

LEISA India - Readers Survey Results – 2013

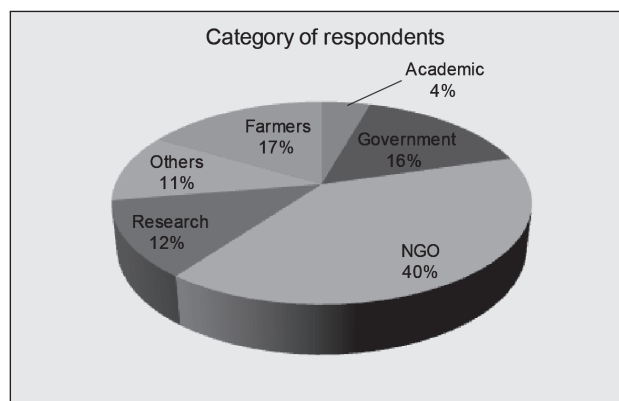
English Edition

LEISA India is a quarterly magazine aimed towards promoting ecological agriculture through encouraging the adoption of LEISA practices. Starting as a supplement to the global LEISA magazine, LEISA India emerged as an independent Indian edition from 1999 onwards. LEISA India magazine, which started as an Indian edition in English, with a readership of around 800, is presently being received by around 7000 readers through its print and the digital editions. The readers include academics, researchers, farmers, NGOs, students, government departments, banks etc. The programme is being supported by ILEIA and MISEREOR. The contributors include farmers, NGOs, Researchers and Academicians. LEISA India has been conducting readers survey regularly for getting a feedback from our readers on its utility and suggestions for improvement.

This survey was conducted during the month of August 2013. A two-page questionnaire, simply structured as well as reasonably open ended was sent. The response was very encouraging. Around 5% of the readers responded to our survey. We are extremely thankful to them. Presented below is a brief summary of the survey results.

Highlights of the survey

- More than 95% of the respondents found LEISA India interesting especially, information on alternative agriculture and its field based experiences
- Around 96% of the respondents have been using LEISA India content in various ways
- More than two-thirds of the respondents were using it as a teaching and training resource
- About two-thirds of the respondents have used it for field application
- More than half of the respondents have used the content for developing training material.
- Content is being shared in workshops, trainings and meetings
- Around 80% share the content with their friends and colleagues
- Suggestions include wider outreach within India and South Asian countries, through various language editions



I came to know the control of snail from magazine which was very much effective. I tried it on so many farmers fields – Manohar R Khake

Used mulching and seed saving techniques – Rakesh Srinivas, Farmer, Karnataka

The magazine encouraged us to propagate goat rearing among our beneficiaries. We also started promoting vermicomposting after reading the magazine – Sajan Joseph, Development professional, Tamil Nadu

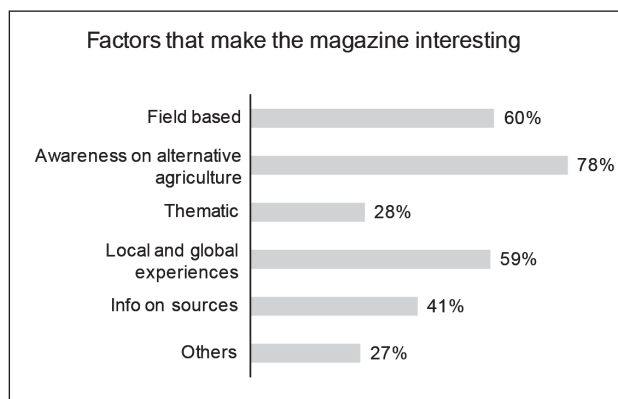
Used material for preparing notes to Govt. queries; for training department staff and for discussion with persons having anti-farmer attitude – Harilal V, Development professional, Kerala

I have been promoting organic farming in the district and the articles related to organic farming helped me to develop learning materials for the farmers as well as for development workers – Antony Kunnath, Development professional, Kerala

Why is LEISA India interesting?

More than 95% of the respondents felt that the magazine was interesting.

Around 78% expressed that LEISA India provides awareness on alternate agriculture and 60% felt that it was field based which made the magazine interesting. Other major reasons quoted were the inclusion of a mix of local and global experiences (59%) and Information on sources/networking (41%).

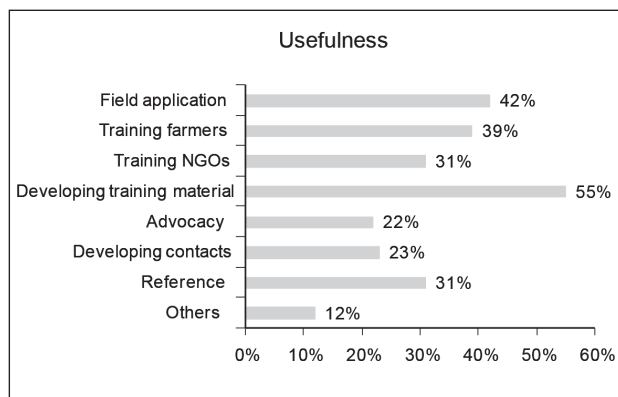


How is LEISA India being used?

Around 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 – 70% said that they were using it in various trainings – training farmers (39%) and NGOs (31%). More than 55% of the respondents were using it for developing training material.

About 42% have shared that the contents have been used in a practical way, like adopting organic farming practices, practicing SRI method of paddy cultivation etc.



LEISA is spreading

There is a significant spread effect too.

Around 93% shared the contents with others in meetings, trainings and workshops. More than 40% shared the contents with around 1-50 people, at an individual level or in small meetings, trainings and gatherings. Around 11% said that they have been sharing the contents in large farmer meetings, thus reaching more than 50-100 farmers.

Used in policy frameworks for promoting organic farming / alternative agricultural practices – Dr. Sood, Administrator, Himachal Pradesh

Learning SRI & its application in FFS curriculum development in Far Western Nepal – Ram Bahadur Khadka, Researcher, Nepal

Plenty of information / data on sustainable agriculture, which I used extensively for training various stake holders in our projects – Benny Augustine, Development professional

Used while taking a training class in NIRD for rural farmers of Arunachal Pradesh & Assam – Dhurjati Chaudhuri, Administrator, Assam