



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?

India,a major global producer of crops like rice,wheat, sugarcane,cotton and oil seeds

Indian agricultural market dominates the world’s requirement for farming crops. Horticultural denotes 1/3rd of the gross value of the agricultural crops despite being an underutilised industry

Genetically modified crops, nano-fertilizers, new hybrids plants , wireless soil sensor irrigation system are the dreams of Indian agriculture.

India exported \$39 billion worth of agricultural products in 2013, making it the seventh largest agricultural exporter worldwide, and the sixth largest net exporter

Indian agriculture began by 9000BC as a result of early cultivation of plants

Indian agriculture is famous for its rich bio-diversity



Crop production 1997-2021  
India's agriculture crop production

The government has implemented initiatives to boost agricultural productivity

Fragmented lands, Illiteracy, Lack of technological Inputs, Poor Infrastructure are the weakness of Indian agriculture.

Agriculture plays a vital role in India's economy and provides employment to a significant portion of people

Green Revolution make India Self-sufficient in food grains.

It ensures the country food security and produce a variety of industrial raw materials

Poor crop rotation, pesticide overuse,poor irrigation ,low imbalanced fertilization affect crop production.



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?