



Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Source of Food supply

Organic farming



Source of Livelihood

Application of manure, pesticides, fertilizers to the crops

Sprinkler & drip irrigation

Agriculture is the backbone of Indian economy



India's Agricultural Crop Production Analysis (1997-2021)

Preparation of the soil

Improved water management system

Use Natural fertilizer



Sowing of seeds



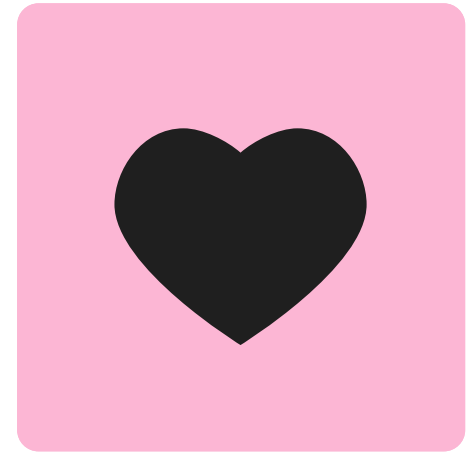
Improving Irrigation facilities

India's food grains record 315.7 million

DEveloping agri infrastructure



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?