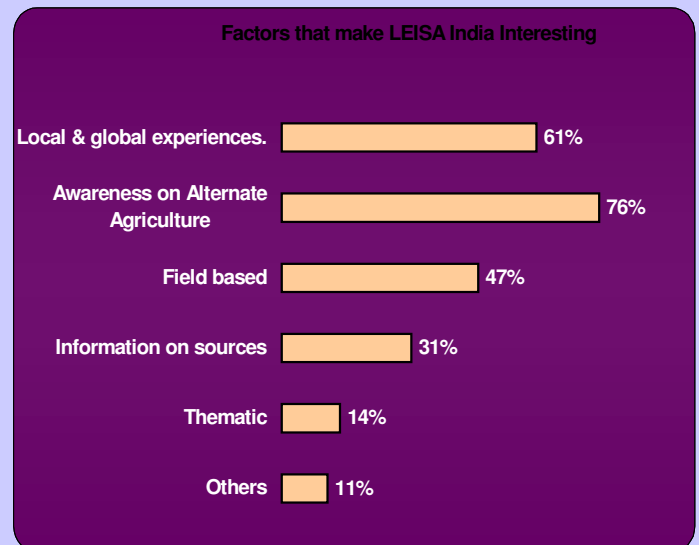


LEISA India is a quarterly magazine aimed towards promoting ecological agriculture through encouraging the adoption of LEISA technologies. Starting as a supplement to the global LEISA magazine, LEISA India emerged as an independent Indian edition from 1999 onwards. As you all know, presently, LEISA India reaches about 5000 subscribers interested in ecological agriculture, across the country – South (58%), East (16%), North (14%) and West (12%). NGOs constitute 40% of the total subscribers, followed by individuals (24%), academic institutions (17%) and research institutions (10%). The contributors include farmers, NGOs, Researchers and Academicians. Having completed five full years of being an Indian edition, it was time for getting a feedback from our readers on its utility and suggestions for improvement.

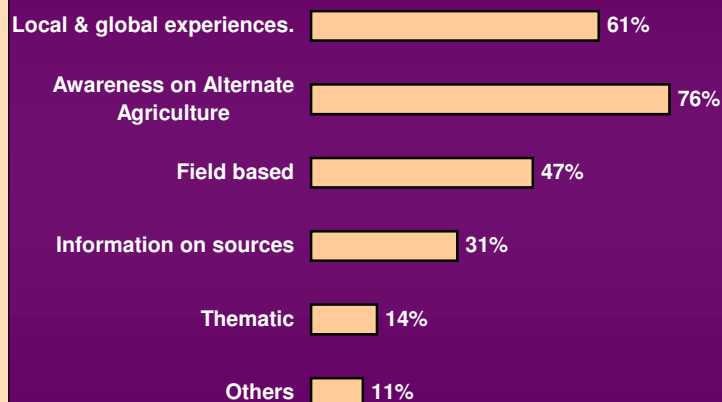
A survey was conducted during the month of July 2004. A two-page questionnaire, simply structured as well as reasonably open ended was sent. The response was unprecedented. More than 1000 subscribers responded and shared their views. We are extremely thankful to them. Presented below is a brief summary of the survey results.

Highlights of the survey

- Over 20% of the subscribers responded to the survey
- More than two-thirds found LEISA India interesting especially, information on alternative agriculture and its mix of global and local experiences
- 96% of the respondents have been using LEISA India content in various ways
- More than three-fourths of the respondents were using it as a teaching and training resource
- About half of the respondents have used it for field application
- Content is being shared in workshops, trainings and meetings
- More than 70% share the content with their friends and colleagues
- Suggestions include new thematic areas and need for local language versions



Factors that make LEISA India Interesting



Why is LEISA India interesting?

All the respondents felt that the magazine was interesting.

76% expressed that LEISA India provides awareness on alternate agriculture and 61% felt that a mix of local and global experiences was what made the magazine interesting. Other major reasons quoted were the inclusion of field based articles (47%) and Information on sources/networking (31%).

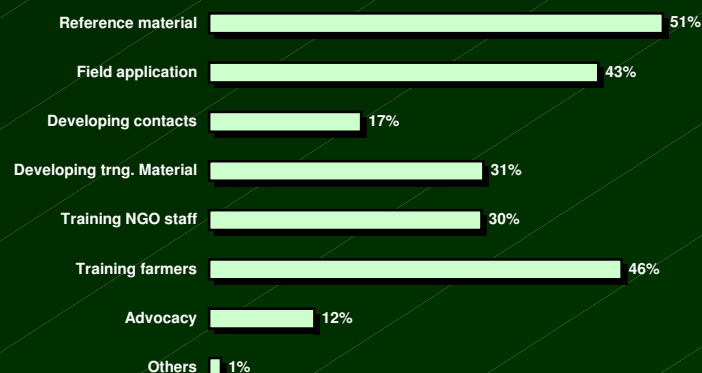
How is LEISA India being used?

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 – 76% said that they were using it in various trainings – training farmers (46%) and NGOs (30%). More than 50% of the respondents were using it as a reference material in research activities and one-third of the respondents were using it for developing training material.

About 43% have shared that the contents have been used in a practical way, like adopting different methods of water

Usefulness



LEISA is spreading

There is a significant spread effect.

Around 95% shared the contents with others in meetings, trainings and workshops. More than 70% shared the contents with around 1-10 people, at an individual level or in small meetings, trainings and gatherings. 4% said that they have been sharing the contents in large farmers meetings, thus reaching more than 50-100 farmers

Suggestions for improvement

50% of the respondents offered suggestions. The suggestions are as follows:

30% suggested inclusion of themes such as animal husbandry, plantation crops, economic aspects, medicinal plants etc. Around 10% felt the need to bring out the magazine in the local languages. About 8% felt that the articles should focus on different regions in India. Layout changes, inclusion of more colour photographs, timely production, higher periodicity etc., were the other suggestions.

Inspiring Voices

I have adopted SRI method of rice cultivation. Neighbouring farmers have also shown interest.

G.V. Gopinath, Tamil Nadu; Patil, Karnataka; Vinit Bharagava, MP

I have improved the soil condition in my fields by adapting the techniques described in the LEISA India magazine

R. Ravi, Palakkad, Kerala

I have started using organic matter continuously for improving soil fertility, inspired by NR column

B. Gunashekhara Bhat, Dakshina Kannada, Karnataka

The articles on dryland agriculture are very useful to me to practice on the field.

S. Arun Kumar, Tamil Nadu

I am preserving organic matter in my farm inspired by NR column in Dec 2003 issue

Prahlad Vaman Devarhubli, Belgaum, Karnataka

Material from "Women and agriculture" issue was used, while conducting training on gender and development

Elsamma Joseph, Development worker, Kerala

I have used FFS as one of the basic texts for developing and delivering FFS in my area

T. SivaKumar, Development Worker, Kerala

Used in AFPRO sponsored trainings in agriculture related subjects

AFPRO Field Unit, Hyderabad

We used the "Farmers Field School" issue in field application and simultaneously trained our staff.

Rajendra Meher, Development Worker, Orissa

Points from LEISA India are used for training our SHG members, particularly on organic farming and related topics. We deal with 800 SHGs.

E.G Sylvester, Development Worker, Tuticorin, Tamil Nadu

Abstracts of articles are translated to local language and used for broadcast as "Farm News"

K .Gunashekhara, Deputy Director, All India Radio, Bangalore

I used to highlight in the Gram Mangala Programme, specially targeted to farmers. Views of NR have been some of the discussion points in this programme.

Shreekanth Shinge, Prasara Bharathi, DoorDarshan, Bangalore

The concept of biodynamic agriculture and organic farming were used for broadcast.

Shyama Prasad T, All India Radio, Madikeri, Karnataka

Broadcast on Conservation agriculture included a lot of material from LEISA India

Venugopal, All India Radio, Kerala

I have used the contents of LEISA India to teach my students especially the concepts like FFS and organic farming.

R. Sendil Kumar , Kerala Agrl. University.

Contents on Participatory Technology Development were dealt in PG classes

Dr. J K Sharma, Assam Agrl. University

The articles on water harvesting and subsurface dyke were very useful for taking classes to farmers and extension personnel.

G.S.Jayashree, Asst. Professor, FSRS, Kerala

Water harvesting technology is being advocated to the tea growers of North East India

Dr. B K Laskar, Tea Research Association, Assam

Practical tips on Rabbit growing and NR column on SRI have been used in a practical way

Dr. M C Nandeesh, Dept. of Aquaculture, College of Fisheries, Tripura

We have used the material on SRI cultivation of Paddy for training farmers.

Dr. Sukanta Kumar Sarangi, ICAR Research Complex, Arunachal Pradesh