

## Appendix A

### Technology Innovation Process (TIP) Model

The Technology Innovation Process Model is an over simplified conceptualization of a process that is more complex and exact than is generally recognized. As with any conceptual model, it does not intend to represent reality. It is presented as an aid in understanding and working with reality. It should accomplish three purposes.

1. One is to help understand and explain the process with which research and extension must deal.
2. Another is to stimulate the imagination and help gain insights in managing research and extension.
3. Finally, it will help facilitate communication among all of the different persons involved in designing and sustaining a research or extension effort.

Technology Innovation is defined as an improved technology in general use by farmers. Unless an "improved technology" is put into the production process on a fairly broad scale, it is not an effective innovation in terms of the industry and of agricultural development.

#### I. The Model

The model has eight components, commonly called functions. It appears here as a simple linear process, although in practice that is seldom the case. The model makes conceptual distinctions between functions that may be difficult to identify in practice. It is not necessary to distinguish among the functions in practice, and in fact it may be harmful to try too hard to do so.

1. The World Stock of Knowledge is held in the International Technology Network, largely in the International Agricultural Research Centers and in research and extension organizations of other countries. There is not a formal network with coordination and management, but there is networking activity among some of the entities who hold science and technology knowledge. The World Stock of Knowledge includes folk wisdom and traditional technology as well as scientific knowledge and advanced technology. Some of it is embodied in products--seed, chemicals, implements--some in manuals and books; and some in the minds, intuitions, and traditions of people. Much of it is present in-country. Any country can take advantage of this stock. To a large extent, LDC's do not have to catch UP to the world's technology; they can catch ON to it.