

**How Intensity of Exposure to an Innovation Affects Patterns of Adoption and Impacts:  
Experimental Evidence from Bangladesh on the System of Rice Intensification**

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**Abstract**

The System of Rice Intensification (SRI), a set of rice management practices, has demonstrated dramatic potential for increasing rice yields in observational studies across Africa and Asia. We study the adoption, impact and disadoption of SRI using a detailed dataset from the first repeated large-scale randomized controlled trial with randomized exposure intensity from rural Bangladesh. We find that SRI training has significant, positive effects on SRI uptake, rice yields/profits and household well-being. The effects of SRI adoption on rice yields (21-24%), profits (17-19%) and other multiple indicators of household welfare are positive and large. Repeated training is also found to induce more farmers to adopt the SRI and less to disadopt. Our findings also indicate that diffusion of SRI is nonetheless modest, about 12% adoption over two years among untreated farmers in treatment villages.

**Speaker Profile**

Debayan Pakrashi is an applied micro-economist interested in Behavioural Economics, Health Economics and Economic Development. His current research focuses on labour market outcomes, impact of microcredit programs on household decision making, the role of peer effects and social networks in technology adoption and diffusion and the socio-economic determinants of health, mental health and life satisfaction. Currently, he is working as an Assistant Professor in the Department of Economic Sciences at the Indian Institute of Technology Kanpur. Prior to joining IIT Kanpur, he was an Australian Research Council (ARC) Discovery Research Scholar working on the Rural-Urban Migration in China and Indonesia (RUMiCI) project under the supervision of Professor Paul Frijters in the School of Economics at the University of Queensland.