



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?

It is the world's largest producer of milk,pluser,spices and has the world's largest producer of rice,wheat,cotton,s ugar cane,fruit,vegit ables and tea.

India is the world's second most populated country. And there is always a continuing demand for food to feed such a large population. As a result, there is a need for agriculture and a need for the economy to be less reliant on the agriculture sector.

Agriculture is an important sector of indian economy as it contributes about 17% to the total GDP and provides employment to over 60% of the population.

Agriculture plays a vital role in the indian economy over 70% of the rural households depend on agriculture.

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)

However, the agriculture yield (quantity of a crop produced per unit of land) is found to be lower in the case of most crops, as compared to other top producing countries such as China,Brazil and the united states.



Corporate farming could be a solution to the indian agrarian sector, but it needs serious consideration, innovations and better policies. So that neither the business houses nor the farmers incur huge losses.

Increasingly unpredictable weather patterns,climate change and occurrences of natural disaster-such as floods,cyclones and droughts- pose significant challenges to the country's agriculture industry. These events can lead to crop losses, livestock mortality and increased vulnerability for farmers.

The government has taken several steps to improve private investment in agriculture. 100% foreign direct investment (FDI) was allowed in 2016-17.

Agri research spending is currently at 0.3%. Ashok Debroy committee recommends it to be increased to at least 1% of agricultural GDP.

Farmers in india often face price volatility due to lack of effective market linkages, intermediaries and price information. This leaves them vulnerable to price exploitation and uncertain returns on their investments.

Problems related to lack of infrastructure, such as irrigation, market and transport and huge costs to farmer's operations. In addition there are no proper delivery systems.



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?