



TV

UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

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Programme No. 929

Length: 2'57"

ENTREPRENEURS IN BURKINA FASO

VIDEO

MAN ON BICYCLE (10")

COWS (17")

KOUDOUGOU

DONKEY CART (14")

C/U FEET

KOUDOUGOU ON CAMERA (9")

AUDIO

NARRATION

Ninety-five percent of the people in Burkina Faso – a small landlocked African country - depend on agriculture to earn a living.

Koudougou Lamoussa is the father of six children. He was a subsistence farmer, barely surviving on these drought-prone lands bordering the Saharan desert. He strongly believed that there was another way to make a living. He wanted to start his own business.

In Burkina Faso, donkey carts had become an affordable and popular way of transporting goods and people. No one was manufacturing them in the village. Koudougou wanted to be the first.

LAMOUSSA: (dialect)

"As a farmer I could never earn enough to pay for all my family's needs. I was certain with this kind of metal work, I could earn more money and buy everything we needed."

NARRATION

MEN WORKING (11")

Koudougou knew little about business. He had no money and no hope of getting a bank loan. He was helped by Mamadou Sanou, an industrial technologist.

SANOU: (In French)

MAMADOU SANOU ON CAMERA (8")

"It's a vicious circle. We can't borrow money so we can't develop our business ideas. We go around in circles and stay eternally poor.

NARRATION

KOUDOUGOU/PAPERWORK/
MAKING CARTS (17")

With a 1,800 US dollar loan, Koudougou bought the materials to make donkey carts for his first batch of customers. After one year, he added four more workers and expanded his business. Now he manufactures desk frames for local schools.

SCENERY/WOMEN WITH SACKS (14")

Entrepreneurship could spark economic growth by creating new job opportunities. Now, a number of new programmes are unleashing the entrepreneurial spirit among the poorest segments of the population.

PAMER SIGN (17")

This one in Burkina Faso is known as PAMER. Supported by IFAD, the International Fund for Agricultural Development, it provides farmers with training and support needed to turn ideas – like this milling operation – into profitable businesses.

MILLING

These women were encouraged by Koudougou's success. They began to bring the raw paddy to be husked at the new mill. They are now much

PAYING FOR PRODUCT (18")

better off because the rice fetches a higher price on the local market. The profits are small but it makes a huge difference for them.

SANOU ON CAMERA (11")

SANOU: (In French)

"What we do in this project is awaken the spirit of business. We give people the sense of what an entrepreneur is. After that they say, what I learned gives me the power to do something for myself."

VILLAGE (9")

NARRATION

The PAMER project is now being duplicated in other parts of Burkina Faso, with the expectation of assisting more than 2,500 entrepreneurs within three years. (9")

UN LOGO (10")

This report was prepared by James Heer for the United Nations.