



Says

What have we heard them say?
What can we imagine them saying?

According to the world bank, is a global agricultural powerhouse.

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

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

India's foodgrains production touched a record 315.7 million tonnes in 2021-22.

The agriculture sector experienced buoyant growth in past two years, accounting for a sizeable 18.8% (2021-22) in gross value added of the country registering a growth of 3.6% in 2020-21 and 3.9% in 2021-22.



Does

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



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The history of agriculture in india dates back to the neolithic period.

India ranks second worldwide in farm outputs.

The estimated production of various crops as per the 4th advance estimates.

Production of wheat during 2021-22 estimated at 106.84 million tonnes .

It is higher by 2.96 million tonnes than the last five years averages wheat production of 103.88 million tonnes.

The pulses production during 2021-22 is estimated at record 27.69 million tonnes which is higher by 3.87 million tonnes than the last five years average production of 23.82 million tonnes.



Feels

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



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India's Agricultural Crop Production Analysis (1997-2021)