

## SYLLABUS

### **THEORY**

- Unit-I:** Innovation: Meaning of innovation, innovativeness, perceived attributes of innovation.  
The adoption process: meaning of adoption and adoption process, stages in adoption process, adopter categories, characteristics of adopter categories, rate of adoption and factors influencing rate of adoption.
- Unit-II:** Diffusion: Meaning and definition of diffusion, diffusion process and its elements.  
Diffusion effect and concept of over adoption.
- Unit-III:** Multi-steps flow of innovation, concept of homophily and heterophily and their influence on flow of innovation
- Unit-IV:** Innovation process: the innovation-decision process, types of innovation decision-optional, collective & authority and contingent innovation decision, consequences of innovation decision- desirable & undesirable, direct & indirect and anticipated & unanticipated.

### **PRACTICAL**

1. Identification of adopter categories on a selected technology.
2. Study of attributes of current farm technologies.
3. Field visit and study of the recently diffused technology.
4. Study of factors increasing or retarding the rate of adoption