



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 provides most of the world's food and fabrics

Agriculture can help reduce poverty,raise income and improve food security

India is the second largest producer of wheat and rice

Reduce Environment impact,Economic benefits

Agricultural development is defined as the process that creates the conditions for the fulfillment of agriculture potential

Agricultural production has always involved the exploitation of resources such as soil,water and energy

To produce high yield required nature fertilizer, pesticides and irrigation

In the context of farmer behaviours, 'external factors' refers to physical, environmental, farm business structure, financial and time factors on farm management

To ensure food security poverty alleviation and generate employment opportunities through achieving higher growth rate in this vital sector of the economy

India's Agricultural crop production Analysis(1997-2021)

Smart water management

The goal is to improve their working conditions

The goal is to improve their working conditions and productivity while avoiding production loses due to bad climate conditions

Productivity while avoiding production loses due to bad climate conditions

Plant many crops

Use nitrogen

Average farm size,poor infrastructure,low use of form technologies and best forming techniques,decrease of soil fertility due to over fertilization and sustained pesticide use are leading contributors to low agriculture productivity

Feels worried about the financial problems

Fears: Climate change,production crops and soil erosion.The fear of farms is called Fundaphobia.

Poor government policies,climate, land relief, soil and vegetation are the main factors which influence are the main factors which influence agriculture activity



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?