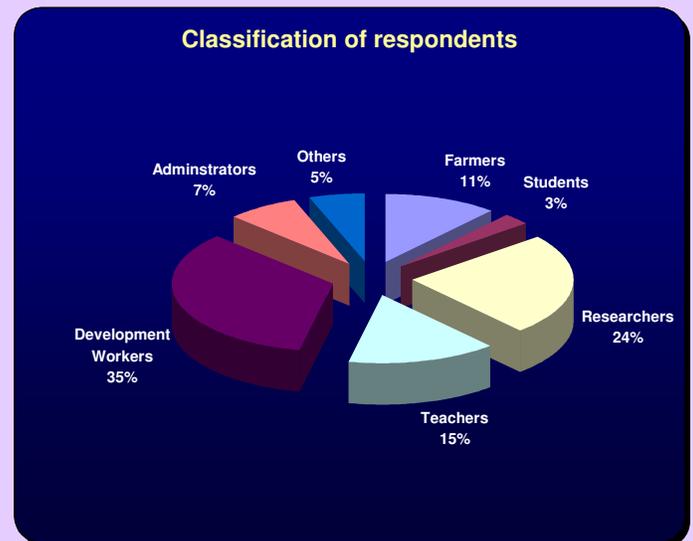


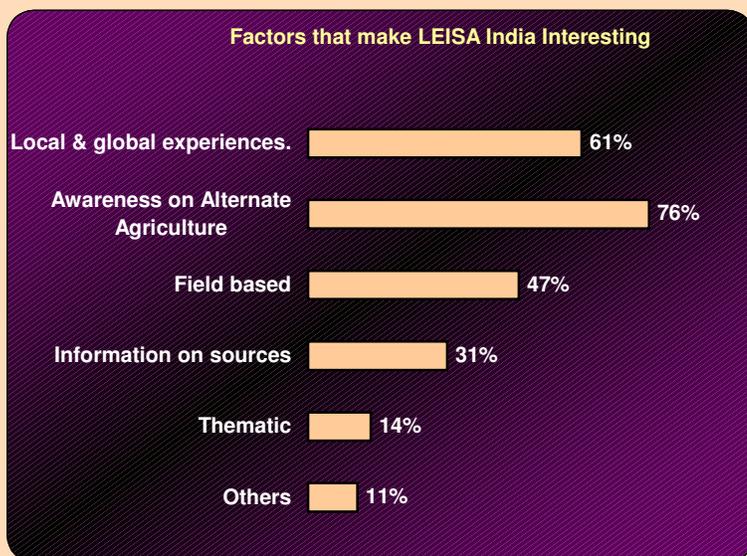
LEISA India is a quarterly magazine aimed towards promoting ecological agriculture through encouraging the adoption of LEISA technologies. Starting as a supplement to the global LEISA magazine, LEISA India emerged as an independent Indian edition from 1999 onwards. As you all know, presently, LEISA India reaches about 5000 subscribers interested in ecological agriculture, across the country – South (58%), East (16%), North (14%) and West (12%). NGOs constitute 40% of the total subscribers, followed by individuals (24%), academic institutions (17%) and research institutions (10%). The contributors include farmers, NGOs, Researchers and Academicians. Having completed five full years of being an Indian edition, it was time for getting a feedback from our readers on its utility and suggestions for improvement.

A survey was conducted during the month of July 2004. A two-page questionnaire, simply structured as well as reasonably open ended was sent. The response was unprecedented. More than 1000 subscribers responded and shared their views. We are extremely thankful to them. Presented below is a brief summary of the survey results.

Highlights of the survey

- Over 20% of the subscribers responded to the survey
- More than two-thirds found LEISA India interesting especially, information on alternative agriculture and its mix of global and local experiences
- 96% of the respondents have been using LEISA India content in various ways
- More than three-fourths of the respondents were using it as a teaching and training resource
- About half of the respondents have used it for field application
- Content is being shared in workshops, trainings and meetings
- More than 70% share the content with their friends and colleagues
- Suggestions include new thematic areas and need for local language versions





Why is LEISA India interesting?

All the respondents felt that the magazine was interesting.

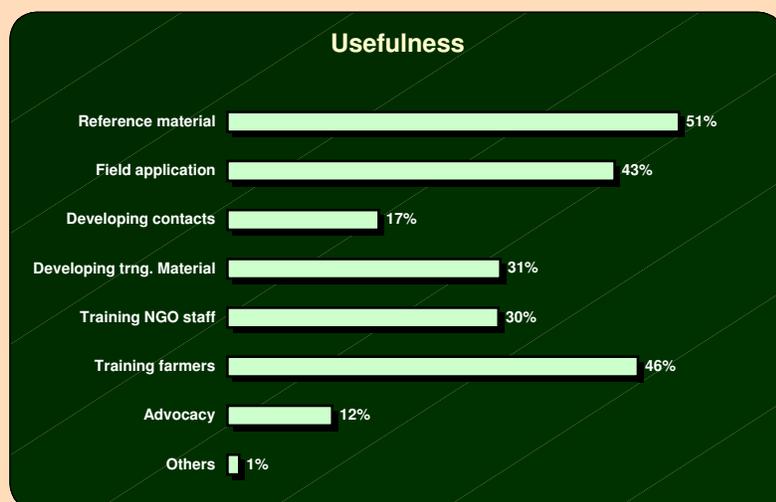
76% expressed that LEISA India provides awareness on alternate agriculture and 61% felt that a mix of local and global experiences was what made the magazine interesting. Other major reasons quoted were the inclusion of field based articles (47%) and Information on sources/networking (31%).

How is LEISA India being used?

96% of the respondents shared how they have used the contents of the magazine.

LEISA India is being used extensively as a teaching/training resource material – 76% said that they were using it in various trainings – training farmers (46%) and NGOs (30%). More than 50% of the respondents were using it as a reference material in research activities and one-third of the respondents were using it for developing training material.

About 43% have shared that the contents have been used in a practical way, like adopting different methods of water harvesting, practicing SRI method of paddy cultivation etc.



LEISA is spreading

There is a significant spread effect.

Around 95% shared the contents with others in meetings, trainings and workshops. More than 70% shared the contents with around 1-10 people, at an individual level or in small meetings, trainings and gatherings. 4% said that they have been sharing the contents in large farmers meetings, thus reaching more than 50-100 farmers.

Suggestions for improvement

50% of the respondents offered suggestions. The suggestions are as follows:

30% suggested inclusion of themes such as animal husbandry, plantation crops, economic aspects, medicinal plants etc. Around 10% felt the need to bring out the magazine in the local languages. About 8% felt that the articles should focus on different regions in India. Layout changes, inclusion of more colour photographs, timely production, higher periodicity etc., were the other suggestions.