



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?

Agricultural plays a vital role in indian economy over 70 per cent of the rural households depends on the agriculture.

As per FAO, India is the world's second largest food producer. India is currently self-reliant in food production of major crops.

The agriculture sector employs half of the workforce in the country. However, it contributes to 17.5% of the GDP ( at current prices in 2015-16

Although India ranks third in the production of rice, its yield is lower than Brazil, China and the United states. The same trend is observed for pulses, where it is the second highest producer.

Agricultural growth has been fairly volatile over the past decade, ranging from 5.8% in 2005-06 to 0.4% in 2009-10 and - 0.2% in 2014-15

Such a variance in agricultural growth has an impact on farm incomes as well as farmers ability to take credit for investing in their land holdings.



During the last 5 years ending 2018-19, Food Processing Industries (FPI) has been growing at an average annual growth rate of around 9.99% as compared to around 3.12% in agricultural and 8.25% in manufacturing from 2011-12 price.

While COVID-Induced lockdowns adversely affected the performance of the non-agricultural sectors, the agriculture sector came up with a robust growth rate of 3.4% at constant prices during 2020-21

First the heatwaves and now unseasonal rains! The unprecedented climate change in parts of north india has left thousands of farmers anxious and in distress.

Agri reseach spending is currently at 0.3%. Ashok Debroy committee recommends it to be increased to at least 1% of agricultural GDP.

Small and fragmented land holdings, Seeds Manures, Lack of mechanisation, Soil irrigation, Agriculatural of marketing and Scarcity of capital are among the major problems faced by Indian Agriculture.

There is no effective delivery mechanism that can improve productivity, reduce costs or increase price realization at the grassroots level. Moreover, without government support, the issues only worsen.



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?