



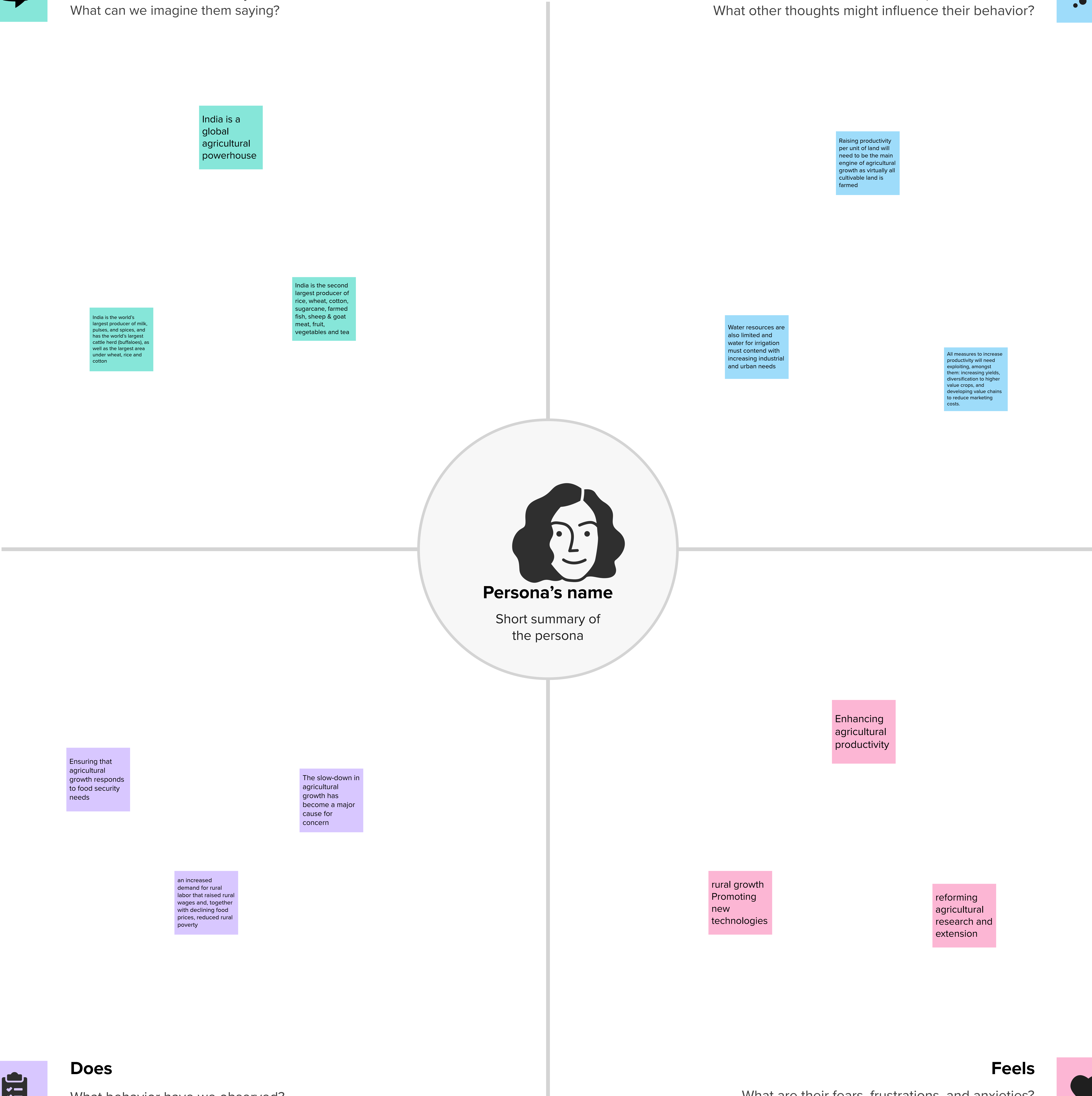
Says

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 is a global agricultural powerhouse

India is the world's largest producer of milk, pulses, and spices, and has the world's largest cattle herd (buffaloes), as well as the largest area under wheat, rice and cotton

India is the second largest producer of rice, wheat, cotton, sugarcane, farmed fish, sheep & goat meat, fruit, vegetables and tea

Raising productivity per unit of land will need to be the main engine of agricultural growth as virtually all cultivable land is farmed

Water resources are also limited and water for irrigation must contend with increasing industrial and urban needs

All measures to increase productivity will need exploiting, amongst them: increasing yields, diversification to higher value crops, and developing value chains to reduce marketing costs.

Ensuring that agricultural growth responds to food security needs

The slow-down in agricultural growth has become a major cause for concern

an increased demand for rural labor that raised rural wages and, together with declining food prices, reduced rural poverty

Enhancing agricultural productivity

rural growth Promoting new technologies

reforming agricultural research and extension



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?