



## Says

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

### Agriculture

encompasses crop and livestock production, aquaculture, fisheries and forestry for food and non-food products.

The major agricultural products can be broadly grouped into foods, fibers, fuels, and raw materials (such as rubber).



praveenkumar

analysis of agriculture

## Thinks

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



Agriculture is the backbone of our country's economy. It is the main traditional occupation of our country. India produces both Kharif and Rabi crops.

The main crops produced in India are rice, wheat, maize, jute, sugarcane, other cereals, pulses, legumes, cotton, tea, coffee, etc.

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

made up of  
ger' +  
means soil  
means  
agriculture is  
art, science  
of producing  
stock for  
pose.

seek to understand the behaviour of individual decision-makers, usually the farmers or land managers directly responsible for the land

Agriculture is the practice of cultivating plants and livestock in order to provide facilities the human beings

the main objective is the production of raw materials of plant origin. Its role as a food producer is critical to food security and human nutrition.

People who work around farms have to deal with the debt, production costs, equipment management, weather and employee relations are common sources of high stress.

It provides employment opportunity to the rural agricultural as well as non-agricultural labourers

Climate Change One of the most well-known threats to the global agriculture industry is, of course, climate change.



## 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?



[See an example](#)