Transmission Air et Terre

Burkina Faso
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- 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:

Supported by:

mict

GIZ Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Components:

1. Multimedia production, evaluation and broadcasting

2. Installing and promoting Pocket FM 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
67% of Burkinabe have a mobile phone subscription

56% of the population in rural areas have a telephone

Sources: UIT & INSD
The Pocket FM

- Operable and controllable: via 3G, SMS or satellite

- Provides a media library

- Audiovisual content available offline and downloadable via a smartphone
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

« AIR et TERRE » platform

04 languages
Dioula, Mooré, Dagara & Fulfuldé
04 main content categories on the platform
Entrepreneurship, Best practices, Innovation & Society
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