



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?



FARMERS

India's Agricultural
crop production

Agriculture is
the
main source of
all manhood

India is a
global
agriculture
powerhouse

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

Irrigated agriculture
needs to be overhauled
where water is wasted
or crop yields are
declining as a result of
soil salinity and
waterlogging

The global demand for
food continues to rise
and is projected to
increase up to 102% to
satisfy the requirements
of 9 billion people by
2015

The three main
goals-
Environmental
health, Economic
profitability and
social equity

Understanding farmers
behaviour regarding
disease control is
essential to successfully
implement behaviour
change interventions
that improve uptake of
best practices

A literature review
was conducted to
identify
theoretical
underpinnings

In the past decade,
there were increasing
reports on farmers
motivators and
barriers, but no
indication of application
of appropriate social
science methods

Agricultural risk
hotspots occur
where these
resource
pressures are most
concentrated

The farm will make
Indian agricultural
globally
competitive
unshackle farmers
from the clutches of
middlemen

Lack of marketing
and storage
facilities and poor
adoption of
mechanization