

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?



Agriculture
can be the
primary
occupation of
the people of a
country

Production of food crops is the first priority of farmers in India

India is among the top three global producers of many crops production

The sector plays a critical role in the country's bioethanol sector

Commerially importance

Farmer's access to service

Thinks



Supporting livelihoods

Because of urban settlement agricultural land becoming less

Building strong economies through trade

Source of food supply

Pressure on agriculture because of population of people

Need of precision farming



Does

What behavior have we observed? What can we imagine them doing?



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



