

TRANSLATION OF AMPAHIMANGA FILM EXTRACT on 16 December 2011

(It will broadcast on TVM on 27 December at 6.15 a.m)

COMMENTS : What you sow you harvest. The Scoop Digital activities are not only to entertain but also to teach.

Rajao and another actor :

- Look at that new Quad bike !
- Quad bike? it is a kibota, a tool that farmers use in ricefields.

COMMENTS : We very well remember the book about PAPRIZ rice growing containing production instructions of how to succeed in rice growing in Malok'ila Disparu. The Scoop Digital is fully participating in that development through Malok'ila and JICA. But what is PAPRIZ first?

Director of DRDR Itasy : this project is to convince hesitating farmers about rice growing techniques because it is possible to increase the farmers' yield when they follow the techniques by PAPRIZ.

COMMENTS : at next year of Malok'ila shii broadcasting, there will be an extract filmed in Arivonimamo with Fetra who applies the instructions from his father in Malok'ila disparu. For additional information, the project can be applied in the whole Madagascar and it is for that reason that PAPRIZ collaborates with Scoop Digital.

Director of DRDR Itasy : one of the problem encountered in the rural areas is the lack of communication and information which does not allow people to follow the news. The collaboration with Scoop Digital is one way to extend this agricultural technology because it is insisted in PAPRIZ that when farmers follow the techniques as far as they can do, they can get at least 1t more per ha than usual. So this tool is very useful and the cooperation needs to be developed in other domains apart from rural areas also.

COMMENTS : the produce of Scoop Digital also are extended through the island even in very remote areas where cars cannot go. PAPRIZ understands the impact of the collaboration with Scoop Digital. Everybody knows the financial problem in agriculture because the expense is very high until the harvest. The PAPRIZ also is training people about good management of income and expense.

Coordonator of DRDR Itasy : when the farmers master the techniques in order to reach the objective of 1 t/ha at least, they surely get benefit. If the kilo of rice is 400 ar, the farmers can have 400 000 ar minus the expense of seeds and man powers. This potential benefit can improve their daily life and the life of their descendants.

COMMENTS : so, dear farmers, use the certified seeds, the rotary tools with a good management with PAPRIZ so that you can get benefits.

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