

## **TECHNOLOGICAL PERCEPTIONS OF THE SOCIETY: INFLUENCING FORCES AND FACTORS IN CASE OF BIOTECHNOLOGIES IN INDIA**

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### **ABSTRACT:**

Among the several core technologies that have emerged in 20<sup>th</sup> century, 'Biotechnology' is being considered as the key technology for human development in future. Since the trend of resource, specifically natural resources, driven economic growth is gradually slipping its phase, the widely acknowledge element that could steer the economic growth in the world is 'Technology.' Despite the societal imminent dependency on technologies for its survival, people are developing varied perceptions over technologies. The technological perception of the society is greatly influenced by various socio-demographic and cultural factors which shaped the evolution of society with mutual interactions. The recent apprehensions over the release of GM food crops like Bt. Brinjal and Bt. Rice and Bt. Tomato gives are the best example of societal technological perceptions and their repercussions over adoption of technological innovations. There are various biotechnological innovations like Recombinant DNA technology are being resisted for adoption by the society due to improper communication about risks and benefits that would accrue in long-term. Hence it is imperative to the state to undertake various measures that could promote fair scientific governance in the country. In this research paper we tried to explore the factors and forces that could determine societal perception over technological innovations like biotechnological innovations. In this study we observed that the technological perception of the society is shaped through and determines by the factors like technological risk communication; perceived need of the technology; perceived technological validity; cost and benefits of the technology; risk profile of the technology, etc.

**KEYWORDS:** core technologies, Biotechnologies, DNA technology.

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