



Says

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



Thinks

What are their wants, needs, hope their behavior?

*Agriculture is the practice of cultivating plants, raising animals, and other activities related to food, fiber, fuel, and other products used to sustain*

Agriculture is the practice of cultivating natural resources to sustain human life and provide economic gain.

It combines the creativity, imagination, and skill involved in planting crops and raising animals with modern production methods and new technologies.

*able to make use of modern technologies in a country where education, holding size, infrastructure*

Physical factors affecting agriculture in India mainly include the **climate, soil, terrain, and topographical location**

A bumper harvest would enrich the Indian farmer and, in turn, *stimulate demand.*



indian agriculture

This report delves into the captivating realm of India's agricultural cultivation, providing a comprehensive visual exploration of key aspects and trends in the agricultural sector.

**India's arable land area of 159.7 million hectares (394.6 million acres) is the second largest in the world, after the United States.** Its gross irrigated crop area of 82.6 million hectares (215.6 million acres) is the largest in the world

**based on scientific methods which can be observed, tested, quantified and further researched for explaining various behavioural processes.** Behavioural approach can be used in therapeutic fields for changing or moulding harmful or maladaptive behaviours in both adults and kids.

**seek to understand the behaviour of individual decision-makers, usually the farmers or land managers directly responsible for the land**

**physical, environmental, farm business structure, financial and time factors on farm management**

If a farmer *feels that they are being told what to do, rather than being in control, or feels that they do not have the skills, knowledge, or practical*

Small and fragmented land holdings, Seeds, Manures, Fertilisers and Biocides, Irrigation, Lack of mechanisation, Soil erosion, Agricultural Marketing and Scarcity of capital are among the major problems faced by Indian Agriculture.



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?