



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?

India is a large producer of several agricultural products. In terms of quantity of production

India is the second-most populous country in the world.

Agricultural production is prone to several risks which affect both producers and consumers.

India is the top producer in the world in milk, and second largest in wheat and rice.

And to feed such a huge population, there is always a constant need for a supply of food.

Therefore, there is a need for agriculture and a need for less dependency on the agriculture sector for the Economy.



AGRICULTURE

agriculture is country bone

It also plays an important role in international business in import and export activities.

Agricultural growth contributes to economic growth through a forward linkage effect a backward linkage effect inter-sector al transfers.

It provides employment opportunity to the rural agricultural as well as non-agricultural labourers.

It is the source of food and fodder.

Climate, irrigation, soil type, population density, and technology are the Factors Influencing

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



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?