



AESA

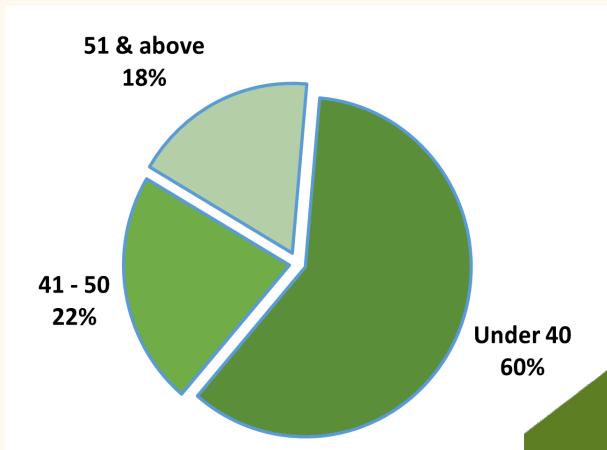
Reader Survey 2025

Survey Highlights

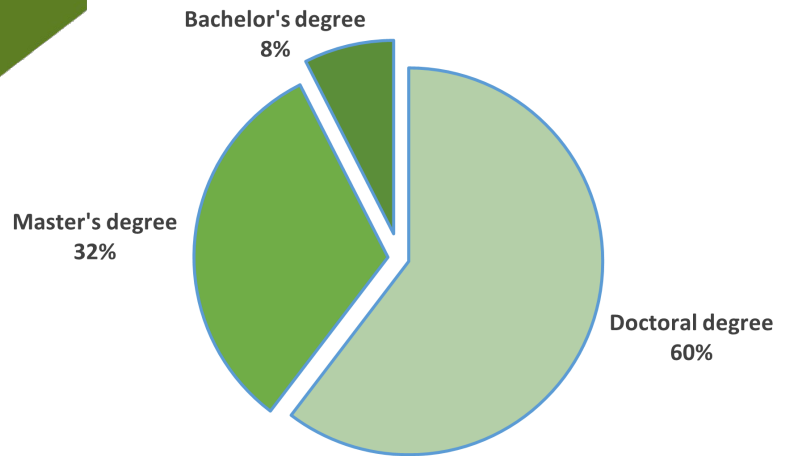
In January 2025, AESA conducted a Reader Insights Survey to better understand its audience's engagement, preferences, and expectations. The survey gathered responses from 173 participants across multiple countries.

Key insights into the AESA community reveal that it is:

- Young, well-educated, and actively involved, particularly in the field of Agricultural Extension
- Primarily based in South Asia, with a growing number of readers from Africa and Southeast Asia.
- Highly appreciative of AESA's knowledge products and finds the website user-friendly and accessible.
- Eager to contribute, with many expressing interest in sharing knowledge and volunteering for AESA initiatives.

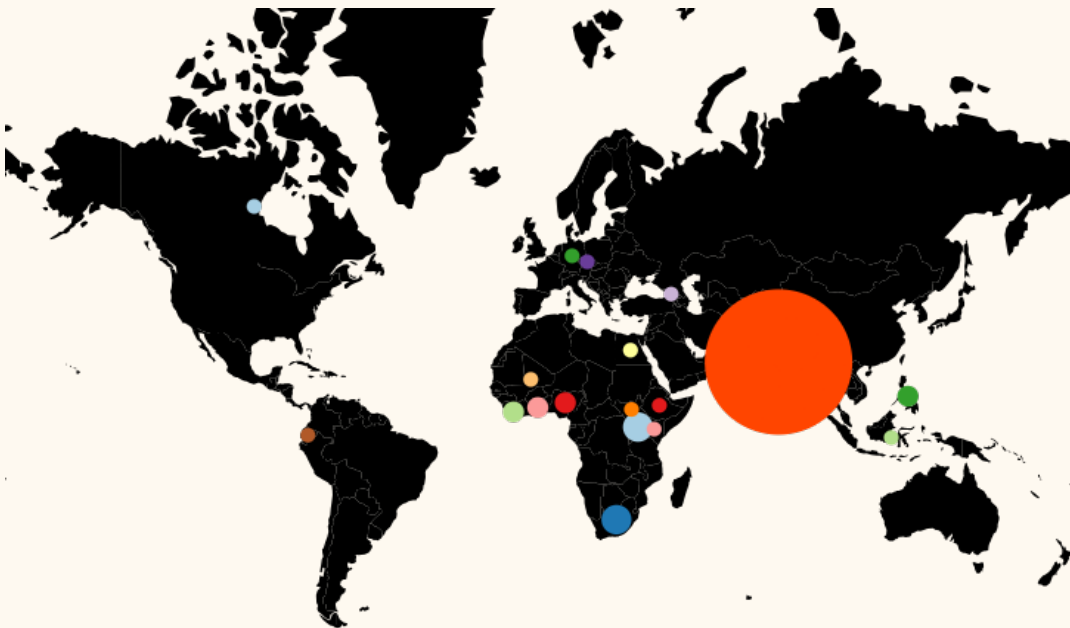


People with masters degree and above dominate the survey



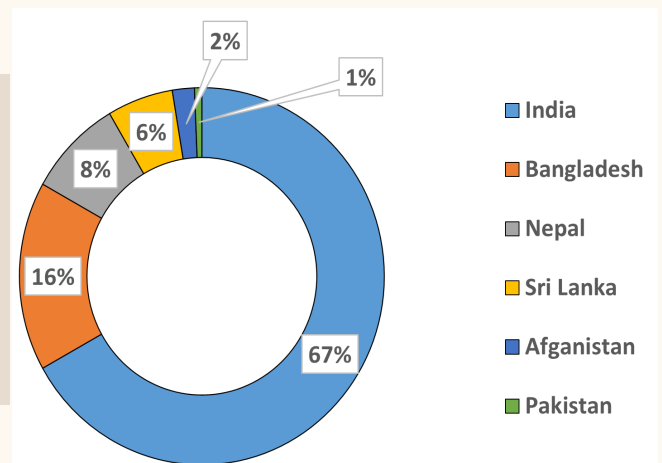
Young people dominate the reader survey

Where are they from ?



Survey findings indicate that AESA's readership is predominantly based in South Asia, with 18% of participants coming from outside the continent, reflecting the platform's expanding global reach.

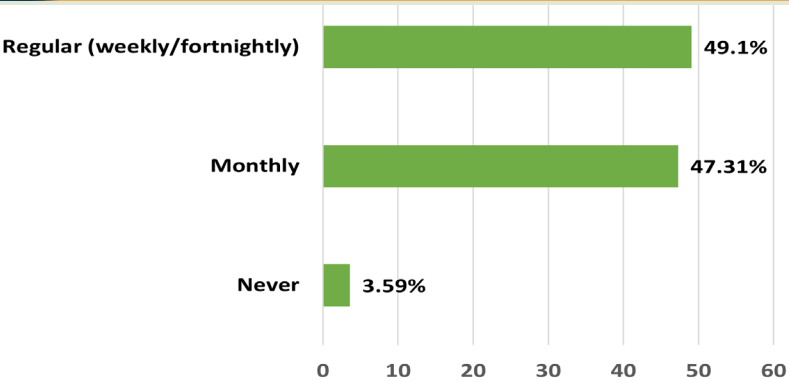
India represents 67% of South Asian respondents, followed by Bangladesh (16%), Nepal (8%), Sri Lanka (6%), Afghanistan (2%), and Pakistan (1%), illustrating the region's diverse participation in the AESA community.



58% of survey respondents are extension academics, while the remaining are extension practitioners.

How Frequent they Visit AESA?

95% of participants read AESA knowledge products, and 49% visit the platform weekly or biweekly—highlighting strong engagement.



Purpose of the Visit



Read Knowledge products



Explore Publications

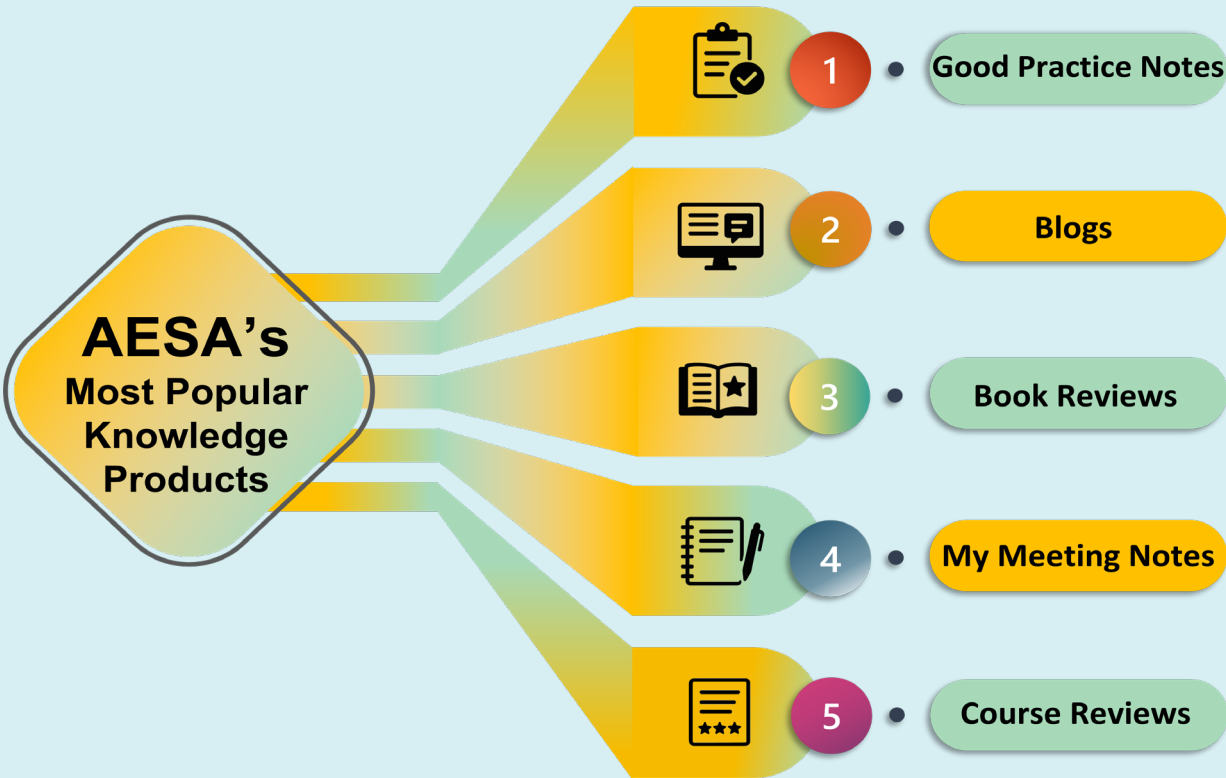


Learn about Events



Contribute Knowledge

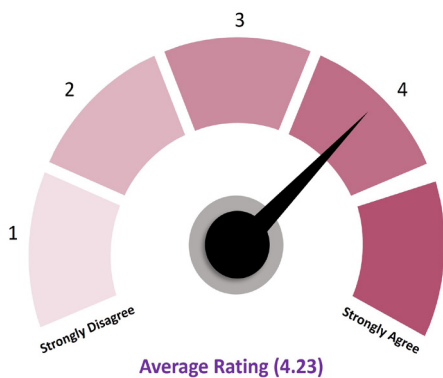
AESA attracts diverse engagement: three-fourths of users come to read knowledge products, two-thirds explore publications and events, and half are motivated to contribute their own expertise.



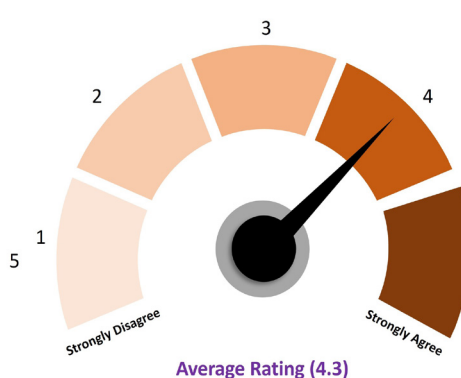
Audience Ratings

Respondents gave high ratings to the usefulness of AESA's knowledge products and found the website easy to navigate. Additionally, over half reported moderate to strong engagement with AESA on social media platforms.

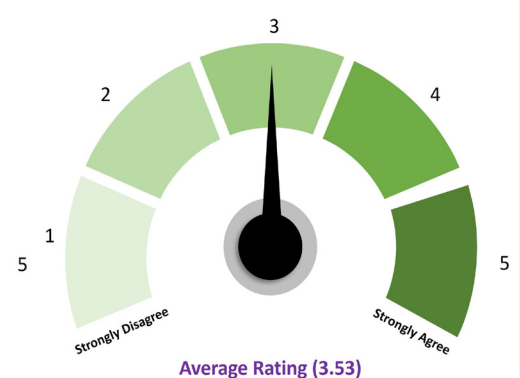
Usefulness of Knowledge Products



Ease of Navigation



Social Media Engagement



Reader Expectations

AESA readers anticipate the introduction of diverse knowledge products and events, with briefs and workshops emerging as the most preferred formats.

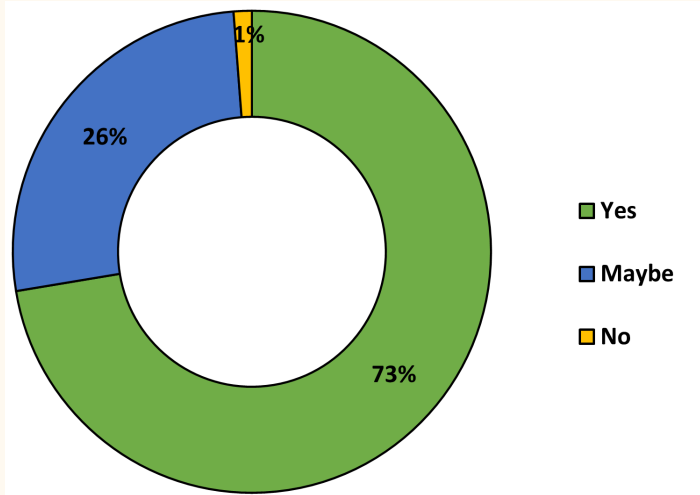
Preferred Knowledge Products

-  Briefs/Summaries
-  Podcasts/Tutorials
-  Social audits/News
-  Infographics
-  Case studies

Preferred Events

-  01 Workshops
-  02 Webinars
-  03 Debates
-  04 Writing Competition
-  05 Conferences/Seminars

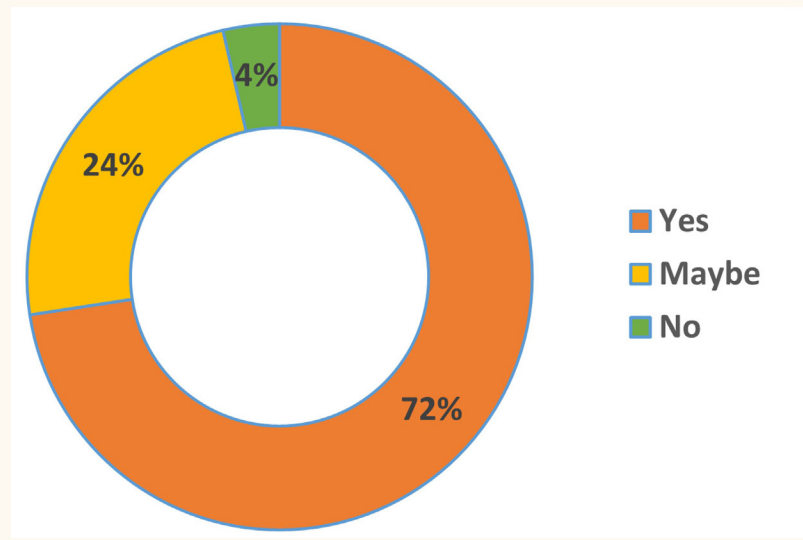
73% of respondents indicated their readiness to contribute expertise to AESA across a wide range of subjects and thematic areas.



Top Thematic Areas

Disaster Management
sustainable agriculture
ICT and Digitalization in Agriculture Education and Training
Crop and Livestock Management Agribusiness
Agriculture extension methods
Climate Change and Environmental Sustainability
Policy and Economic Aspects Community and Rural Development
Research and Innovation Entrepreneurship
Gender & Social inclusion

Willingness to Volunteer at AESA



What's Next for AESA?

As AESA continues to evolve as a leading platform for Agricultural Extension in South Asia, several exciting initiatives are on the horizon to deepen engagement, enhance knowledge sharing, and ensure long-term sustainability.

1. Volunteer Programme Launch

AESA will soon introduce a structured volunteer programme with four key roles:

- Expert Volunteers to mentor young extension professionals
- Editorial Volunteers to support content review and editing
- Event Volunteers to assist with organizing webinars and events
- Social Media Volunteers to enhance online outreach and knowledge dissemination

This initiative will harness community expertise and foster deeper involvement.

2. Regular Webinars and Panel Discussions

To promote ongoing learning and dialogue, AESA will organize webinars and expert panel discussions on timely and emerging topics in agricultural extension.

3. Qualitative Research Manual

AESA is developing a manual for conducting qualitative extension research, offering practical guidance to professionals and researchers across the region.

4. Policy Brief Section

A new Policy Brief section will soon be added to the platform, creating space for informed discussions and evidence-based recommendations to influence extension policy and practice.

5. Sustainability and Fundraising

To support its mission and long-term growth, AESA will implement a fundraising strategy, exploring partnerships and donor support to sustain and scale its initiatives.

Agricultural Extension in South Asia

c/o Centre for Research on Innovation and Science Policy (CRISP),
Road No.10, Banjara Hills, Hyderabad-500034, India
+91-040-48962540



aesanetwork@gmail.com



www.aesanetwork.org