



**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?

India is the second largest producer of wheat and rice.

India is densely and largely populated country. So, agricultural products are used extensively.

The Indian Economy is an Agro Economy.

It is primary activity of the nation.

Agriculture helps to reduce poverty. raises income. improve food security.

Agriculture is the backbone of our country's economy.

INDIA'S AGRICULTURE AND CROP PRODUCTION ANALYSIS (1997-2021)

Agriculture plays a vital role in India's economy.

Agriculture provides employment opportunity.

India has one of the world's largest Agriculture Research System.

The India has unique competitive advantages in agriculture

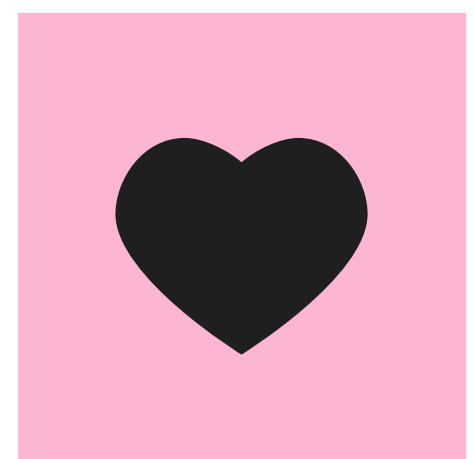
Agriculture is the backbone of Indian economy.

Indian agricultuire is multifacted, with horticulture and animal husbandary contributing.



**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](#)