



Says

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

India is the land of agriculture.
India possesses fertile plains and several perennial rivers.

Divers crops are cultivated in India.

About 70% of India's population resides



Thinks

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

Agriculture is the main occupation of the rural area people.

Agriculture is the largest provider of employment in India.

Green Revolution brought significant change in the agriculture sector of India



Agriculture makes a significant contribution to GDP

Agriculture provides food grains to about 130 crore people of India

It has declined overtime because of fastes growth of secondary & tertiary sectors of economy

The future of India agriculture mainly lies in technological advancements

India is now the largest producer of wheat and rice in the world.

Several government schemes support agricultural farmers in India



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?