

Agriculture Technology.

“Agricultural technology is modern farms and agricultural operations work differently than those a few decades ago, primarily because of advancements in technology, including sensors, devices, machines, and information technology”

Today’s agriculture routinely uses sophisticated technologies such as robots, temperature and moisture sensors, aerial images, and GPS technology. These advanced devices and precision agriculture and robotic systems allow businesses to be more profitable, efficient, safer, and more environmentally friendly.

IMPORTANCE OF AGRICULTURAL TECHNOLOGY

Farmers no longer have to apply water, fertilizers, and pesticides uniformly across entire fields. Instead, they can use the minimum quantities required and target very specific areas, or even treat individual plants differently. Benefits include:

- Higher crop productivity
- Decreased use of water, fertilizer, and pesticides, which in turn keeps food prices down
- Reduced impact on natural ecosystems
- Less runoff of chemicals into rivers and groundwater
- Increased worker safety

In addition, robotic technologies enable more reliable monitoring and management of natural resources, such as air and water quality. It also gives producers greater control over plant and animal production, processing, distribution, and storage, which results in:

- Greater efficiencies and lower prices
- Safer growing conditions and safer foods
- Reduced environmental and ecological impact

TYPES OF TECHNOLOGY

1) EMERGING TECHNOLOGY- is an innovative technology that currently is undergoing bench scale testing, in which a small version of the technology is tested in a laboratory.

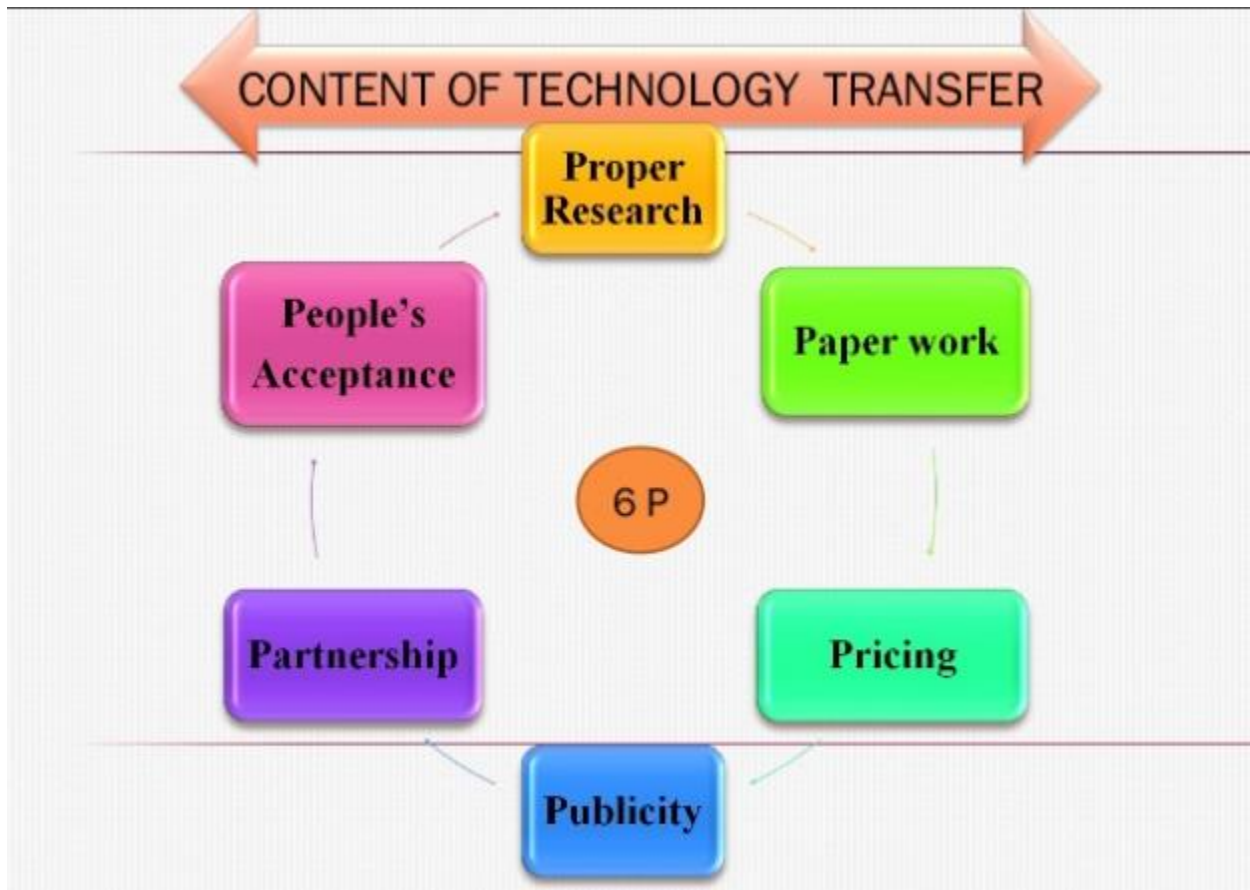
2) INNOVATIVE TECHNOLOGY- is a technology that has been field tested and applied to a hazardous waste problem at a site, but lack a long history of full-scale use.

3) ESTABLISHED TECHNOLOGY is a technology for which cost and performance information is readily only after a technology has been used at many different sites and the result fully documented is that technology considered established.

TECHNOLOGY TRANSFER

It is a process which is mainly concerned with the transfer of technology from the research areas to the "Production area.

CONTENT OF TECHNOLOGY TRANSFER 6P



Proper Research – By proper research we mean firstly that in Proper Research – By proper research we mean firstly that in which the result are reproducible and issues such as scale up, which the result are reproducible and issues such as scale up, stability etc and other practical now has been addressed, also that stability etc and other practical now has been addressed, also that in which problem were taken up in first place in which problem were taken up in first place.

Proper work- This refer to institutional and guidelines regarding Proper work- This refer to institutional and guidelines regarding IP Protection licensing modalities etc. which must be in place IP Protection licensing modalities etc. which must be in place beforehand. In the absence of these, decision get delayed, lack of beforehand. In the absence of these, decision get delayed, lack of fairness in decision e.g. case of X institute, which came up

with fairness in decision e.g. case of X institute, which came up with good technology but since no guidance were there, kept running good technology but since no guidance were there, kept running around for two years and then gave up around for two years and then gave up

Pricing – most difficult and critical area of Transfer of technology. - Too high price can put off buyer, leaving the technology unsold. - Too price a result in revenue loss. - There are basically two model regarding pricing 1) Price charged for a technology should depend upon market force i.e. impact of the technology irrespective of amount spent on developing it. 2) Price charged should include all expenses involved in developing it.

Publicity – It is important to identify and then approach buyer i.e. adopt targeted Publicity and not blanket publicity. Specific journal, website, letters to manufacturer, personal selective visit etc. are some common approach which help in locating buyer.

Partnership – this means working along with industry. Partnership – this means working along with industry. Industry takes it up, manufacturer and makes available to Industry takes it up, manufacturer and makes available to society. Partnership are important to ensure your society. Partnership are important to ensure your technology is successfully adopted simply conveying the technology is successfully adopted simply conveying the details may not be sufficient details may not be sufficient.

People's Acceptance – It is no use trying to develop a technology which people will not accept e.g. due to religious reason/social concern etc. genetically modified food, irradiated vegetables processed beef in India, improved capsule made of non-vegetarian material