



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?



Feels

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



Does

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



India's agricultural  
crop production  
analysis(1997-2021)

India is the  
second largest  
producer in wheat  
and rice.

It is the largest  
producer,consumerand  
importer of pulses in  
the world.

Source of food is  
the major need  
in agriculture

Supporting  
livelihoods  
through food  
habits and jobs

India's  
production of  
food grains has  
been increasing  
every year.

Indian economy is  
an Agro-economy.

To generate  
employment

Helps in  
economy of  
country

Food grains  
production  
records 316.06  
million tones

India ranks  
first in pulses  
in the world

Agricultural  
marketing and  
scarcity of  
capital are the  
major problem.

Soil  
erosion,irrigation  
problems are the  
challenges in  
agriculture sector

58% of the  
indian  
population  
depends on  
agriculture

India is the  
fifth largest  
global  
economy

Scarcity of  
water is the  
major cause.

Droughts and  
extreme  
rainfall may  
also affect  
agriculture