

Individual Course Details

28) Diffusion of Innovations and Transfer of Technology (DITT)

A. Name of the Institute	National Institute for Micro, Small and Medium Enterprises (ni-msme) (An Organisation of Ministry of MSME, GoI and ISO 9001-2015 Certified)
B. Name/title of the Course	Diffusion of Innovations and Transfer of Technology (DITT)
C. Proposed Dates and Duration of the Course in weeks / months (Dates may be fixed keeping in mind festivals, holidays etc. No request for change in dates, once approved / circulated will be entertained)	10 January 2023 to 21 February 2023 6 Weeks
D. Eligibility Criteria for Participants 1. Educational Qualification 2. Work Experience 3. Age Limit (Min. and Max. age)	Graduation with 3 Years' experience Or Diploma with 5 Years' experience Or Certificate with 7 Years' experience Age: 25 - 50 years
E. Target group	Middle and senior level executives from government departments, ministries, development banks, scientists, IPR professionals and corporations engaged in technology development, dissemination and organizations engaged in startups & techno-based enterprises
F. Aims & Objectives of the Course	<u>AIM:</u> Adopters of any new innovation or idea can be categorized as innovators, early adopters, early majority, late majority, and laggards. Willingness and ability to adopt an innovation depends on adopter awareness, interest, evaluation, trial, and adoption. People could fall into different categories for different innovations. Diffusion and technology transfer must be understood for developing or

	<p>commercializing any good technology. Defining the content of technology, coping with the embedding of technology in organizational contexts, assessing the different effects, dealing with dynamics of implementation, IPR and assessing effects technology transfer will be covered during the course.</p> <p><u>OBJECTIVES:</u></p> <p>This training programme would promote exchange of experiences on technology transfer and commercialization. The participants will develop knowledge and skills in developing and disseminating technology in the society through extension and agritech startups.</p> <p><u>Outcome of the Course:</u></p> <p>After undergoing the training programme participants will understand the dynamics of technology transfer and extension. They will be able to promote effective extension of technology in the society. The training would help to promote startups ecosystem in home country situation</p>
<p>G. Details of Content of the Course</p>	<ul style="list-style-type: none"> • Understanding innovation • History of diffusion of innovation study • Generation of innovations • Innovation development process • Socioeconomic status, equality, and • Innovation development • Innovation-decision process • Attributes of innovations and rate of adoption • Opinion leadership and diffusion networks • The change agent concept • Disruption and Incremental Innovations • Technology transfer in practice • IPR • Government and intellectual property

	support <ul style="list-style-type: none">• Technology transfer facilitation during covid-19 pandemic
H. Mode of Evaluation of Performance of the ITEC Participant	Periodical evaluation of the participants through assignments, quizzes, pre & post assessment on Likert Scale. Assessment of application of the knowledge through preparation of Project report.