



W04L03: Social-Behavioural Challenges

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Some logical questions...

- ✚ If CASI portfolios are really good, why we are unable to cross take off point?
- ✚ If adopter farmers are appreciating these technologies then why they are not adopting these technologies in their whole land?
- ✚ Why Service providers are not purchasing zero tillage machines?
- ✚ Most of the time we are pushing CASI technologies, why not they are approaching us ?

Beyond Homo Economicus

- We humans behave in complex ways.
- Farmer → Technology → Channel → Social System
- Roger's model
- We try to make rational decisions
- Bounded rationality

Behavioural Economics

- ✓ Nudge + Demonstration
- ✓ Heuristics
- ✓ Cognitive Bias
- ✓ Social Norms
- ✓ Social Influence
- ✓ Loss aversion

- ✓ Irrational Decision/Misbehaving
- ✓ Dual system theory
- ✓ Innovativeness
- ✓ Recognition
- ✓ Altruistic behaviour