

Criteria for Product Selection
International Development Enterprises India, March 2011

Most Preferred	Maximum	Mostly	Somewhat	Least	Least Preferred
Who is the customer?					
Rural Poor Small holder farmer family					Urban poor
Who makes the decision for obtaining the technology?					
An Individual (household)					Group/Community
How subsidized is the technology?					
Full cost borne by the customer					Technology is a gift/highly subsidized
How affordable is the technology?					
Highly affordable					Not within easy means of the target audience
How is the technology delivered?					
Through the private sector					Government agencies, NGOs, SHG etc
What roles does the market play?					
Completely Market Driven					No direct role
Is the technology solving farming related problems?					
Directly related to farming issues					Not related to farming
Does the use of technology lead to income generation?					
Capacity to generate high net income					Only saves income
Is the technology environmentally sustainable?					
Highly sustainable					Not sustainable at all
Is the technology gender friendly					
Directly favors women					Is not gender friendly