



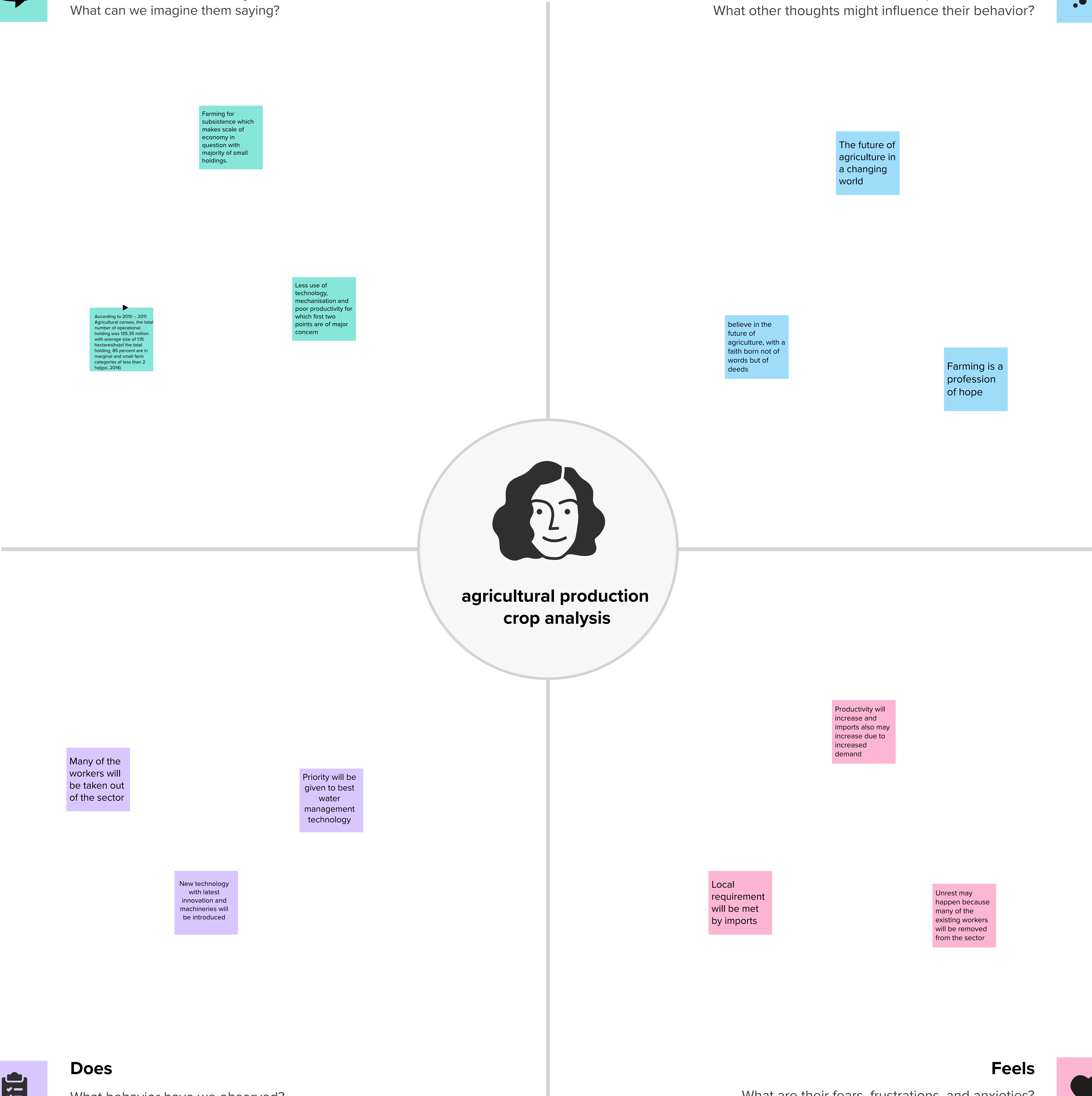
Says

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?



Farming for subsistence which makes scale of economy in question with majority of small holdings.

According to 2010 – 2011 Agricultural censuses, the total number of operational holding was 135.35 million with average size of 1.15 hectares (half of the total holding, 85 percent are in marginal and small farm categories of less than 2 ha) (gov, 2014)

Less use of technology, mechanisation and poor productivity for which first two points are of major concern

The future of agriculture in a changing world

believe in the future of agriculture, with a faith born not of words but of deeds

Farming is a profession of hope

agricultural production
crop analysis

Productivity will increase and imports also may increase due to increased demand

Many of the workers will be taken out of the sector

Priority will be given to best water management technology

New technology with latest innovation and machineries will be introduced

Local requirement will be met by imports

Unrest may happen because many of the existing workers will be removed from the sector



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?