



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?

Agriculture is the backbone of our country's economy.

Agriculture is the foundation of human civilization, dating back thousands of years.

It is the main traditional occupation of our country

India produces both Kharif and Rabi crops.

India is the second largest producer of wheat and rice, the world's major food staples.

Besides providing food, agriculture also contributes to other sectors like textiles, pharmaceuticals, and biofuels.



AGRICULTURE

It is the source of food and fodder.

It also plays an important role in international business in import and export activities.

Agriculture is the most significant source of income for the central and state governments

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

The government of the country has substantial revenue from rising land revenue.

India is an agricultural country and possesses fertile plains and numerous perennial rivers



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?