

## LEISA India - Readers Survey 2013

A Readers Survey was conducted during July-August 2013, to understand how the magazine is being perceived and used by the readers of English as well as all the five language editions of LEISA India.

A survey form was designed and translated into all the languages with the active help of our partners. The printed form was sent along with the June edition of the magazines (English, Hindi, Telugu, Tamil, Kannada and Oriya). To motivate readers to respond, we had enclosed a business reply envelope, so that the readers could send their response without incurring any postal charges. For practical reasons, we had to print the return address as AMEF, Bangalore on the business reply envelopes for all editions. Therefore, AMEF has been receiving the responses to the Survey for all the editions.

We had also sent the survey form electronically for all those who have access to emails. In addition, we have placed the form on the website too.

The survey forms were sent to all the readers and the responses received are as follows.

Language	% response
English	5%
Kannada	11%
Telugu	4%
Tamil	5%
Hindi	2.3%
Oriya	1.4%

An 'Access 'database was designed to process the survey results, quickly. While English and Kannada responses were entered into database and analysed by AME Foundation, our consortium partners took the responsibility of analysing respective language editions. The responses received for English, Kannada, Telugu and Tamil editions have been analysed. Analysis of responses for Hindi and Oriya are awaited.

### Results

A total of 460 readers of English, Kannada, Tamil and Telugu editions have responded to the survey. Of these 21% are farmers, 33% NGOs and 13% from the government.

Around 77% of the respondents felt that the magazine was of interest as it provided information on alternative agriculture and 41% felt that the field based articles was the source of interest for them.

Around **43% said that they had put the content of magazine to use by applying it on the field.** Around 37% used the content for **training farmers**. More than 25% of the respondents are using the content to **train NGOs** and **develop training material**. Around 19% said that they used the magazine for reference purposes. It was interesting to note that 12% of the respondents used the content for **advocacy** purposes.

Around of half of the respondents (50%) are sharing the magazine with their farmer friends, colleagues and in meetings. This shows that there is dissemination of LEISA content beyond the readership numbers.

*See Annexure 1 for detailed tables.*

*See Annexure 2 for readers responses.*

## Annexure 1 – Readers Survey Results

### Survey Respondents – by category

Affiliation	English edition		Kannada edition		Telugu edition		Tamil edition		TOTAL	
	Total Respondents	% to total								
Farmers	26	17%	63	26%	6	10%	23	32%	118	21%
NGO	62	42%	44	29%	30	51%	8	11%	144	33%
Academic	7	5%	21	12%	2	3%	2	3%	32	6%
Government	25	17%	14	12%	5	8%	7	10%	51	13%
Research	19	12%	3	1%	7	12%	1	1%	30	7%
Others	17	11%	29	19%	9	15%	30	43%	85	19%
<b>Total</b>	<b>156</b>	<b>100%</b>	<b>174</b>	<b>100%</b>	<b>59</b>	<b>100%</b>	<b>71</b>	<b>100%</b>	<b>460</b>	<b>100%</b>

### Why is the magazine interesting?

(% to total)

Interesting factor	English	Kannada	Telugu	Tamil	Overall
Field based	60%	33%	29%	31%	41%
Awareness on Alternative Agriculture	78%	80%	85%	59%	77%
Local+global experiences	59%				20%
Thematic	28%				10%
Info on sources	41%				14%
Others	27%	7%		10%	13%
<b>Total Respondents</b>	<b>156</b>	<b>174</b>	<b>59</b>	<b>71</b>	<b>460</b>

### How has the magazine content been put to use?

(% to total)

Utility	English	Kannada	Telugu	Tamil	Overall
Field application	42%	52%	32%	35%	43%
Training farmers	39%	24%	60%	50%	37%
Training NGOs	31%	22%	41%	11%	26%
Reference	31%	5%	22%	3%	19%
Developing training material	55%	9%	17%	-	24%
Developing contacts	23%	20%	3%	-	16%
Advocacy	22%	12%	0%	-	12%
Others	12%	0.50%	0%	1%	5%
<b>Total Respondents</b>	<b>156</b>	<b>174</b>	<b>59</b>	<b>71</b>	<b>460</b>

### Readers sharing LI Magazine content with others

(% to total)

Sharing with others	English	Kannada	Telugu	Tamil	Overall
Sharing with Farmers	51%	47%	61%	42%	50%
Sharing in Meetings	51%	57%	63%	21%	43%
Sharing with Colleagues	50%	37%	9%	37%	45%
<b>Total Respondents</b>	<b>156</b>	<b>174</b>	<b>59</b>	<b>71</b>	<b>460</b>

## **Annexure 2**

### **Feedback on English Edition**

Farmer and Markets edition was very enriching - *Pawan Kumar*

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

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*

In policy frameworks for promoting organic farmers / alternative agricultural practices.- *Dr. Sood*

It has helped me in creating awareness among the farmers and students. The PG & UG classes were made more practical using the content- *Vittal Kuligod*

It has helped me to bring a change in the CSR policy of the corporates - *Sarat Chandra Patnaik*

Information on farmer producer company. We realise to know about FPO through reading of LEISA.- *Mansur M Khorasi*

Learning SRI & its application in FFS curriculam development in Farwestern Nepal - Ram Bahadur Khadka (116231)

LEISA India magazine helped me to conduct the different training meaningfully for the rural mothers and youth.- *Akramul Haque*

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

The magazine helped to organise cattle urine bank in watershed area- *Shankar M*

Used in development of a project proposal for Emirates Greener tomorrow - *Jerome F V*

We are working in a rural area, the magazine encouraged us to propagate goat rearing among our beneficiaries for the economic self sufficiency. We also started promoting vermi composting after reading the magazine - *Sajan Joseph*

When I need to prepare a talk on Women agriculture, the magazine gave valuable inputs. I was a faculty at the RBI college of agriculture banking, Pune at that time - *Emmanuel V Murray*

While I was in teaching I used to discuss with students about some of the contents of LEISA - *Pratap Kumar Reddy A*

Used while taking a training class in NIRD for rural farmers of Arunachal Pradesh & Assam - *Dhurjati Chaudhuri*

During initial implementation of NABARD WADI in Malkangiri dist. Of Odisha, the article " Wadi, the tree based farming model" by B V Shekar & R C Kote (June 2011 issue) helped our team to motivate farmers for the project - *Arunima Swain, ORRISSA*