

LEISA India Readers Survey Results - 2009

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. Presently, LEISA India reaches about 11500 subscribers interested in ecological agriculture, within India and a few in the neighbouring South Asian countries (around 250). The primary contributors of articles to the magazine include NGOs, Researchers, Academics and few farmers

A survey was conducted during the month of February 2009. A one-page questionnaire, simply structured as well as reasonably open ended was sent. Survey forms were sent to around 9000 readers. The response was unprecedented.. Around 1390 subscribers responded and shared their views.

The zonal distribution of **readers** across the country is as follows – South (59%), East (15%), West (11%), North (11%), North East (2%), Central (2%). NGOs constitute % of the total subscribers, followed by individuals (24%), academic institutions (17%) and research institutions (10%).

The zonal distribution of respondents matched more or less with the distribution of readers - South (60%), East (16%), West (11%) and North (9%), North East (2%), Central zones (2%).

Presented below is a brief summary of the survey results in terms of

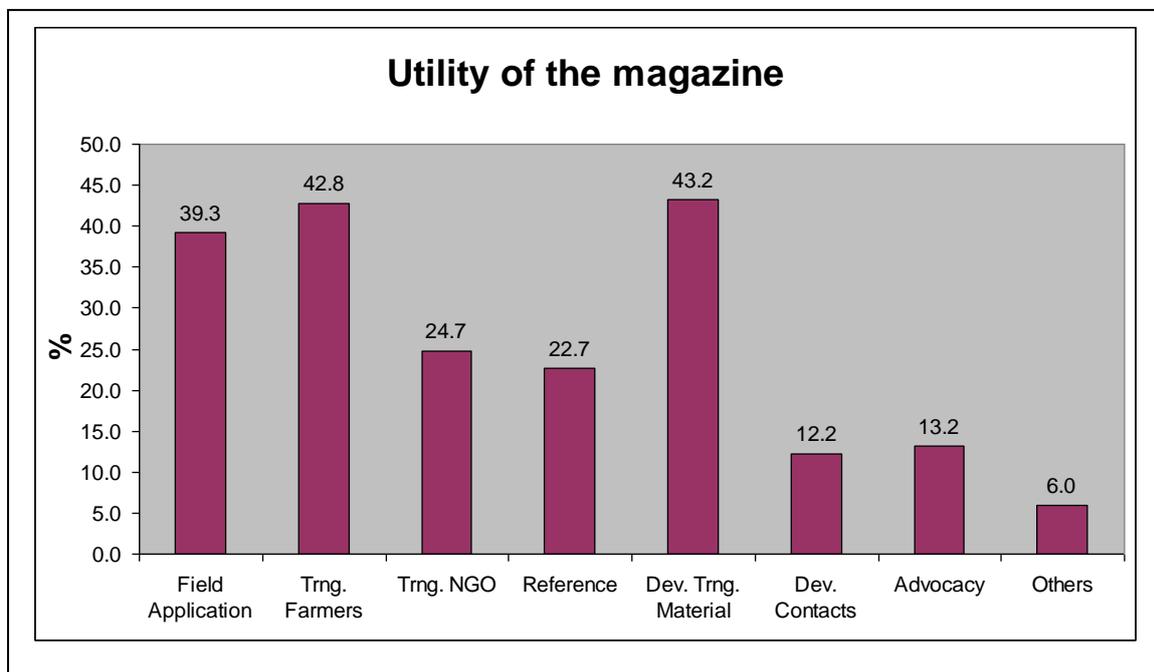
- *How the readers are specifically using the magazine*
- *How they are spreading the message with others*
- *What features of the magazine are interesting for them*

Lastly, indicated are the type of categories who expressed these opinions and their years of association with the magazine.

How is LEISA India being used?

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.**

Readers have been using the contents for promoting ecological agricultural practices as well as enabling participatory processes. Primarily the magazine is reportedly being used for field application (39%); preparing trainings (training farmers (43%) and training NGOs (25%), for teaching as well as building awareness on alternatives.



It was also interesting to see the primary use of the magazine by **various categories of readers.**

Farmers have been using LEISA India contents practically. About 58% of the farmer respondents have used it for field application. Around 24% of the farmers have been sharing the content with other farmers during meetings and discussions.

NGOs have been using the content primarily for training purposes. 57% of the NGOs have reported to have used for training farmers and 55%, for training NGOs. The major use of content has been for the following purposes.

- Creating awareness and better understanding among farmers
- Training farmers on concepts and methodologies
- Developing training materials (39%). eg. FFS methodology
- For promoting ecofriendly practices on the farmers field (39%) eg. Vermicomposting, green manuring
- For facilitating micro-level planning

Academic institutions have been using LEISA India for teaching as well as in training.

- Extensively being used as a teaching material, particularly the PG students in agriculture. eg. topics like conservation agriculture, organic farming, IPM and INM
- More than 58% of the respondents are using it for developing training material.
- Research Institutions have used the contents for designing demonstrations as well as for motivating farming communities in adopting them
- Around 35% are using it as a reference material in research activities.
- As a source of ideas for preparing project proposals

Media like All India Radio and the Doordarshan are using it for developing their farm related programmes. **Agricultural Credit institutions** like NABARD and Rural Banks have been using the content in creating awareness among the farmers and also developing their programmes.

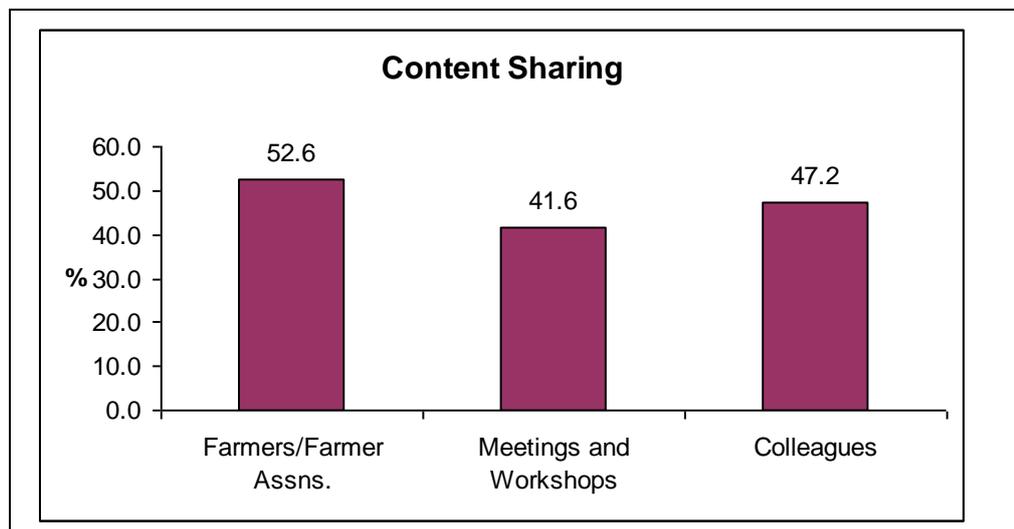
Sharing the content/ Spreading the message

Spread of LEISA content has not stopped with those who receive the magazine. The ideas and experiences are spreading quite extensively. Around 95% of the reader respondents share the contents with others

Respondents reported sharing through various means and mechanisms. 54% of them reported sharing with farmers, 41% in workshops and meetings; 53% are sharing with professional colleagues.

Around 65% of the respondents have clearly indicated the number of people with whom they share the contents.

- 47% of them with less than 10 people on an average
- 39% in meetings where 40-50 people gathered
- 13% shared in huge gatherings, reaching more than 100-1000 farmers
- Few others said, “many” farmers
- Some expressed in terms of the number of times they shared – i.e., 2, 3, 5 and 6 times.



Why is LEISA India interesting?

Around 99% of the respondents have found the magazine interesting. Broadly, the reasons mentioned by majority of the respondents is as follows.

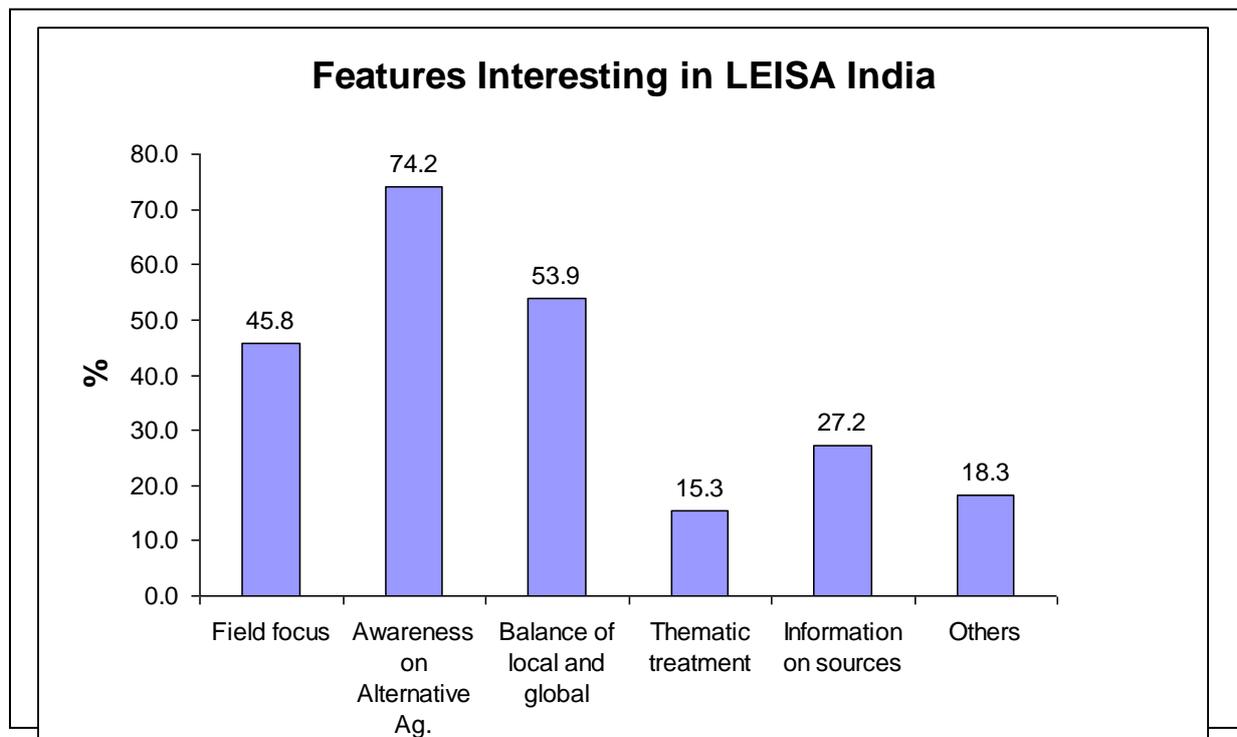
74 % - Awareness on alternative agriculture

54% - mix of local and global experiences, on relevant experiences from diverse contexts

46% - emulatable field based experiences

27% - Sections of sources and networking for deeper understanding and wider contacts

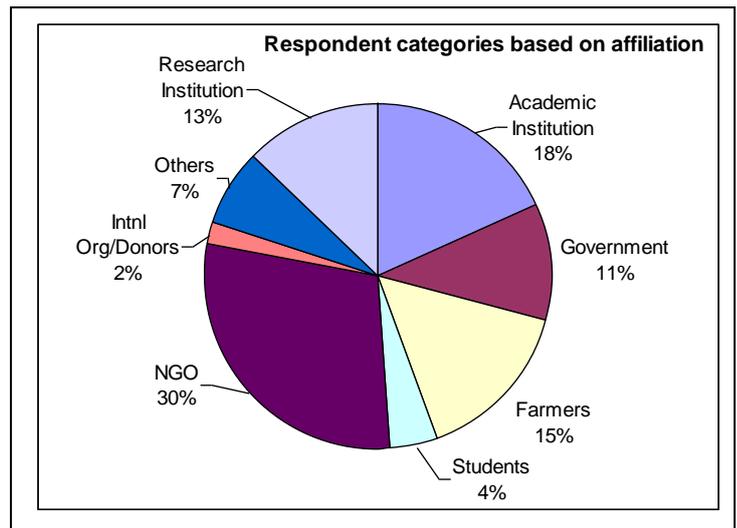
Narayana Reddy column wherein a farmer shares his own experiences has been one of the most liked features of the magazine



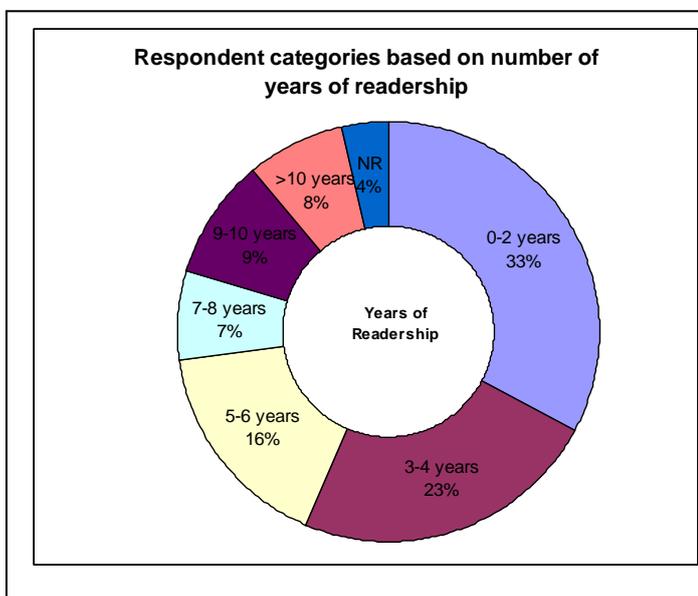
About the Respondents

Respondent categories

There has been a good and balanced representation across each of the reader category. Largest response was from NGOs (30%) followed by Academic Institutions (18%) and Farmers (15%). Around 4% of the respondents were students. 10% of the total respondents are female.



Response vis a vis years of readership



The mix of respondents includes relatively 'new' readers as well as enthusiasts of LEISA movement over a long period. Around 96% of the respondents indicated years of readership with the magazine. (NR- 4% didn't indicate).

Of the total respondents, around **56%** of the respondents have been receiving LEISA India since **0-4 years**. (relatively new and were not part of earlier surveys).

Around **32%** of the respondents have been receiving LEISA India since **5-10 years**.

Around 8% of the respondents are those who have been receiving LEISA magazine since the time it was published as ILEIA Newsletter.