

LEISA India - Readers Survey 2016

A Readers Survey was conducted during September- December 2016, to understand how the magazine is being perceived and used by the readers of English as well as all the seven 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 September issue of English, Hindi, Telugu, Tamil, Kannada and Oriya editions and with the December issue for Marathi and Punjabi editions. 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. 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 for six editions are as follows. This report does not include the responses from Punjabi and Marathi editions.

| Language | % response |
|----------|------------|
| English | 2.4% |
| Kannada | 7.7% |
| Telugu | 2.7% |
| Tamil | 11.7% |
| Hindi | 1.2% |
| Oriya | 2.2% |

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.

Results

A total of 570 readers responded to the survey. Of these 17% are farmers, 40% NGOs and 11% from the government.

Around 24% of the readers got to know about the magazine from their colleagues, 8% from fellow farmers, 23% each from friends and library.

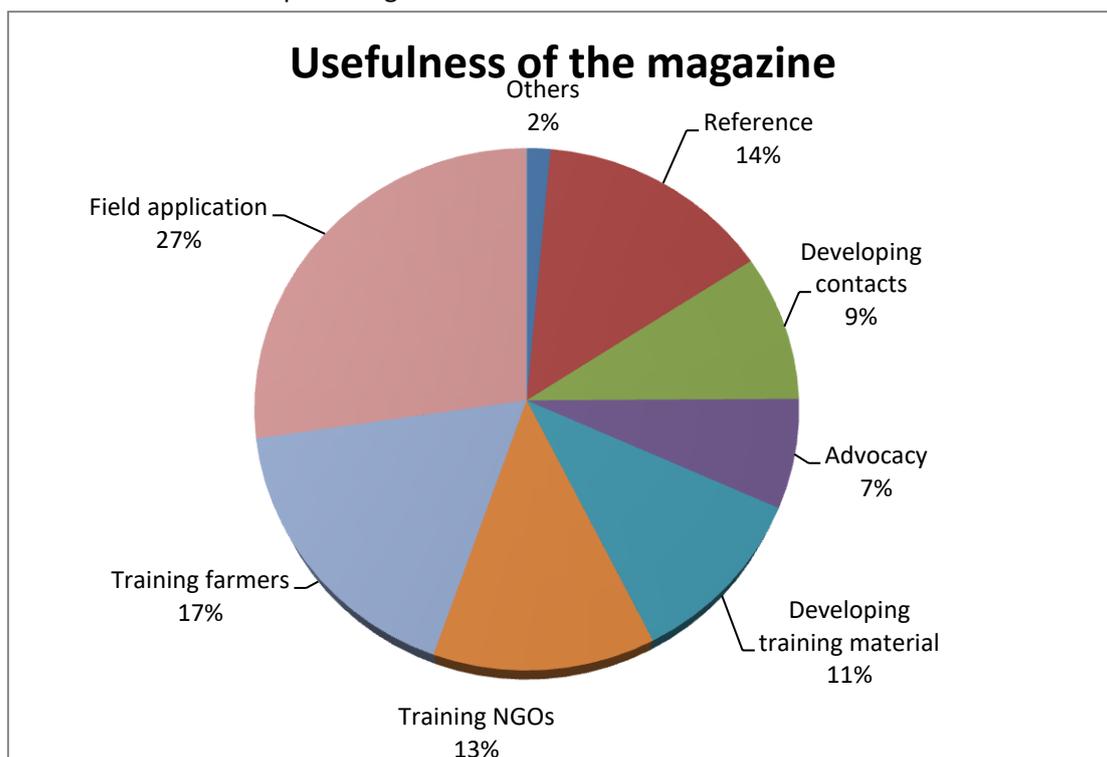
Why is the magazine interesting

| Interesting factor | Total | % |
|--------------------------|-------|-----|
| Others | 19 | 3 |
| Info on sources | 93 | 16 |
| Local+global | 120 | 21 |
| Thematic | 82 | 14 |
| Awareness on AA | 279 | 48 |
| Field based | 202 | 35 |
| Total Respondents | 576 | 100 |

Around 48% of the respondents felt that the magazine was of interest as it provided information on alternative agriculture and 35% felt that the field based articles was the source of interest for them. Around 21% of the respondents liked as it had a mix of local and global experiences.

Utility

Around 55% of the respondents said that they had put the content of magazine to use by applying it on the field. Around 27% of the responders said that they used the content for field application. Around 17% used the content for training farmers and 13% used it for training NGOs. The magazine content is also being used for developing training material. Around 11% of the respondents have used the content to develop training material and 14% use it as reference material.



Around of half of the respondents are sharing the magazine with their farmer friends (56%), colleagues (45%) and in meetings (39%). This shows that there is dissemination of LEISA content beyond the readership numbers.

Some feedback from the readers

The magazine provides valuable insight for trying out innovative farm practices.

Shri. B R Vinayaka Rao, farmer, Karnataka

I have been getting improved knowledge from LEISA India magazine. I am extending this knowledge through different means – farmers meet, FFS, trainings etc.

P. Jeevan Das, NGO, Tamil Nadu

I have started a family farming model and the magazine has helped me a lot. I use the content for training women SHG members on low cost farming.

Mr. Sudanshu Sekhar Biswal, Development worker, Odisha

Used the content for preparing course curriculum.

Dr G S K Swamy, College of Horticulture, Mysore

The magazine is very useful to the staff, students and scientists of this college.

Librarian, College of Agriculture, Nagpur

Your excellent articles have been very helpful to our farmers in North East India

Dr. Shyam Medhi, NGO, Assam

To me, this magazine has been playing a role in sharing and disseminating the best practices as information bank for policy makers and practitioners...

Tara L Lama, National project Manager, National IPM project, Nepal

