



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?



To generate employment in order to combat vagaries of unemployment problem.

Agriculture is the backbone of our country's economy.

Supporting livelihoods through food,habitat,and jobs.

Agriculture is the main source of income for major part of our country 's population.

Achieving high growth by raising productivity.

Sustainability of agriculture.

Agriculture is the mainstay of Indian economy because about 60% of our population depends directly or indirectly on agriculture.

Agriculture is one of the major sectors of the indian economy.

It is present in the country for thousands of years.



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?