

Funded by The European Commission, DFID, and national partners

Target Area: 8 regions in 2 provinces (Tulear and Fianarantsoa)

Beneficiaries: estimate over 800,000 listeners due to increased radio ownership since the project began)



The primary aim of this project has been to deliver cost effective non-formal education and information via radio to empower non literate rural producers, women and children to improve food security, and reduce the effects of extreme poverty in Southern Madagascar.

The project has networked and trained local radio stations, NGOs and service providers to produce and broadcast educational radio programmes on all themes of development including : farming, fishing, forestry, animal husbandry, energy efficiency, education, health and HIV AIDS.

It has improved local radio infrastructure and broadcast capacity, distributed solar/wind up radio to over 3000 village communities and created **regional communications networks** for development. Broadcasting across eight regions it has afforded a public broadcast service to bring education to at least three quarters of a million listeners in some of the poorest and most isolated parts of the country.

In 2009 the project successfully transferred its production studios to local partners, including ALT Mg, who continue to produce and broadcast educational programmes on a monthly basis.

### Summary outputs

- 15 local communications specialists trained
- 1300 field agents/partners trained in communications techniques
- 3253 educational radio programmes produced and broadcast
- 3370 radio listening groups set up with wind up radios
- 5 regional productions studios set up ( and transferred to local ownership)
- 5 regional communications networks created
- 60 NGOs and service providers, and 40 radio stations associated in regional networks
- 40 radio stations technically upgraded and trained
- 2 local FM radio stations (Tshiombe and Ejeda) launched
- 1 full Project Evaluation (2007 DFID), 2 interim evaluations (2000, 2009)

### Additional partnerships and activity

- UNICEF – health programming in Ejeda
- British Embassy and American Embassy – trainings, technical supports (4 grants)
- FAO – radio programming to accompany water project
- USAID/PACT – good governance radio programming in Fianarantsoa
- USAID feasibility study –‘radio corridor’
- UNICEF technical study – radio communications for sanitation programme
- UNDP – communications for empowerment, national strategic study and report
- CARE – radio programme production
- ACCORDS (EC) strategy and radio programme production
- Communities and staff also participated in ALT Project HEPA

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