

INTENTION TOWARDS ADOPTION OF CLEAN TECHNOLOGY: A STUDY AMONG ORCHARD AND VINEYARD FARMERS



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**By
Subrata Sarkar**

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THESIS ADVISORY COMMITTEE

Prof. Sabita Mahapatra (Chairman)

Prof. Sushanta Kumar Mishra (Member)

Prof. Vikas Goyal (Member)

ABSTRACT

The purpose of the present study was to understand and analyze the drivers influencing the intention to adoption of clean technology among farmers. To increase the farm produce and improve the quality of his farm a farmer has to be open to the concept of agroecology. Farmer feels vulnerable to the concept of clean technology, as they are apprehensive about the risk and cost involved in the process of adoption of such technology. Hence, they seek opinion of others before adoption. The present study attempts to find out the relationship between innovation characteristics and intention to adoption of clean technology. This study had incorporated farmer's innovativeness and trust on surrogate as two moderators, which influence the relationship between innovation characteristics and intention to adoption of clean technology.

Keywords: agroecology, clean technology, trust on surrogate, innovativeness and adoption, intention.