



Says

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

dairy farming is one of the popular farming business idea in india

organic farming is a perfect business idea for new generation formers

mushroom farming can give you profit in less time

India is the world's largest producer of milk, pulses and jute

Agriculture is the backbone of Indian economy

Agriculture plays a vital role in India's economy

Sugar cane is the most produced food commodity in India

In parts of India, the over pumping of water for agricultural use is leading to falling groundwater levels



Does

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

India's Agricultural crop production

Thinks

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



horticulture and animal husbandary contributing to over 60% of india's agricultural gdp

in 1.4 million square kilometers of land in india is under cultivation

it provides employment to a large population

India is an agricultural country and possesses fertile plains andd numerous perennial rivers

India is the second largest producer of wheat and rice

product inovation is mutually beneficial for the business and consumer

it provides employment oppertunity to the rural agricultural as well as non agricultural laboures

India is 7th most of its agriculture exports serve developing and least developed nations

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



[See an example](#)