ABSTRACT:

Genesis: Ballooning population is resulting in mounting demand for food production; to feed our ballooning population, global food production must increase by an estimated 70 percent, and almost double in developing countries. For years, scientific and technological advancements have benefited farmers in the industrialized world by driving agriculture production. However, smallholder farmers who are responsible for 80 percent of the food in the developing world have yet to see similar gains. On the other hand, Agriculture was a primitive occupation of majority of Indian population and is continues to be. As the Indian agriculture is termed as ‘Gamble with the Monsoon’ the parsimonious progression of agriculture in the modern day scenario can be bestowed only by adoption of advanced technology to conventional farming practices. The merging of farming practices with the technology is definitely happening but not at an encouraging rate. The diffusion of innovation and acceptance and adoption of technology in agricultural sector is far very slow; even today agricultural sector is one of the major contributors towards the Indian GDP. In order to augment the productivity and efficiency of the agri sector, the mass technology adoption is inevitable; hence this paper tries to identify the facet of technology acceptance by the farmers and its critical analysis using the Extended Technology Acceptance Model (TAM2). 

Approach: a survey was conducted by using Extended Technology Acceptance Model (TAM2) to ascertain the acceptance of technology among the farmers at Bellary district. 

Methods: measurement of the facets of TAM2 such as (intention to use, perceived usefulness, perceived ease of use, subjective norms, voluntariness, image, job relevance, and output quality and result demonstrability) was done and subjected to rigorous data processing and analysis using the relevant statistical tools. 

Results: the assessment unearthed the various factors affecting the farmer’s intentions towards the Technology acceptance.

KEY WORDS: Diffusion of innovation, GDP, TAM2.

---

References


Badal PS, Singh RP. Technological change in millets production- A case study of Bihar.


Shankaran S. Prospects for coarse grains in India. Agricultural Situation in India 1994; 49(5): 319-323.

Sharma TC, Countinho O. An analysis of the changes in area, production and productivity of millets in India. Agricultural Situation in India 2005; 35: 545-550.

Tamilnadu state season and crops reports from 2005-2010.

Millets Net in India ( MINI ).

Directorate of Economics and statistics, Ministry of Agriculture, Govt. of India.