

Says

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

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

Thinks



Agriculture is the backbone of our country's economy.

It is the main traditional occupation of our country.

In milk production, India is the top producer in the world and second largest producer of wheat and rice.

Agricultural is one of the key contributions to the economy. It provides employment opportunity to the agricultural as well as non-agricultural labourers.

India's food security
depends on producing
cereal, crops, as well
as increasing it's
production of fruits,
vegetables and milk to
meet the demands of a
growing population.

Behavioral approaches in agricultural studies are those that

(a) seek to understand the behaviour of individual decision-makers, usually the farmers or land managers directly responsible for the land, (b) focus on psychological constructs such as attitudes, values, and goals.

for an excellent work
ethic,determination and
grit,something which can be
tough to instil in youngster.
espesially in an age where
techonology is making life much
easier for us all.framing is very
important.farme are an integarl art
of the food industry, and farmes
are the source of the world's food
supply

The behavioral approach focuses on the nature of decision making by farmers and on the many influences which affect such decision .

The goals and values of farmers and the factors which influence their choice of farm enterprises were investigated through questionnaire surveys.

Agricultural yield in India is still low to comparison to other countries of the world. This caused due to several factors. These factors can be analyzed so as to improve the agriculture production in India.

The agriculture sector is one of the major contribution to GDP(Gross Domestic Product) and national income of the country. It is not wrong to say that the food we eats is the gift of agriculture activities and Indian farmers who work their swead to provide us this food.

As we are agricultural country the needs for agriculture is more. By raising agricultural productivity per unit of land .We can help reduce poverty, raise incomes and improve food security.



Persona's name

Short summary of the persona

Anxiety and depression occur frequently among people engaged in agricultural occupations because of their genetic inclinations and because their occupations are highly stressful and dangerous.

External factor's refers to physical, environmental, farm business structure, financial and time factors on farm management; all of which can have an impact on farmer behaviours. External factors can or cannot be influence the farmers.

Problems faced by farmers in agricultural marketing include transportation costs, inadequate market infrastructure, price fluctuation, lack of proper market information and the role of exploiting local traders and middlemen.

Feels



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

