

Says

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

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



Thinks

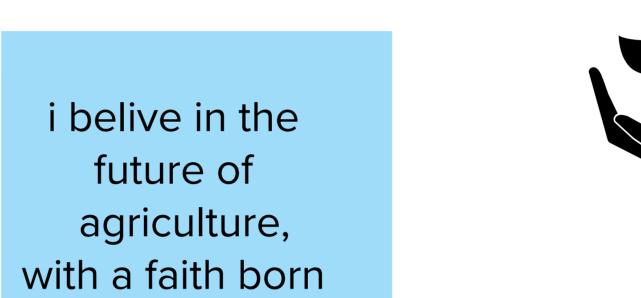
farming for subsistence which makes scale of economy in question with majority of small holdings

less use of technology, mechanisation and poor oroductivity forwhich frist two points are of major concern



according to 2010-11 agriculture census, the total number of operational holding was 135.35 million with average size of 1.15 hectares (ha). of the total holding, 85 per cent are in marginal and small farm caregories of less than 2 ha

the future of agriculture in a changing world



not of words but

of deeds

farming is a profession of hope

Farmer

many of the workers will be taken out of the sector



priority will be given to best water managment technology

new technology
with latest
innovation and
mechineries will
be introduced

productivity will increase and import also may increase due to increased deman

ivil unrest may
happen becasuse
many of the
existing workers
will be removed
from the sector



local requirements will be met by imports



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?

