INDIA’S AGRICULTURAL CROP PRODUCTION

[1997-2021]

# INSIGHTS:

# The agriculture sector employs nearly half of the workforce in the country. However, it contributes to 17.5% of the GDP (at current prices in 2015-16).

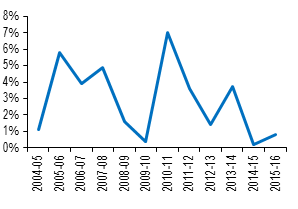
Over the past few decades, the manufacturing and services sectors have increasingly contributed to the growth of the economy, while the agriculture sector’s contribution has decreased from 15.4% in 2015-16.

India’s production of food grains has been increasing every year, and India is among the top producers of several crops such as wheat, rice, pulses, sugarcane and cotton. It is the highest producer of milk and second highest producer of fruits and vegetables.  In 2013, India contributed 25% to the world’s pulses production, the highest for any one country, 22% to the rice production and 13% to the wheat production.  It also accounted for about 25% of the total quantity of cotton produced, besides being the second highest exporter of cotton for the past several years.

# AGRICULTURAL CROP PRODUCTION:

Agricultural productivity depends on several factors.  These include the availability and quality of agricultural inputs such as land, water, seeds and fertilizers, access to agricultural credit and crop insurance, assurance of remunerative prices for agricultural produce, and storage and marketing infrastructure, among others.  This report provides an overview of the state of agriculture in India.  It discusses factors related to the production and post-harvest activities in agriculture.

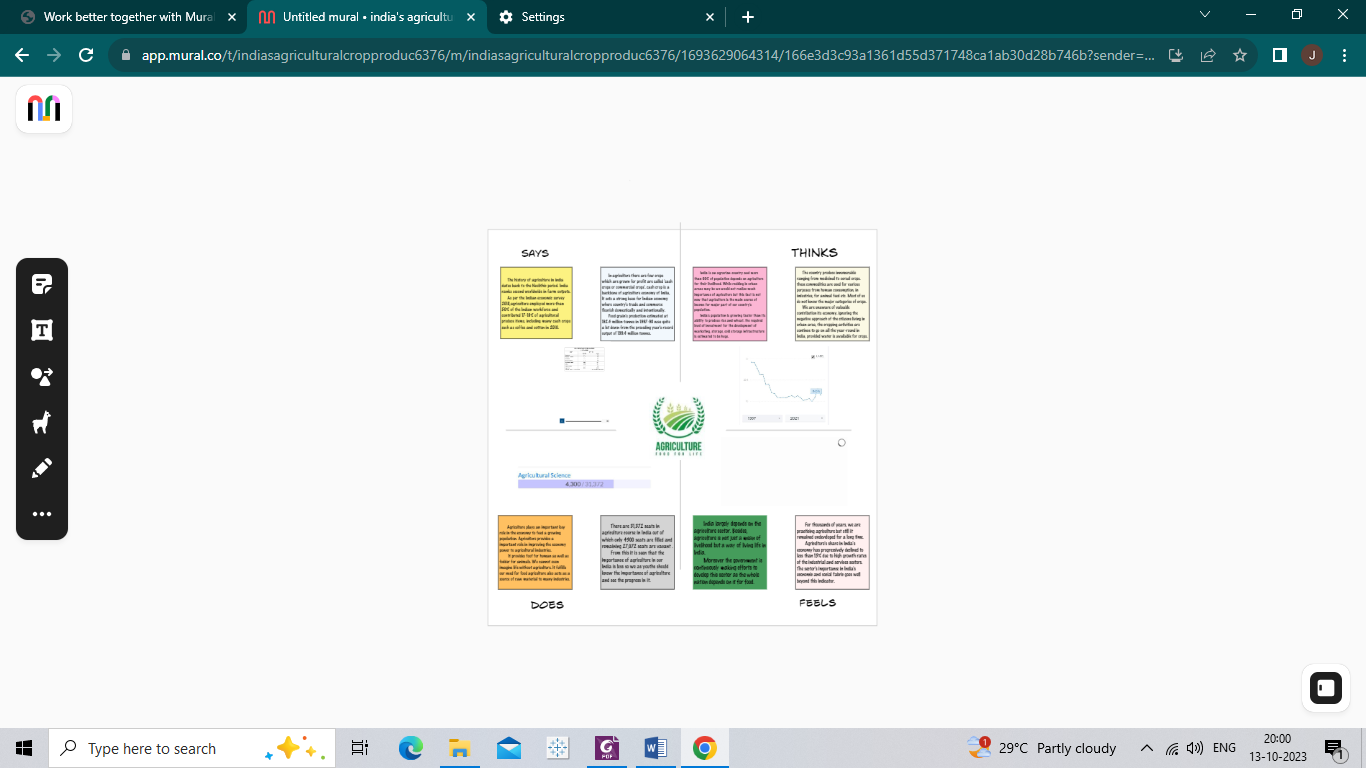
As of 2009-10, more than half of the total workforce (53%) of the country, i.e. 243 million persons were employed in agriculture. The share of population depending on agriculture for its livelihood consists of landowners, tenant farmers who cultivate a piece of land, and agricultural labourers who are employed on these farms.  Agricultural output has been volatile over the past 10 years, with annual growth ranging from 8.6% in 2010-11, to -0.2% in 2014-15 and 0.8% in 2015-16.



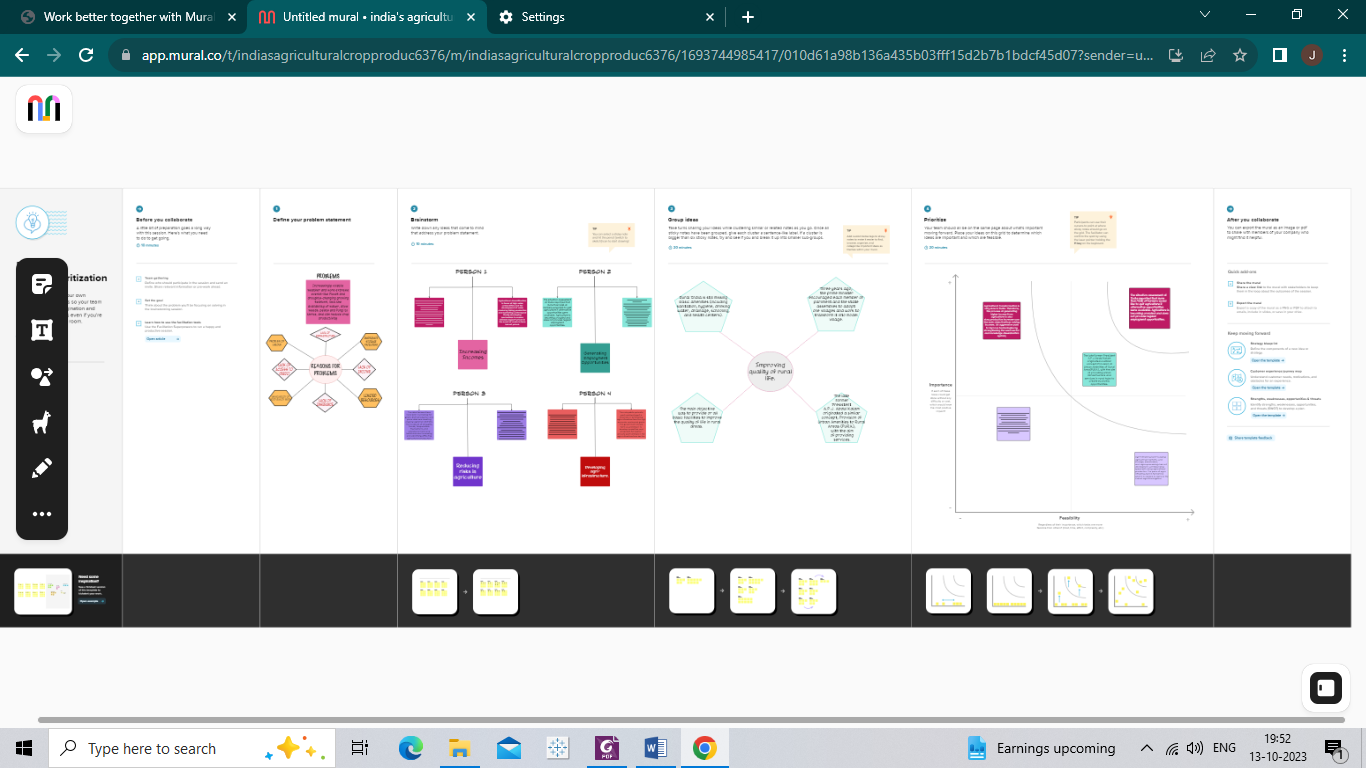
# GROWTH IN AGRICULTURAL SECTOR [%]

The agriculture sector’s contribution to the Gross Domestic Product (GDP) decreased from 54% in 1950-51 to 15.4% in 2015-16, while that of the services sector increased from 30% to 53%.While the agriculture sector’s contribution to GDP has decreased over the past few decades, the contribution of sectors such as manufacturing (employing 10.5% of the population) and services (employing 24.4% of the population) has increased.

**EMPA**T**HY MAP:**

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**BRAINSTORMING:**

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# ADVANTAGES:

# EMPATHY MAP:

Helps in understanding the customer: By creating an empathy map, you can get to know the customer better and understand their needs, wants, thoughts, and feelings.

Empathy maps also help in creating customer-centric products and services: By understanding the customer better, you can create products and services that are tailored to their needs.

It is great for identifying customer pain points: By understanding the customer better, you can identify customer pain points and address them to create a better customer experience.

It helps in creating better customer experiences: By understanding the customer better, you can create better customer experiences that will keep them coming back

# BRAINSTORMING:

It is possible to refine the ideas of different people for a better solution to the problem.

It allows people to use maximum creativity to find solutions.

It increase harmony among people in reaching to a feasible

The person participating may not be highly qualified or a consultant but may find a solution.

This method is easy to understand and not a complicated technique.

Generated ideas and solutions may be used elsewhere also.

# DISADVANTAGES:

# EMPATHY MAP:

The first limitation is that empathy maps are limited in scope. They are designed to capture the needs and perspectives of a specific audience, but may not capture the needs and perspectives of other stakeholders. For example, an empathy map created for customers may not capture the needs and perspectives of employees or suppliers.

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Empathy maps rely heavily on assumptions. The data used to create empathy maps may not be accurate or complete, which can lead to incorrect or incomplete insights.

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The third limitation is that empathy maps may not provide actionable insights. While empathy maps can help to identify the needs and perspectives of customers and users, they may not provide actionable insights on how to address those needs and perspectives.

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Lastly, empathy maps can be time-consuming and expensive to create. Creating an empathy map requires the collection of data and input from multiple stakeholders, which can be both time-consuming and expensive.

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# BRAINSTORMING:

Some dump ideas may also be accepted for evaluation.

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Overlapping of ideas is possible.

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Some emotional and environmental mental blocks are possible e.g. unease with chaos, fear of criticism, and perpetuation of incorrect assumptions.

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It transforms brainstorming sessions into chaotic scavenger hunts.

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It permits a small group of individuals to control the discourage.

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It promotes excessive group thinking and little thoughts.

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Some Participants are quieter and don’t like to speak spontaneously in groups.

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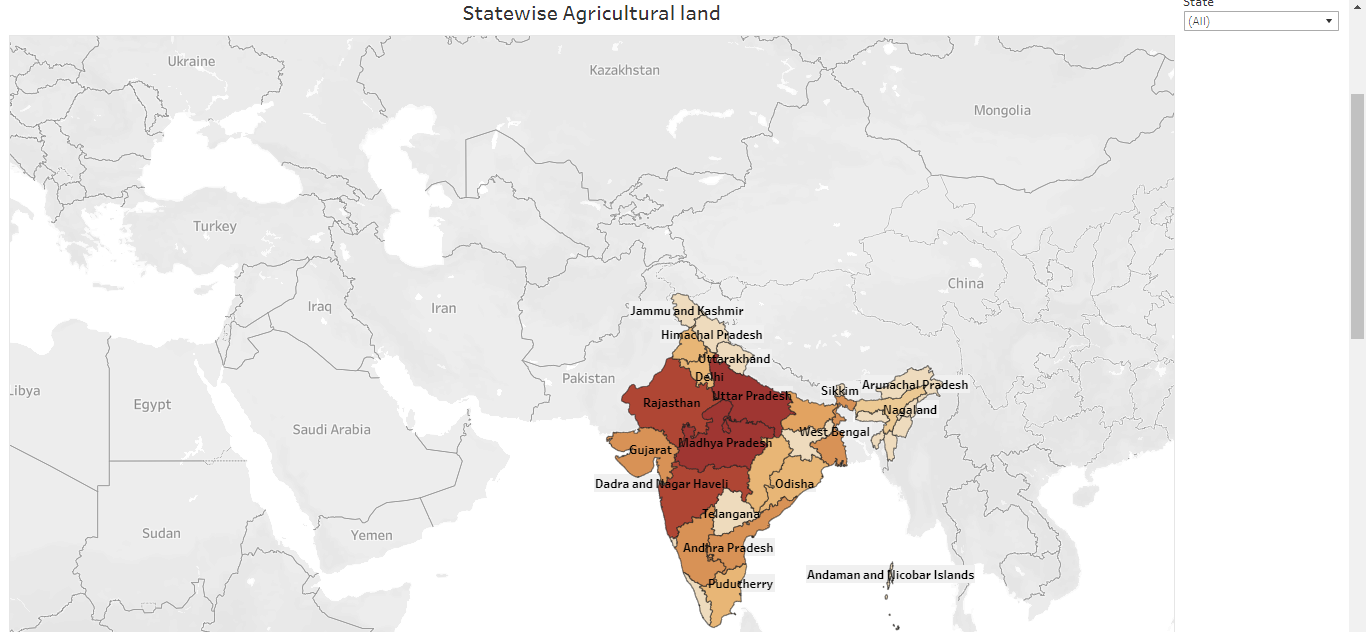
It’s not possible to cover all risks by brainstorming.

QQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQQ

# TABLEAU PROJECT:

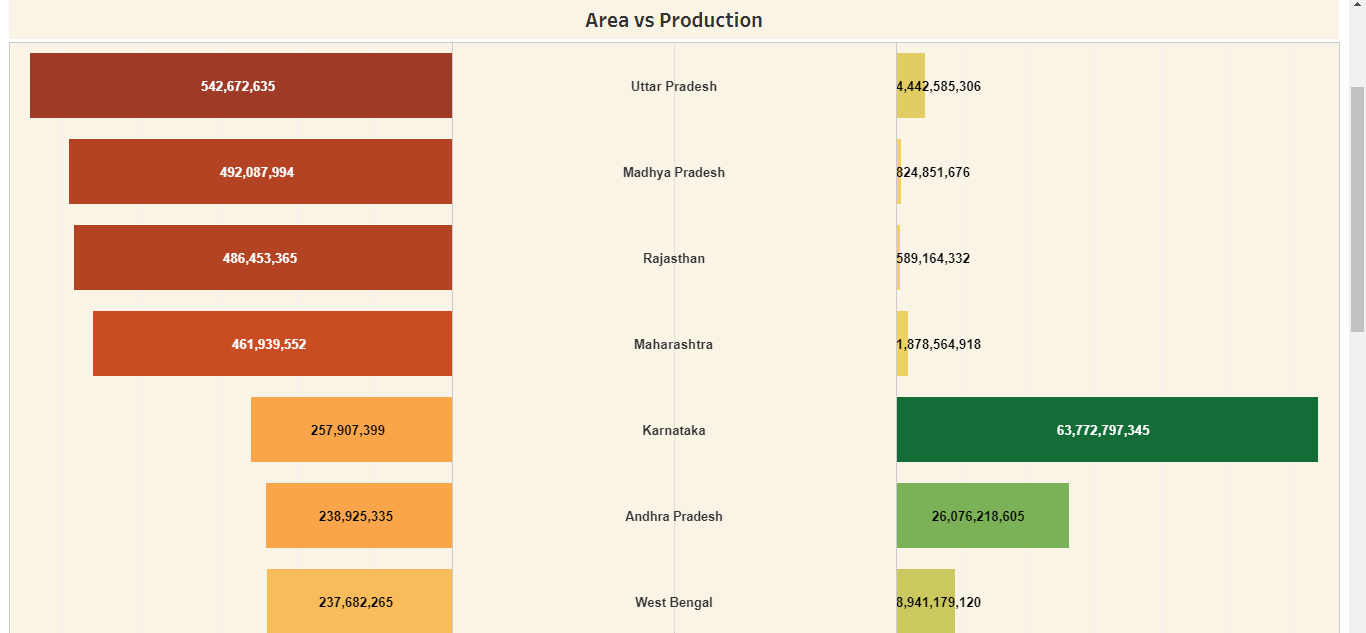
SHEET 1:

**STATEWISE AGRICULTURAL PRODUCTION**

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SHEET 2:

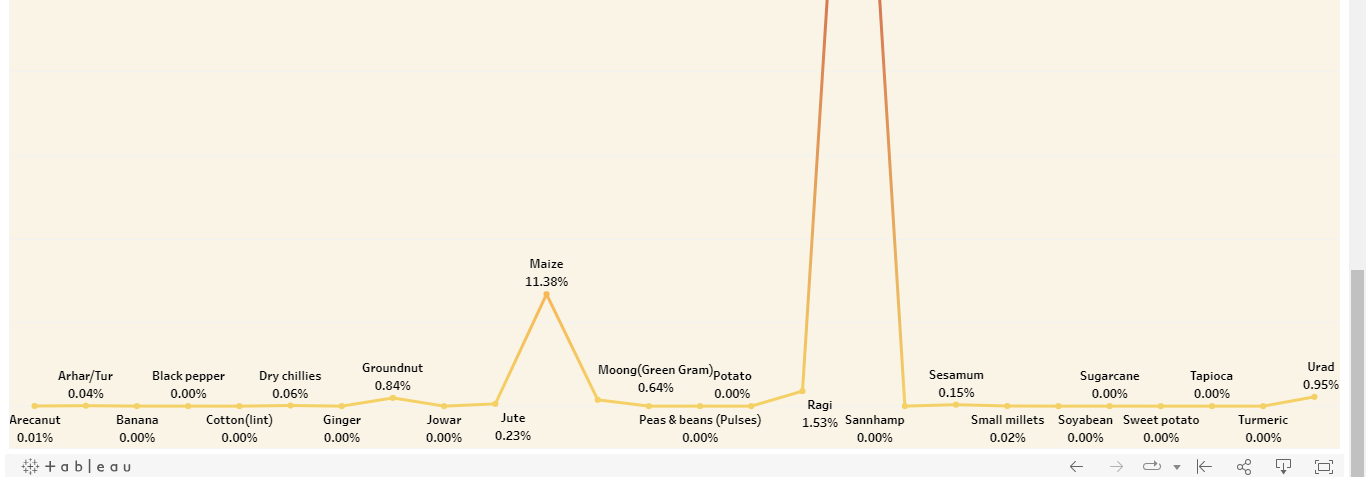
**AREA VS PRODUCTION**

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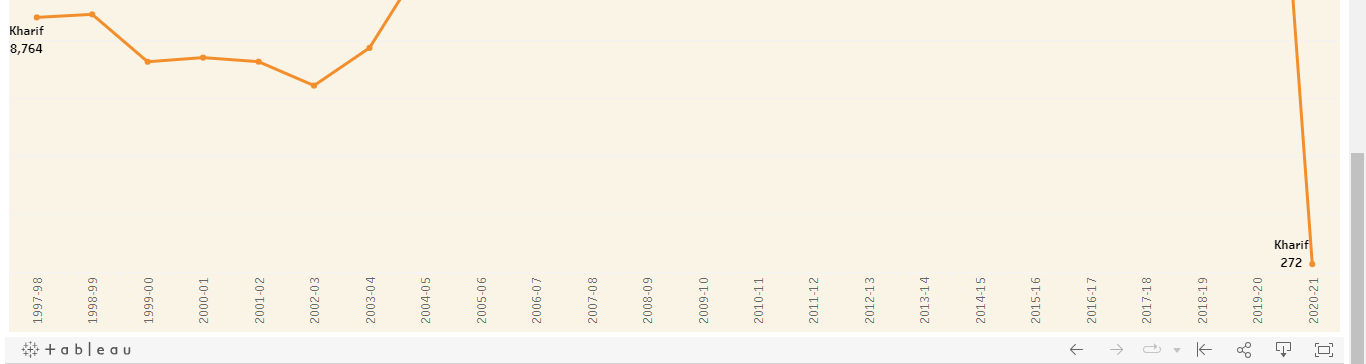
SHEET 3:

**SEASON BASED CULTIVATION AREA:**

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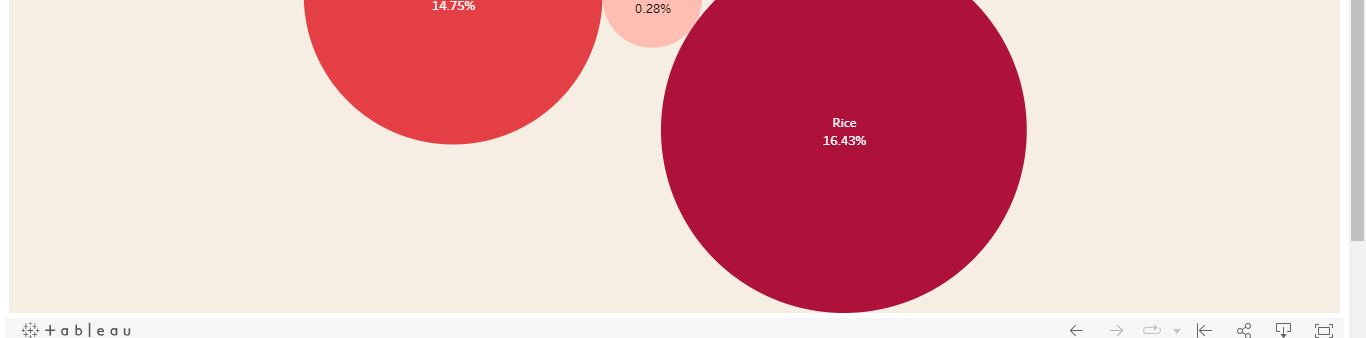
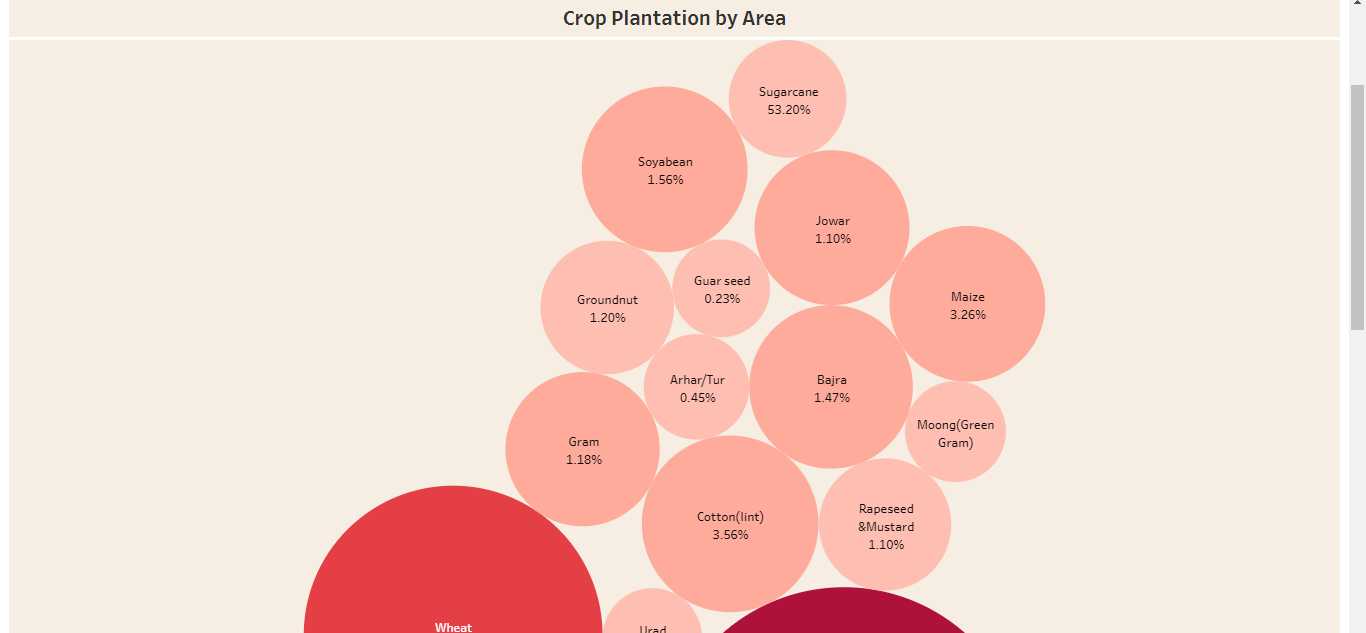
SHEET 4:

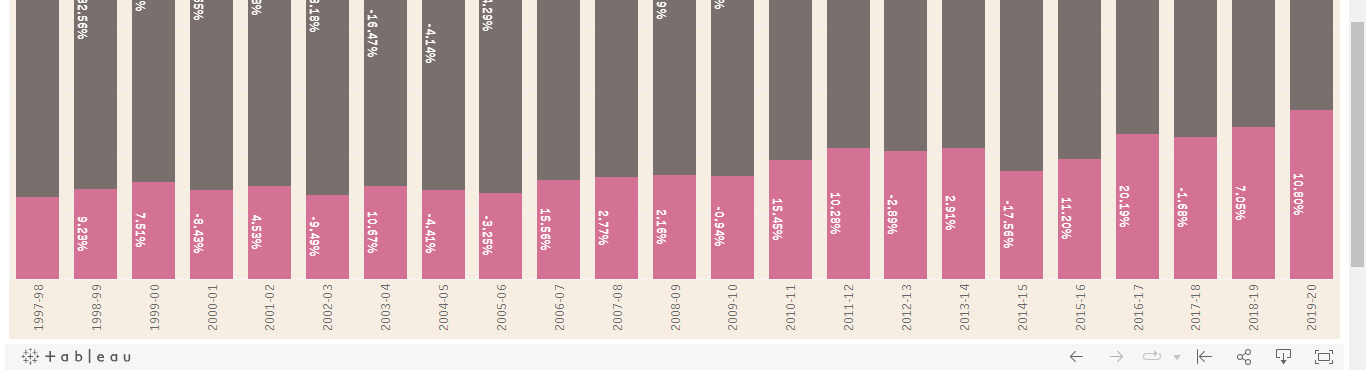
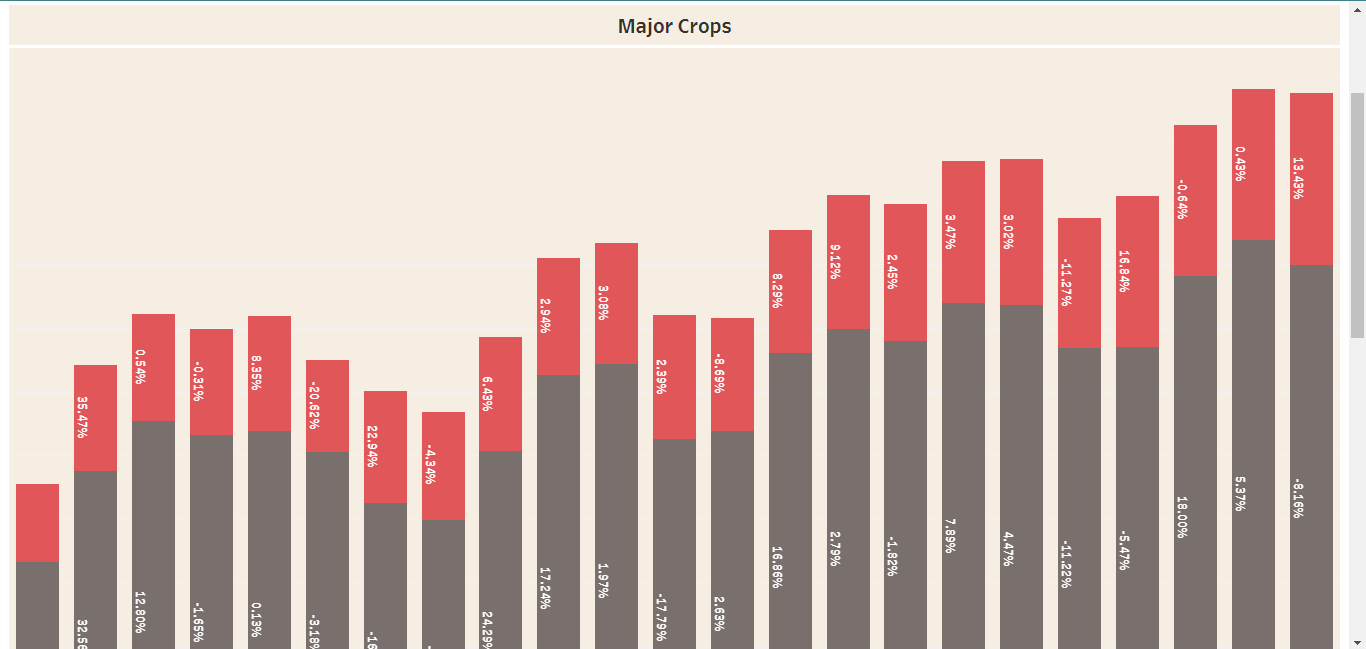
**YIELD BY SEASON[KHARIF]:**

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SHEET 5:

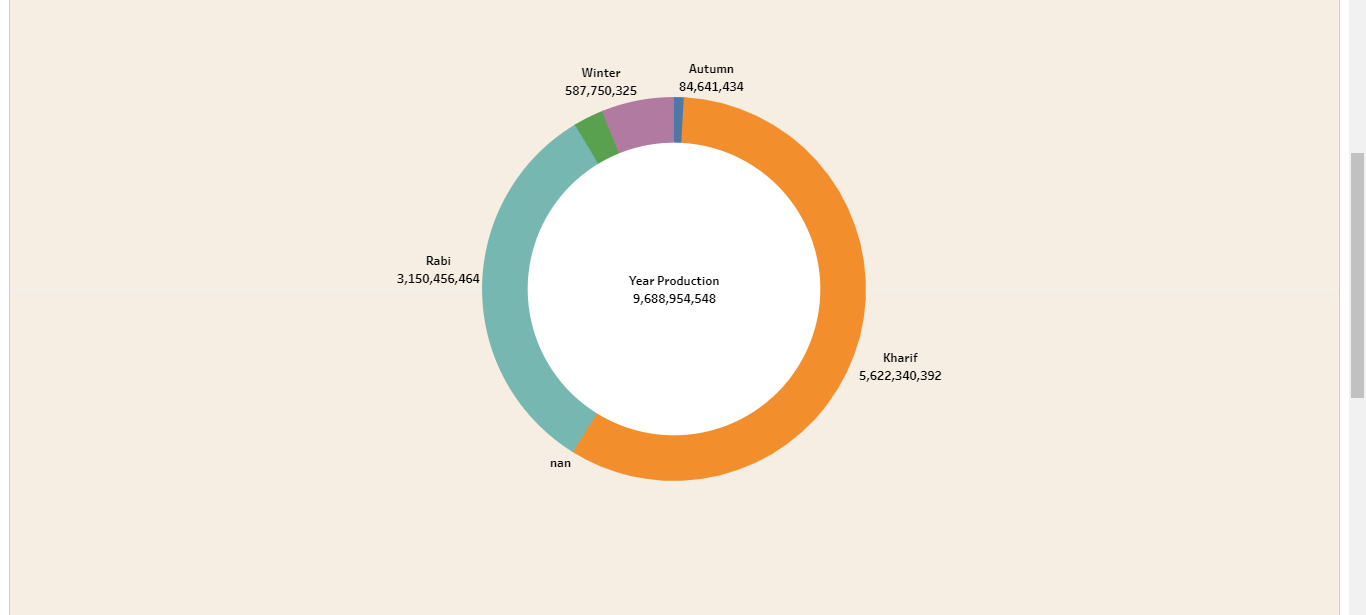
**CROP PLANTATION BY AREA**

****SHEET 6:

**MAJOR CROPS: **

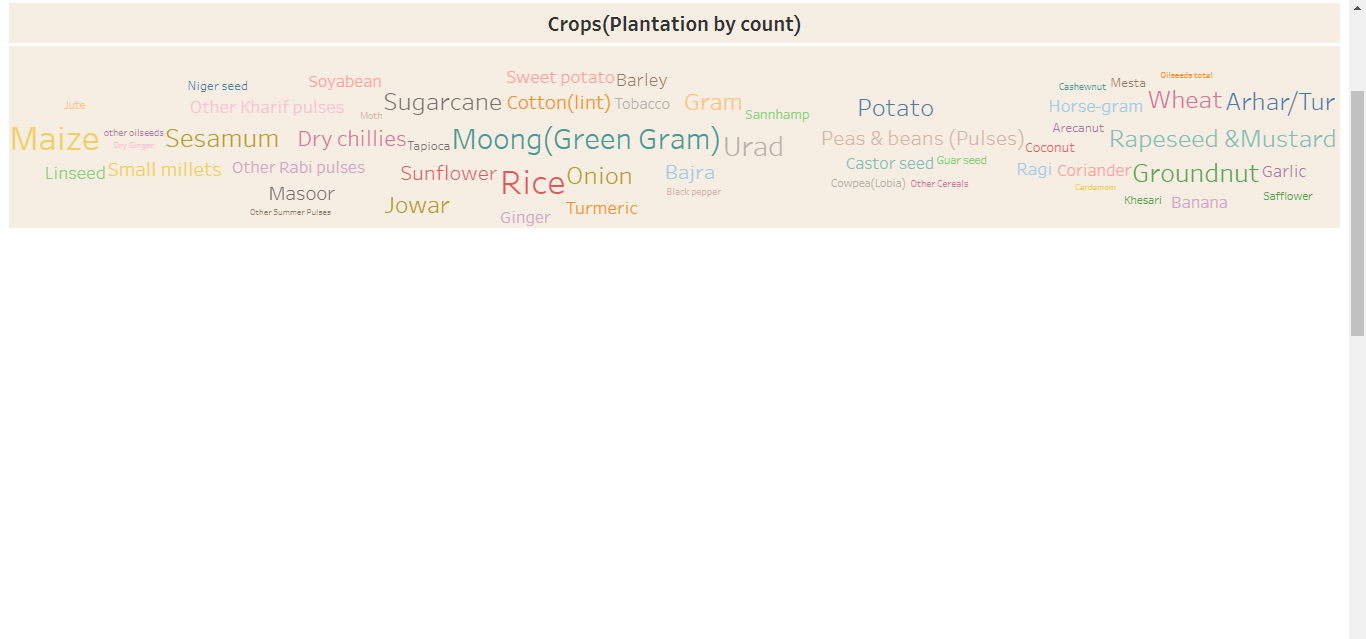
SHEET 7:

**SEASON WISE PRODUCTION:**

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SHEET 8:

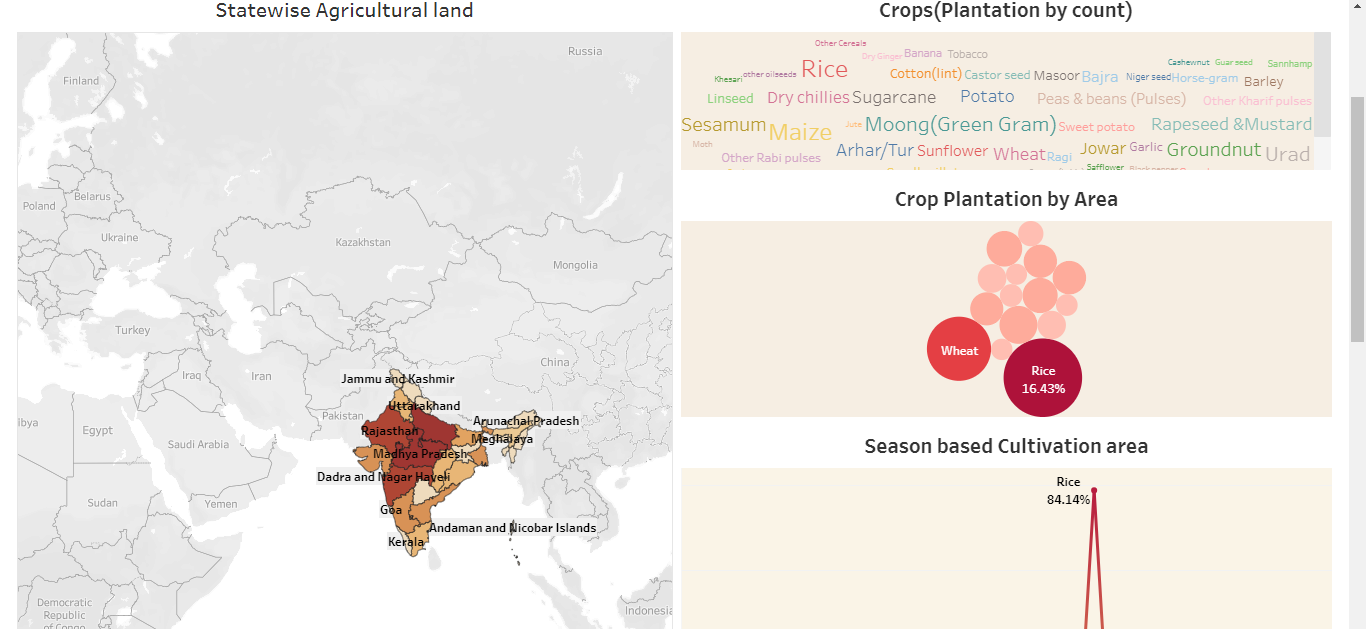
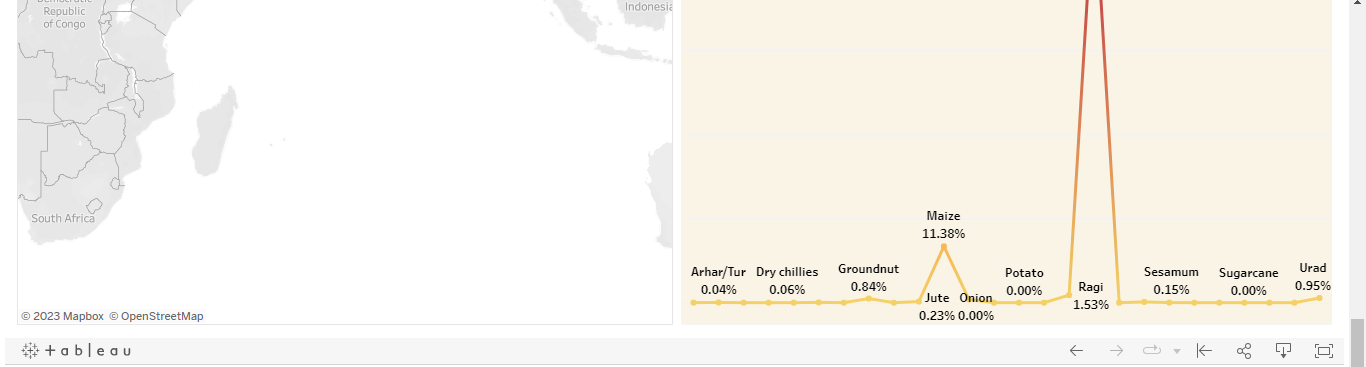
**CROPS(PLANTATION BY COUNT):**

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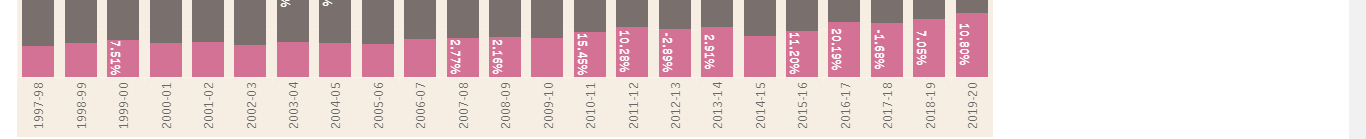
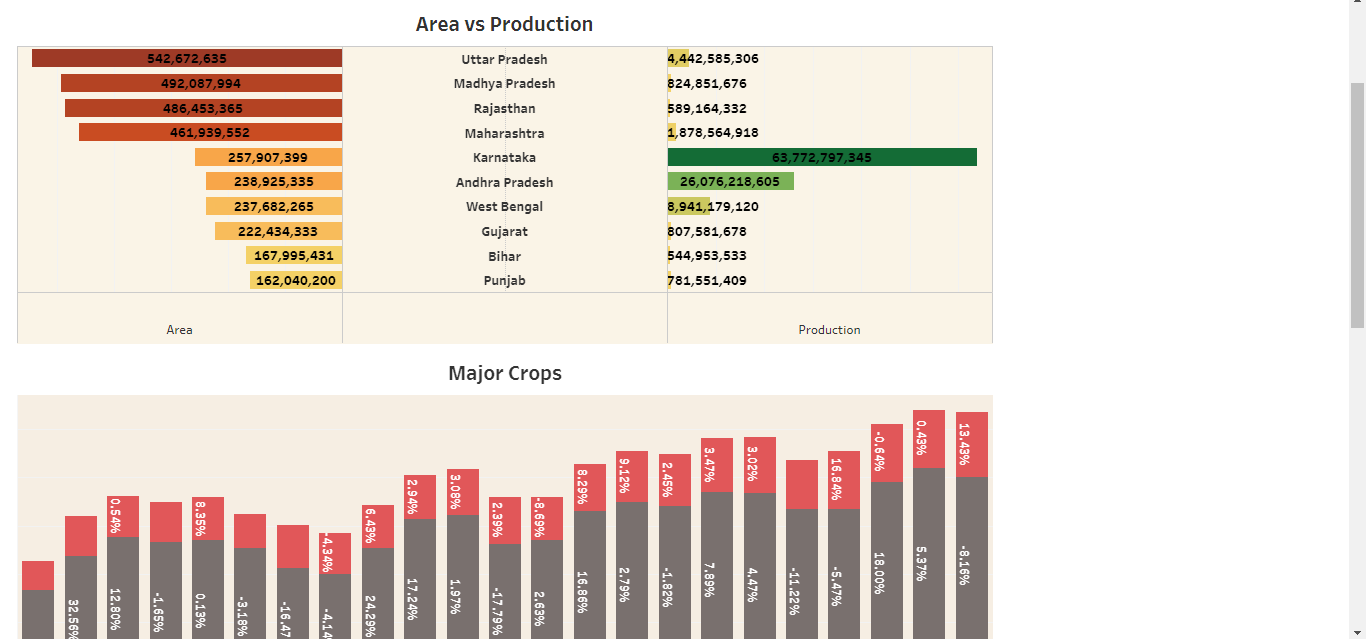
Next we move into the dashboard

DASHBOARD 1:

**AREA CROPS STATEWISE:**

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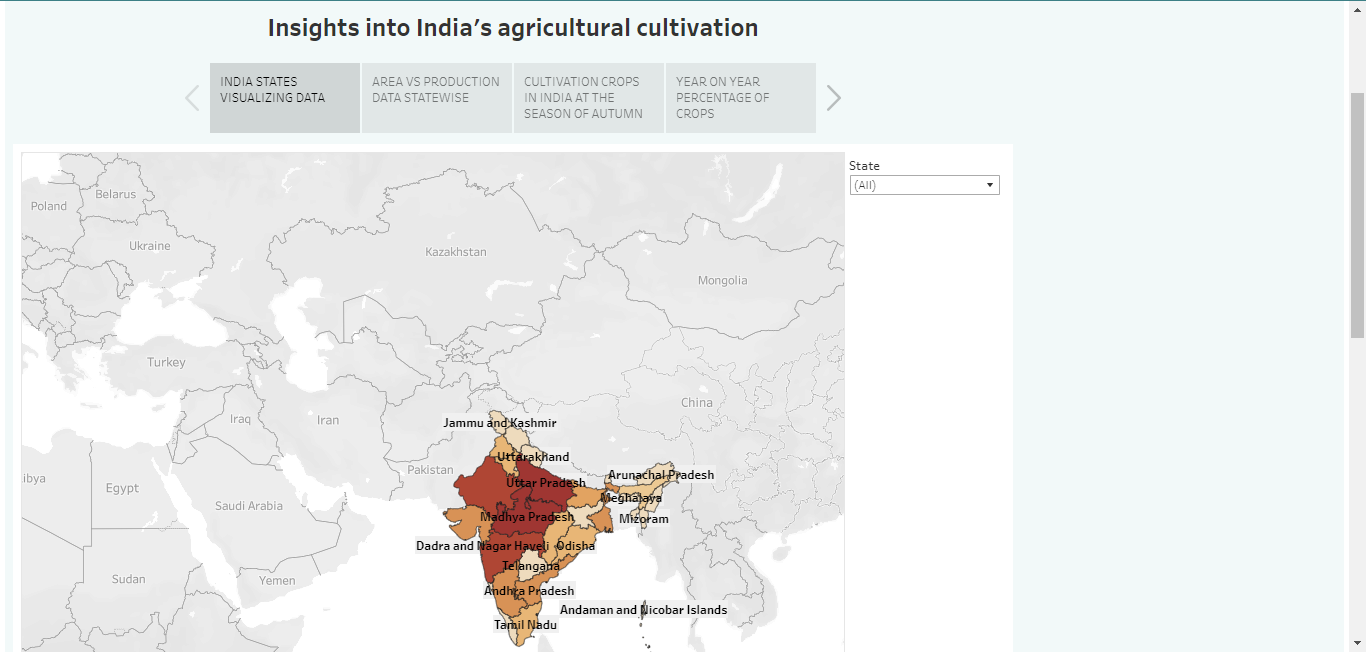
DASHBOARD 2:

**CROPS PRODUCTION AREA AND YEAR: **

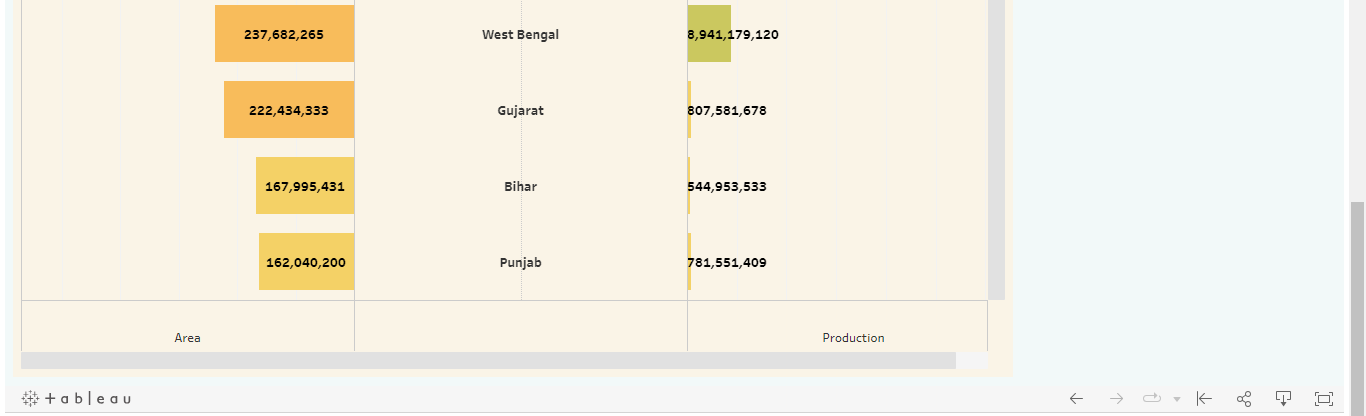
Next we move into story

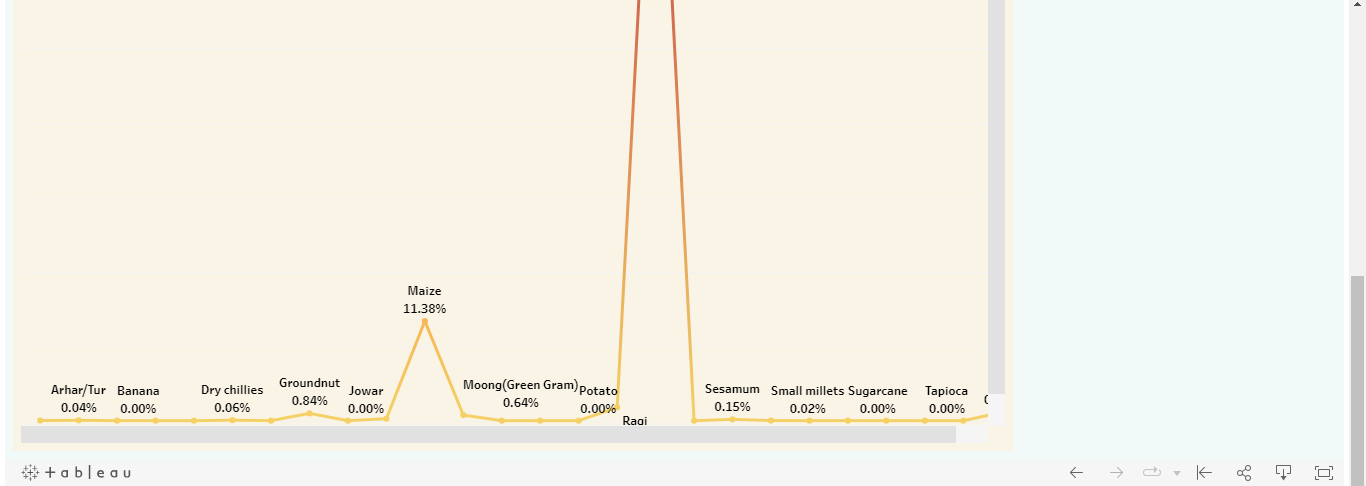
STORY 1:

**INSIGHTS INTO INDIA’S AGRICULTURAL CULTIVATION:**

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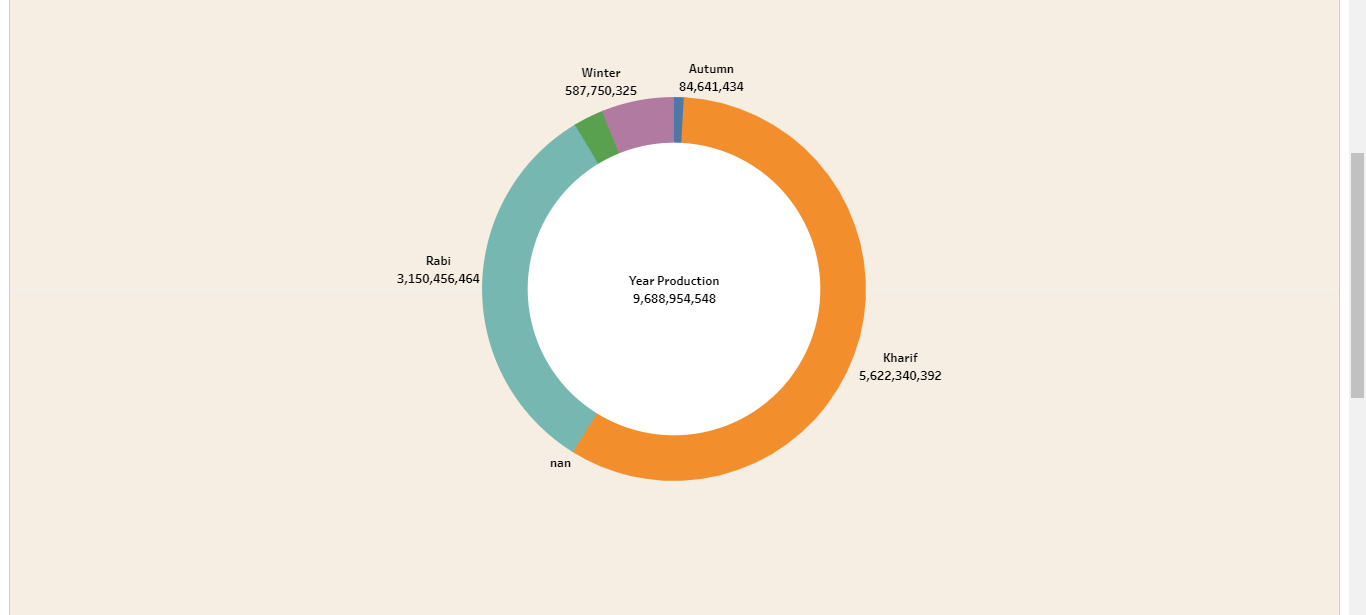
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STORY 2:

**INSIGHTS INTO AGRICULTURAL CULTIVATION:**

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