



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?

2. ***Challenges and Diversity***: The sector faces challenges such as fragmented land holdings, weather uncertainties, and lack of modern technology adoption.

1. ***Significant Sector***: Indian agriculture plays a crucial role in the country's economy, employing a significant portion of the population and contributing to GDP.

3. ***Policy and Modernization***: Indian agriculture has seen policy initiatives aimed at boosting productivity, improving rural livelihoods, and ensuring food security

2. ***Challenges***: Despite its significance, Indian agriculture faces challenges such as outdated farming practices, water scared.

3. ***Technological Advancements***: In recent years, there's been a push for agricultural innovation and technology adoption.

1. ***Diversity***: Indian agriculture is known for its diversity in crops, with a wide range of stables like rice, wheat, and pulses, as well as various fruits.



1. ***Cultivation ***: Indian agriculture involves the cultivation of a wide variety of crops, including cereals like rice and wheat, pulses, fruits, vegetables, oilseeds, and more. Different regions have varying climates and soil types.

2. ***Livestock Farming***: Livestock rearing is another essential aspect of Indian agriculture.

3. ***Market Access***: Farmers engage in selling their produce through local markets, wholesale markets, and sometimes directly to consumers.

1. ***Vital Livelihood***: Indian agriculture is a lifeline for millions rural households, providing employment and sustenance to a significant for portion of the population.

2. ***Challenges and Struggles***: The sector grapples with challenges such as unpredictable weather, low income, lack of modern infrastructure, and debt issues, leading to the unfortunate instances of farmer suicides and protests for better conditions.

3. ***Resilience and Potential***: Despite it's challenges, Indian agriculture showcases remarkable resilience and Potential.



Does

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



Feels

What are their fears, frustrations, and anxie
What other feelings might influence their beha