



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's Agricultural Crop Production

India's is an agrarian country and more than 60% of population depends on agriculture for their livelihood. While residing in urban areas may be we would not realize much importance of agriculture but this fact is not new that agriculture is the main source of income for major part of our country's population

Crop production increases but healthy yield crop is not available

Climate change is increasing the price of agricultural commodities

Conversion of agricultural land to factories reduces agricultural land and agricultural production

Expropriation of livelihood lands of agricultural people affects their lives

Agriculture does not get return on investment

Agriculture plays an important role in economy of our country

The monsoon rains give the right climate for many crops to grow in India

Producing healthy, nutritious food in a sustainable and environmentally friendly manner

Agriculture should be done using natural fertilizers without artificial fertilizers

Organic farmers in India face many challenges such as limited market, lack of readily available organic inputs and reduced yield due to climate change.

At present there is a shortage of food due to low development of agriculture

Organic farming has many positive environmental impacts such as water pollution, soil erosion and greenhouse gas emissions.



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?