

- 1351. Khatik, G.L. and Singh, H.B. 1995.** Communication and extension methods for effective transfer of soil and water conservation technologies. *Indian J. Soil Conserv.*, 22(3): 244-247.

The paper discusses the results of a survey carried out at Navamota Watershed in Sabarkantha district of Gujarat to find out the communication behaviour of tribal farmers towards soil and water conservation practices. In the watershed, 86 per cent farmers are tribal with small and fragmented land holdings and poor economic condition. There is mounting pressure on land due to increased biotic pressure. All the farmers practise agriculture as primary occupation. There is little or negligible farming on contours. Only 36 per cent

farmers are literate, out of which only 10 per cent are of more than primary school standard. It is also observed that “Farm and Home Visit” method of communication is the most effective. The communication behaviour of farmers is significantly correlated with educational status, frequency use, credibility of communication and extension methods and adoption behaviour of the farmers of this region.