

Diffusion of Innovations in Communication in Developing Countries

Executive summary

The communications sector has always been innovative, with major milestones from speech and symbols to wireless network based and software based communication systems. With more sophisticated technologies, information sharing is becoming very effective and economical. Greater amount of data can be transmitted at higher speed and long distances. These innovations contribute to the economy of a country by generating significant revenue and providing employment. They benefit countries in so many ways in various sectors like agriculture, medicine, education for sustainable development of the society.

In spite of a large number of available innovations, developing countries have been struggling with so many issues like poverty, corruption, hunger, illiteracy, child mortality, unemployment and gender inequalities, which disrupt the development. Many non-profit organizations like UNECEF are trying to resolve these issues methodically. To overcome these issues and achieve targets at faster rates, these organizations are using innovations in communication as the best tool as they enable rapid sharing of information and knowledge. But these countries face number of socio economical challenges in adapting and accessing innovative technologies. This report emphasizes most common issues involved in diffusion of innovations in Developing Countries. It also provides potential benefits that can be obtained with the help of these innovations. It also and tries to provide some recommendations to overcome these challenges.

People in these countries have to be educated by providing free workshops and training. And also, people should be motivated to adapt to the new technologies for the betterment of the society. These technologies should be gradually promoted by focussing on available capabilities and resources. There should be some Information and Communication Technology related organizations should be encouraged to invest directly or indirectly in these countries.

To start promoting innovation in communication services in Developing Countries , it is a smart idea to focus on different sections of the government with the focus on agriculture section first since agriculture is the major job among the majority of people in Developing Countries. It is also very important to apply the lessons learned from previous project to prevent the occurrence of the same mistakes. Well-known companies in telecommunication systems can be invited to invest in some of the Developing Countries and provide free workshops and training sessions for the local people. They can educate people in those areas and familiarize them with the advantages of the high-technology environment in their day-to-day life. These companies can also send local people to Developed countries and let them globally be informed and trained around the modern technologies and innovations.