

# Discuss the trends of Technological Environment in India

After Independence, India had basic problems like poverty, unemployment and development of India. India Govt. has taken many following steps for technological development.

1. Establishment of technological and research institute.
2. Positive Technical policy
3. High Growth Rate of Information Technology in India.
4. Incentive for promoting Technology in India.

Technological factors affecting business and their environment.

- (i) Organisational change
- (ii) Business Processes
- (iii) SCA (Sustainable Competitive Advantage)
- (iv) Costs involved
- (v) Efficiency
- (vi) Information Security / Contingency Planning

## Technology Innovation for Environmental & Economic Process.

- Innovation is the application of new solutions that meet new requirements, inarticulate needs, or existing market needs.
- This is accomplished through more effective products, process, services technologies or ideas that are readily available to markets, gov. & society.
- The process of translating an idea or invention into a good or service that creates value or for which customers will pay.
- In business, innovation often results when ideas are applied by the company in order to further satisfy the needs and expectations of the customers.
- Innovation is differ from invention or improvement.
- Technological change can't occur naturally or automatically because any change is neither easy nor natural in organizations.

Meaning of Technology The word technology means know-how.

It is oftened with knowledge about machines and process and defined as the know-how to transfer from ideas into goods and services for the satisfaction of customers.

Dynamics of Technology Change: maybe three types

1- Invention of a new product

2- Innovation, and

3- Diffusion

- Technology innovation and Development as a driving force of competitiveness and Development often ~~bring~~ lead to necessary investment in R&D.
- Customer needs and expectations may also influence technological orientation and R&D effort of firms.
- Choice of technology may be decided on the basis of certain demand related to the development of large scale of production.

### Technological Environment

- The type of technology in use, the level of technological developments
- The speed with which new technologies are adopted & diffused.
- The type of technologies that ~~are~~ appropriate, the technology policy etc. are imp. to business.
- Advance in technology may also cause relocation of production.

Factor

(i) Option available in technology

(ii) Technology selection