

MODULE 8: DEMONSTRATION 1

TAKING CONTROL OF THE TECHNOLOGY TRANSFER PROCESS

PURPOSE:

- Motivate participants to accept the challenge of BNF technology transfer.
- Identify the recipient of BNF technology transfer.

CONCEPT OF THE DEMONSTRATION

Successful delivery of this training course requires instilling in participants their importance in the technology transfer process. Unless participants realize this key role, farmers will receive no benefit. Each participant must also be able to recognize the real needs, circumstances, and life style of the farmer/recipient. This knowledge will help extension workers to develop appropriate plans and strategies for getting the technology into the hands of farmers.

CONDUCTING THE DEMONSTRATION

A: Motivation

1. Spend some time at the beginning of this module encouraging the participants and praising them for their commitment to learning about BNF technology. The instructor's major task is communicating his or her respect for the participants and their new role. Building rapport with participants will encourage them to participate in later exercises.
2. Have participants test themselves on the attitude questionnaire on page 8-2. After about 5 minutes, ask them for feedback about their experience in the process. This test will help participants become aware of their ability to perform technology transfer tasks. There are no wrong answers in this type of test. Many "no" answers simply implies the need to assign the task of teaching technology transfer to another person whose personality and attitudes are more appropriate to the task.

B: Identifying the technology recipient

1. This can be a pleasant and exciting activity. The goal is to make a list of qualities one could expect in the farmer who would be using inoculants. The group makes a list of typical characteristics (i.e., demographics, farm size, crops, religion, etc.). Although there are several ways to conduct this exercise, one way to begin is to be

prepared with a large sheet of paper on which you have drawn the figure of a person. As ideas are offered, write these inside your drawing. This symbolic representation should be displayed during the entire presentation of **Module 8**. A continuing focus should be the realities of the technology recipient's life, interests, and needs.

2. If there is time, real in-country case studies can be reviewed considering the representative farmer that has been envisioned. Changes may be expected and perfecting the representation can only improve the participants' chances of success in the field.