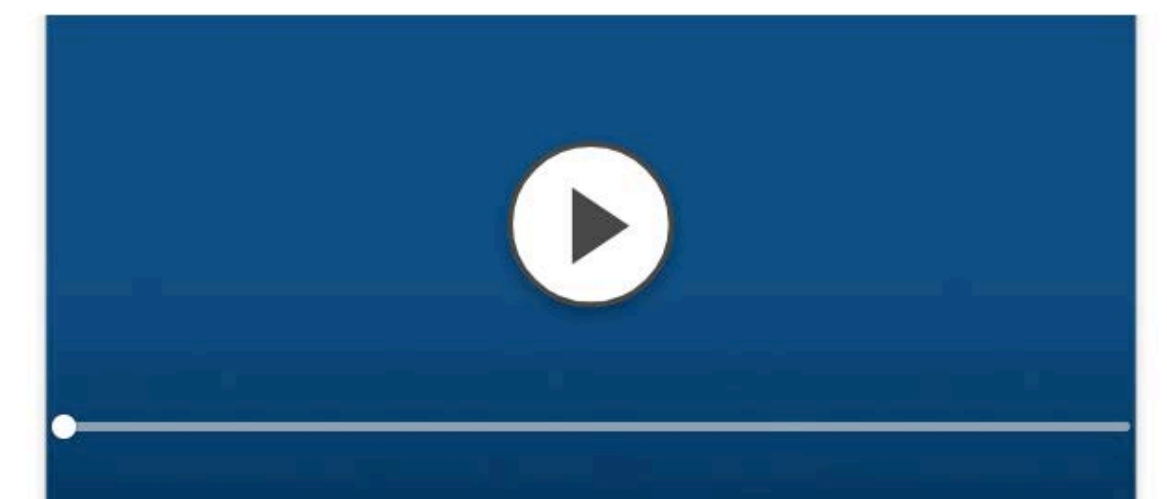
< Mooré



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Comment réussir le compostage - TAT



What do people think about TAT?

“I was once in Bama to take part in the production of one of the TAT programmes. I think it is a great initiative because there is no other opportunity for us agricultural researchers to talk about our results.”

Pr Vinssou, Institut du Développement Rural (IDR), Université de Bobo-Dioulasso.



“The programmes that now exist on agriculture are helping to raise awareness of the problems facing us here in Bama. Also, when we have the opportunity to speak on the radio, it gives credibility to our opinions and gives more value to the awareness messages. We therefore welcome the TAT project.”

Le Conseil Villageois de Développement (CVD), les représentants d'organisations paysannes (OP) et de coopératives.

Access to information on good agricultural practices, the environment and the challenges of climate change, are a real alternative against poverty in Burkina

