

## Reinvention of Agricultural Technology

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### ABSTRACT

*New agricultural technologies are need to increasing the production and productivity of agricultural crops. Technological change has been the major driving force for increasing agricultural productivity and promoting agriculture development in India. It was found from different study that farmers' perceptions of technology characteristics significantly affect their adoption decisions. The new technology may be change by the farmers according to their social, demographic, agro-climatic or other factors. The technology which was rejected at one time may be accepted in other time in different way. There are many old technologies which are still using by the farmers. The study was conducted to know the reinvention of agricultural technology. Information's were collected from secondary sources during October, 2017 to February, 2018. This study was a review study. The study explored the past study related to reinvention and its applicability in agriculture.*

**Keywords:** *Reinvention, Rejection, Agriculture, Technology, adoption.*

### INTRODUCTION

A major role of agricultural extension in developing countries has been to disseminate technologies generated by public sector research organisations through appropriate dissemination strategies such as demonstrations, field visits, farmers' meetings, use of media etc. Agricultural extension had played an important role in promoting Green Revolution technologies in South Asia. Different technologies are implemented by different organisations for increasing the agriculture production. But it was found from different studies that in implementation stage, technological changes may take place. The technologies are changed or modified by the farmers for better application in their situation. This modified technology is called reinvented technology. Reinvention of agricultural technology generally followed in Research station or laboratory. Farmers also reinvented the technology and applied to their field and disseminate the technology to the other farmers. Farmers may modify the technology according to their needs. Different factors may influence the farmers to change the technology. Different socio-economic, agro climatic, agro ecological or other factors may be associated with the reinvention technology. It is seen that these reinvented technologies have higher level of adaptability in local socio-economic

perspectives. There may be different factors associated with this reinvented technology. Researchers or scientist may consider this factor. So there is a study was need to find out research related to reinvented agricultural technology and to know the factors associated with this reinvented technology. Information's were collected from secondary sources during October, 2017 to February, 2018.

### Agricultural Technology Reinvention

Agricultural technology refers to technology for the production of machines used on a farm to help with farming. Agricultural machines have been designed for practically every stage of the agricultural process. Agricultural technology is application of techniques to control the growth and harvesting of animal and vegetable products. According to American sociologist Read Bain (1937) "technology includes all tools, machines, utensils, weapons, instruments, housing, clothing, communicating and transporting devices and the skills by which we produce and use them. In economics, a technological change is an increase in the efficiency of a product or process that results in an increase in output, without an increase in input. In other words, someone invents or improves a product or process, which is then used to get a bigger reward for the same amount of work. John et al.

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(1988) defined the Agricultural technology is the application of techniques to control the growth and harvesting of animal and vegetable products. According to Rogers (1995) “Reinvention is the degree to which an innovation is changed or modified by a user in the process of its adoption and implementation”. Alain et al. (2000) reported that telephone was a product that has undergone a technological change. It has undergone many different changes over the years that have made it more efficient. Jaffe et al. (2002) found from their study that technological change, technological development, technological achievement or technological progress is the overall process of invention, innovation and diffusion of technology or process .Agricultural technology refers to technology for the production of machines used on a farm to help with farming. Agricultural machines have been designed for practically every stage of the agricultural process.

### CONCLUSION

There are different factors may influence the farmers for reinvention of agricultural technology. All the reinvented technology may not be suited in all situations. Reinvention is not always benefit. There may some negative effect occurs if technology change gone in wrong direction. So there are different study may conducted on reinvention of agricultural technology which help policy makers, Scientist, government and non-government organisation in case of application of any innovative agricultural technologies and their evaluation.

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