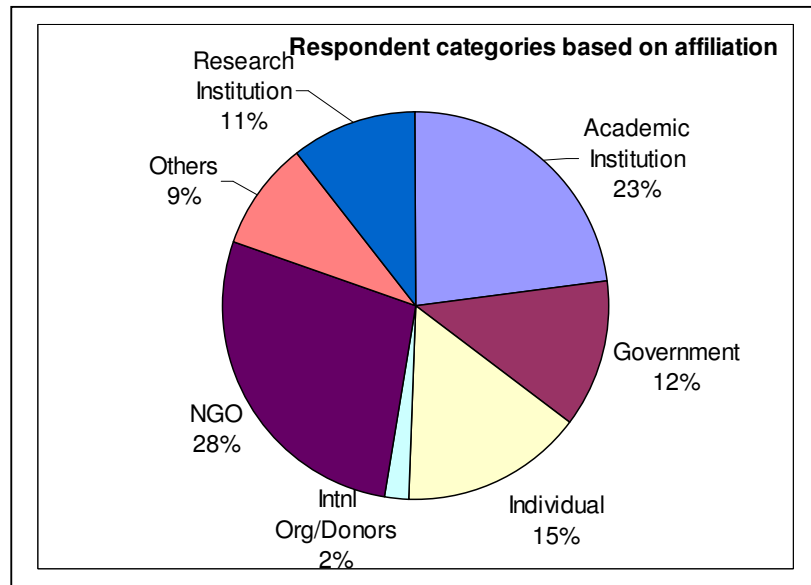
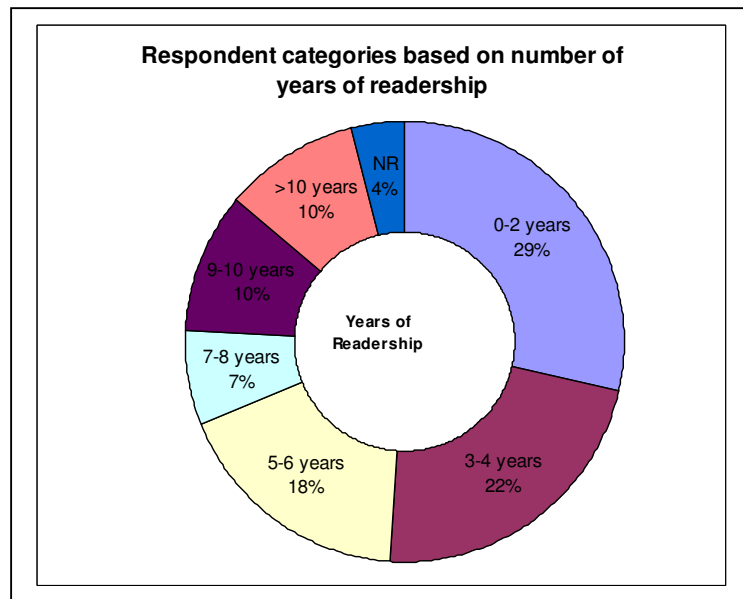


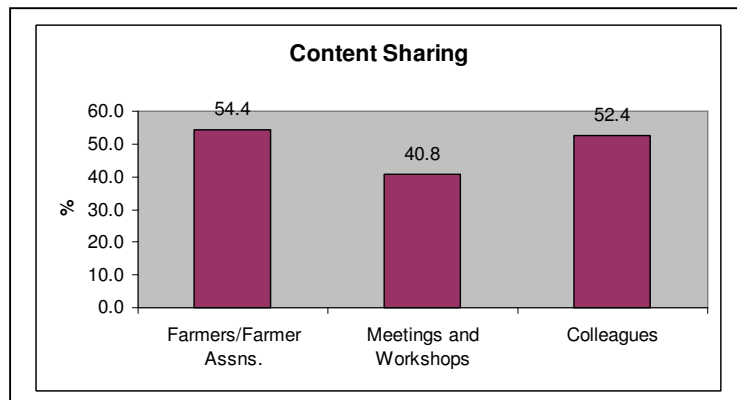
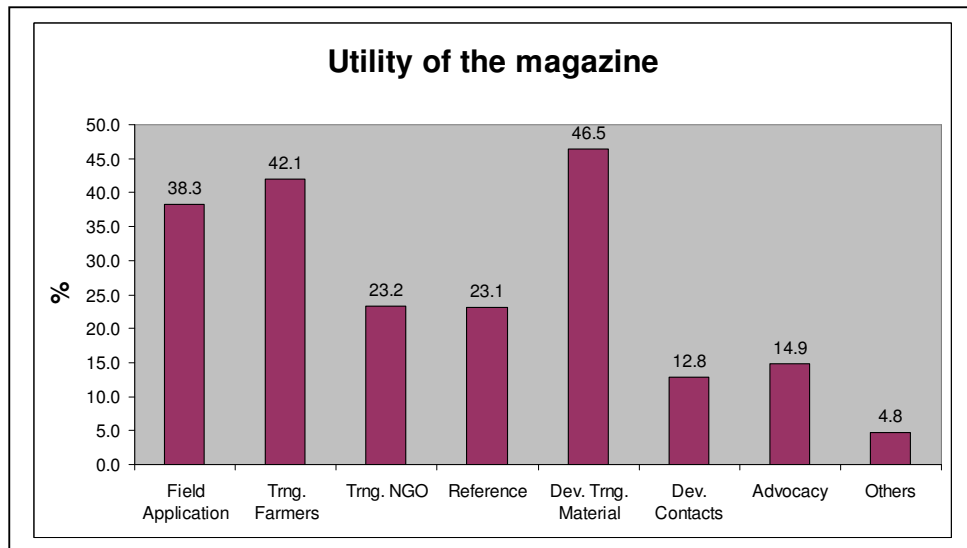
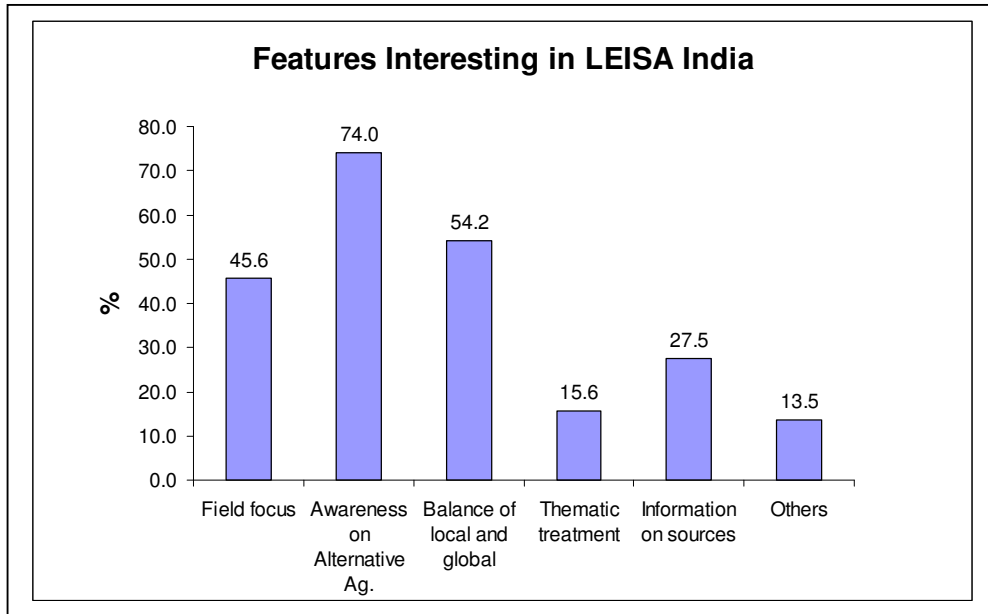
LEISA India Survey – 2009
Results as on 06 March 2009
(Total Respondents: 1163)



There has been a good and balanced representation across each of the category and the years of readership. Of the total, 51% of the respondents have been reading LEISA India since 0-4 years. This chunk represents the readers who were not part of the earlier survey done in 2004. Around 27% of the respondents have been receiving LEISA India for more than 7 years. It is interesting to note that about 10% of the respondents are those who have been receiving LEISA magazine since the time it was published as ILEIA Newsletter, indicating a strong loyal clientele to the magazine. 11% of the total respondents are female.



Around 99% of the respondents have found the magazine useful. 96% of the respondents have reported to have made use of the magazine content. About 84% of the respondents have shared specific instances of the content use. Selected ones are given on page 3. Around 95% of the reader respondents share the contents with other farmers (54%), in workshops and meetings (41%) and with professional colleagues (53%).



Some quotes

'It helped me to tackle the insect pests of crops & accordingly it helped me to formulate new technical programmes

Dhirubhai M Korat, Government, Gujarat

The information gathered in Leisa is incorporated in formulating research projects

K.Varaivan, RI, Tamilnadu

Before the intervention of SRI technology in govt. sector, self imparted trainings to about 1000 farmers after gaining knowledge from Leisa

Pradeep Kumar, Orissa, Government

Some 20 articles are translated into malayalam in magazine one earth one life by me

Achutha Warrior, Kerala, NGO

Your magazine has inspired me to continue as a farmer

Chandranna, farmer, Karnatak

While conducting training to NGOs on Agroforestry, I extensively used the valuable & appropriate information from the magazines

VS Reddy, AP, NGO

The magazine specifically helps us on programme planning & field based intervention

Umashanker Sahu, Orissa, NGO

Issue on Farmer Field Schools is my bible for planning, training and conducting FFS in the field on crops and animal husbandry

T.Sivakumar, Development Worker, Tamilnadu

Goa is in the process of preparing 10 year Regional plan 2021, involving gram panchayats & other grass root organisation. Leisa is helpful in the process

Reggie Gomws, Goa, Development

Issue on Fair trade helped me in assisting Farmers' groups in marketing their products at a reasonable price

Umesh S, Kerala, NGO

No other book provides so much information on agriculture and global technologies.

Haribabu, AP, Teacher

The photograph of SRI has helped me in explaining the rice growth during my Phd interview and also to fix the treatment schedule.

SenthiKumar, TN, Teacher

Teaching students from agriculture/ agronomy/ soil science streams on alternative/ organic agri

Ashok kumar mhanty, teacher, Orissa

Field based case studies are very useful to draw policy recommendations.

Narayanamoorthy, TN, Researcher

In one of my academic tours abroad (Isreal), I had present a talk on our country, people and our lifestyle. I highlighted about sustainable agriculture movement in India as a dynamic concept as a message from India.

Dr.AB Sharangi, WB