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RESEARCH ARTICLE :

Effects of income on the communicational variable- A case of watershed development programme in Jabalpur district

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SUMMARY : The watershed development programme (WDP) initially envisaged as a measure for poverty alleviation and improved livelihoods has gained even greater importance. This study was conducted during year 2014- 15 in the Jabalpur district of M.P. The totals of 200 respondents were selected randomly for the study. Results showed that chi-square analysis of the selected four independent variables with dependent variable (*i.e.*, income) indicated that, the variable extension participation, mass media exposure, contact with developmental agency, and cosmopolitanism were positively significant at 0.05 per cent level of significance. The communicational profile analysis clearly indicated that majority of the beneficiaries had low extension participation, medium level of mass media exposure, low contact with development agencies and medium level of cosmopolitanism.

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