

2019 Final Survey responses – Trends and analysis

Edition	No. of respondents
<i>English</i>	252
<i>Hindi</i>	83
<i>Kannada</i>	159
<i>Tamil</i>	145
<i>Marathi</i>	50
<i>Odia</i>	12
<i>Punjabi</i>	9
<i>Telugu</i>	35
TOTAL	745

English magazine (hard copy to paid subscribers and digital edition)

No. of survey responses analysed-252

1. Gender

Male	84.5%	Female	12.7%
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2. Background of readers

Farmers	24%	Devpt. workers	39%	Researchers	26%
Academics	17%	Students	1.4%	Administrators	6%

3. Affiliation

NGO	31.9%	Academic Instn	15.1%	Individuals(no affln)	20%
Government	12%	Research Instn	10.8		

4. No. of years they have been reading the magazine

< 5 yrs	26.7%	5-10 yrs	24.7	> 10 yrs	48.6%
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5. Coming to know about the magazine

Colleagues	21.9%	Other Organisations	20.7%	Library	17.9%
Friends	17.1%				

6. Why is the magazine interesting

Includes Field experiences	59.8%	Provides awareness on alternative agriculture	77.3%	Simple and easy to understand	24.3%
Provides information on new books	26.3%	Thematic	21.9%	Includes local and global experiences	16.7%

7. What did you use the content for

Field Application	50.8%	Training Farmers	43.9%	Training NGOs	24.6%
As Reference material	47.1%	Developing training material	22.5%	For advocacy	16%

8. With how many is the magazine content being shared?

< 10 people	24%	10-50 people	41.3%	50-100 people	14.3%	>100 people	20.4%
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9. Please share a specific instance of use (sample)

1	Narayan reddy's columns on bio pesticides and weeding, helped a lot in my school and kitchen garden.
2	Helped in writing Sectoral Paper of Soil Crop and Water Management of NABARD for the year 2017-18.
3	It helps our students (Diploma in Organic & Biodynamic Agriculture) to improve their reading habits, knowledge base and research attitude.
4	It helped me to bring practical cases in teaching my course in Agriculture Extension
5	The magazine helped in educating farmers on organic farming who have tried it their fields, and have produced good results.

10. Suggestions for strengthening LEISA movement (Sample)

1	Make it a monthly magazine
2	I am from Gujarat and would like to have it in Gujarati - will have more spread in Gujarat
3	Establish Readers Forums in all States
4	LEISA should organize scientific conferences, symposium, seminar or collaborate with the professional bodies for putting across its experiences among the scientific community.
5	LEISA print magazines should be made available in local languages to school students and there must be some kind of follow up programs with them.

Language Editions

No. of survey responses analysed-493

1. Gender

Male	84.1%	Female	14.5%
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2. Background of readers

Farmers	65%	Devpt. workers	30.5%	Teachers	6.3%
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3. Affiliation

NGO	44.8%	Academic Instn	4.1%	Individuals(no affln)	41.1%
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4. No. of years they have been reading the magazine

< 5 yrs	69.9%	5-10 yrs	24.6%	> 10 yrs	5.5%
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5. Coming to know about the magazine

Fellow farmers	24.8%	Friends	22.2%	Library	6.3%
Other organisation	28.3%				

6. Why is the magazine interesting

Includes Field experiences	34.2%	Provides awareness on alternative agriculture	85.1%
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7. What did you use the content for

Field Application	60.9%	Training Farmers	44.5%	Training NGOs	26.1%
Developing contacts with authors	17.1%	As reference material	17.3%	For developing training material	16.3%

8. With how many is the magazine content being shared?

< 10 people	55.2%	10-50 people	28.1%	50-100	8.8%	>100 people	7.9%
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9. Please share a specific article/information which you have found useful (sample)

1	Articles related to millets
2	Saga of a sustainable Wadi
3	Inch of land with bunch of enterprises
4	Combination of traditional and modern practices in water management - June 2019 issue
5	Learning from traditional social institutions - June 2017 issue

10. Suggestions (sample)

1	Please come up with small one page articles about the achievements and introductions of small organic farmers
2	Please bring out monthly issue instead of quarterly issues.
3	Plan some training programmes about mixed cropping system to promote agricultural activities.
4	LEISA magazine should reach every village.
5	Please arrange some workshops about the local crops, horticultural crops, dairy farming etc. and provide information through your institution.