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MANAGEMENT OF TECHNOLOGY TRANSFER SYSTEM IN AGRICULTURE AND ALLIED FIELDS: A CONCEPT PAPER

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ABSTRACT

Transfer of Technology (TOT) is the central point in development program. Technology has to be transferred from research stations to the hands of the users. So far no TOT models have been found to be universal in application. It is so because the situations are diversified in terms of location, users, environment and political system. Still there is enough scope to develop effective TOT models according to agro-climatic zones. A complete study is required to be designed taking a variety of factors belonging to the domain of extension education. Communication systems, sources of information, key communicators in rural areas are the key factors influencing the stages of adoption process. The adopter categories based on extent of adoption, and characteristics of technology under diffusion process are to be linked for smooth transfer of technologies. The classification of the users on the basis of resource rich and resource poor makes a difference in diffusion of technology. A sound planning following the steps of planning and concurrent evaluation helps to implement programs to the satisfaction of the target groups. To increase the production and productivity of crops and to enrich the farming system a model has to be developed keeping the area of operation, taste of farmers, availability of resource inputs, channels of communication and extension mechanism in view. To benefit farmers we are evolving a number of models and working on numerous strategies but the problems found in ground level with client system has not been fully exploited in this direction. The theme of the paper is to combine all elements of diffusion and adoption process for field testing and to provide at least ground to encourage social scientists to work in this direction.

KEY WORDS*:* Adoption Process, Traits Of Technology, Adopter Category, Channel, Communication Of Technology, Feed Back Analysis, Management Of Sustainable Farming Practices.