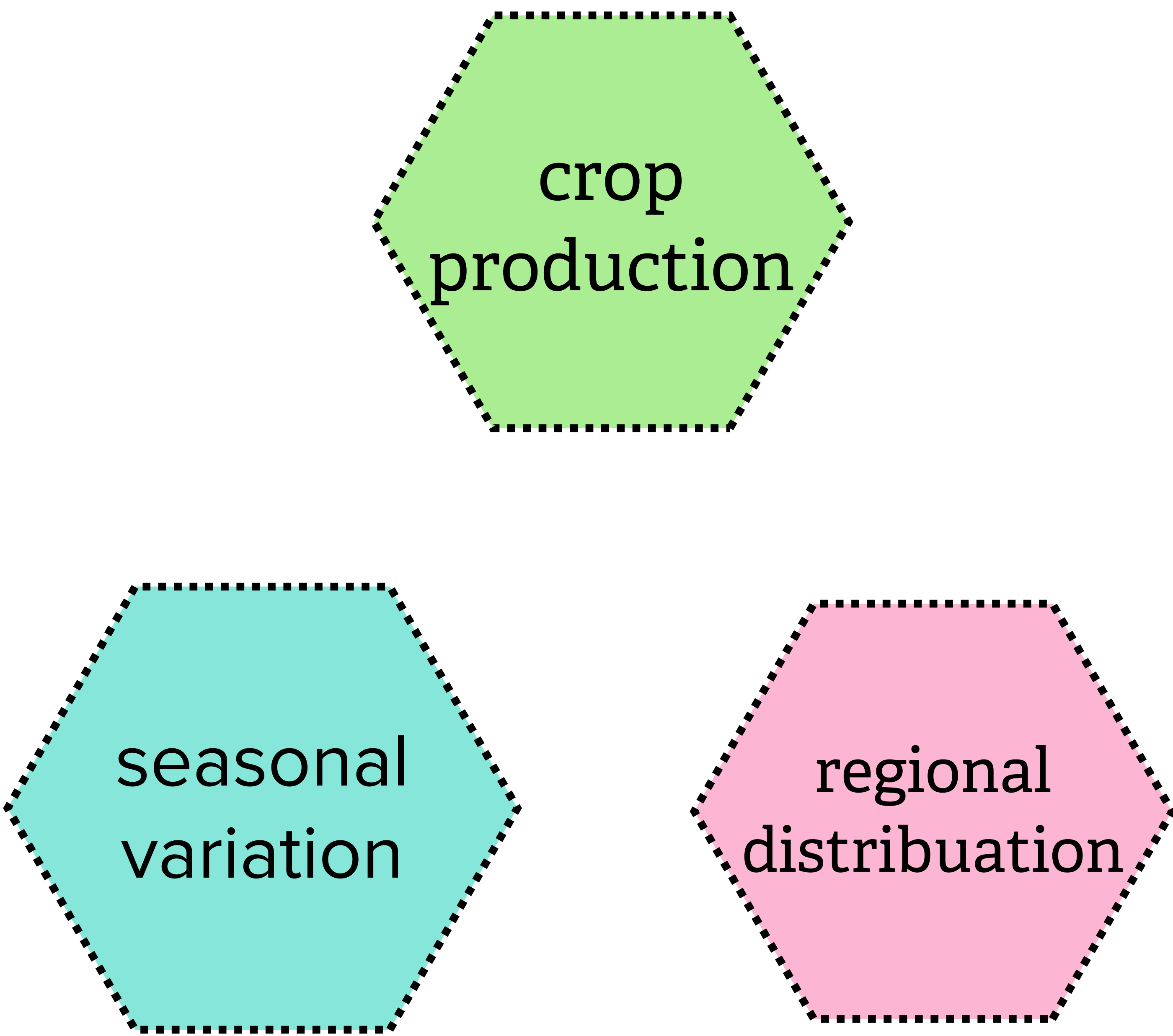




Says
What have we heard them say?
What can we imagine them saying?



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



NEEDS:Increasing yields, diversification to higher value crops, and developing value chains to reduce marketing costs

DREAM:Achieving high growth by rising productivity, sustainability of agriculture

HOPES:Increase agricultural productivity and household income for small holder farmers

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

Among the food grain crops, the area under superior cereals, i.e., rice and is increasing cereals is on decline

The area share of jute and allied fibres has alone gone down substantially

Like any other economy the share of agriculture in the GDP is also declining in India

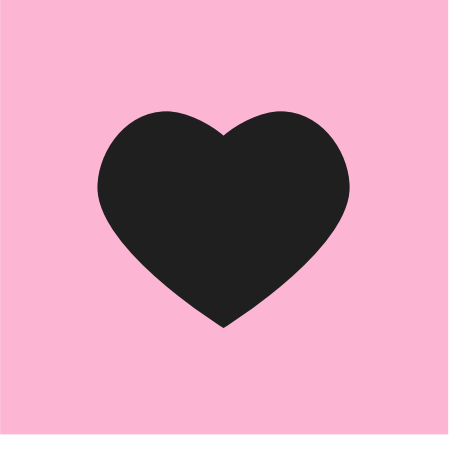
Small and fragmented land holdings

poor irrigation facilities

Lack of Marketing and storage facilities



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?