What can we imagine them saying? want better education about the crops which will promote higher yield in a short period

What have we heard them say?

need solid recommendations and good agricultural practices to be provided by the government for the cultivation of crops.

Thinks that subsidiary plans, insurance schemes, bank loans will help to give a better result every year.

Thinks that India has a better yield than other countries even in tough Times

## Says

trust in natural farming which wilk maintain the soil fertility rather than using chemical fertilizers and pesticides.

want my nation to be self-sufficient with food security rather than exporting to other countries.

Thinks

Thinks that they can still take risk even though there was a failure in a particular year.

FARMERS,

ECONOMISTS,

**BUSINESS PEOPLE,** 

**POLICY MAKERS** 

AND

RESEARCHERS

Feels sad about

the decreasing

percentage of

over years.

agriculture sector

Thinks that the right motivation should be given for the upcoming generation to engage them in crop production.

Focus on research ideas and measures taken in other states and to implement the same.

**Expand their** business in the region where crop yield is high.

Feels responsible for the economic development

of the country. people involved in

Feels happy when nature gives hand to their plans and crop yields are well received by the people.

Does

Prepares new strategies according to the climatic changes with the help of modern science technologies.

Specific crops only will be chosen to be cultivated which is suitable for a particular region.

Feels

Feels worried about the drastic changes in the climate and the pollution made by the human society which directly or indirectly affect the production.

Feels benefitted by the bank loans, schemes, tax exemptions by the government in tough times.

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









