



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?

FARMAR

its gross irrigated crop area of 82.6 million hectares(215.6 million acres)is the largest in the world.

india is amongthe top three global producers of many crop including wheat,rice,pulses,cotton,peanutsand vegetables.

accorting to the world bank,india is a golbal agriculture power house

its the words largest producer of milk,pulse and spices

1.1 agriculture plays a vital role in indias economy

54.6%of the total work force is engaget in agriculture and allied sector 17.8% of the countrys gross valu added(GVA)

largest area unter wheat.rice and cotton

second largest producer of rice,wheat,cotton.sugarcane,fored fish,sheep&goat meat,fruit vegetables and tea.

although agriculture and allieas sectors are contributing about 17.5-18 per cent to the countrys GDP

HIGER THAN OTHR SECTORS, THE SITUATION OF THE FORMERS IS NOT AS GOOD.

its isn's just the national capital untergoing heatvaves-it is nao clear that india is experiencing a shift of seasons.

the symptoms are extreme weather even reported throuot the country.

the people engaged in the service sector,he said.

indians acriculoture is composed of many cropes with the formost food stables being rice and wheat

many formers across the country lost out and even had to re-sow, due to excessive moisture in their fields.



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?