



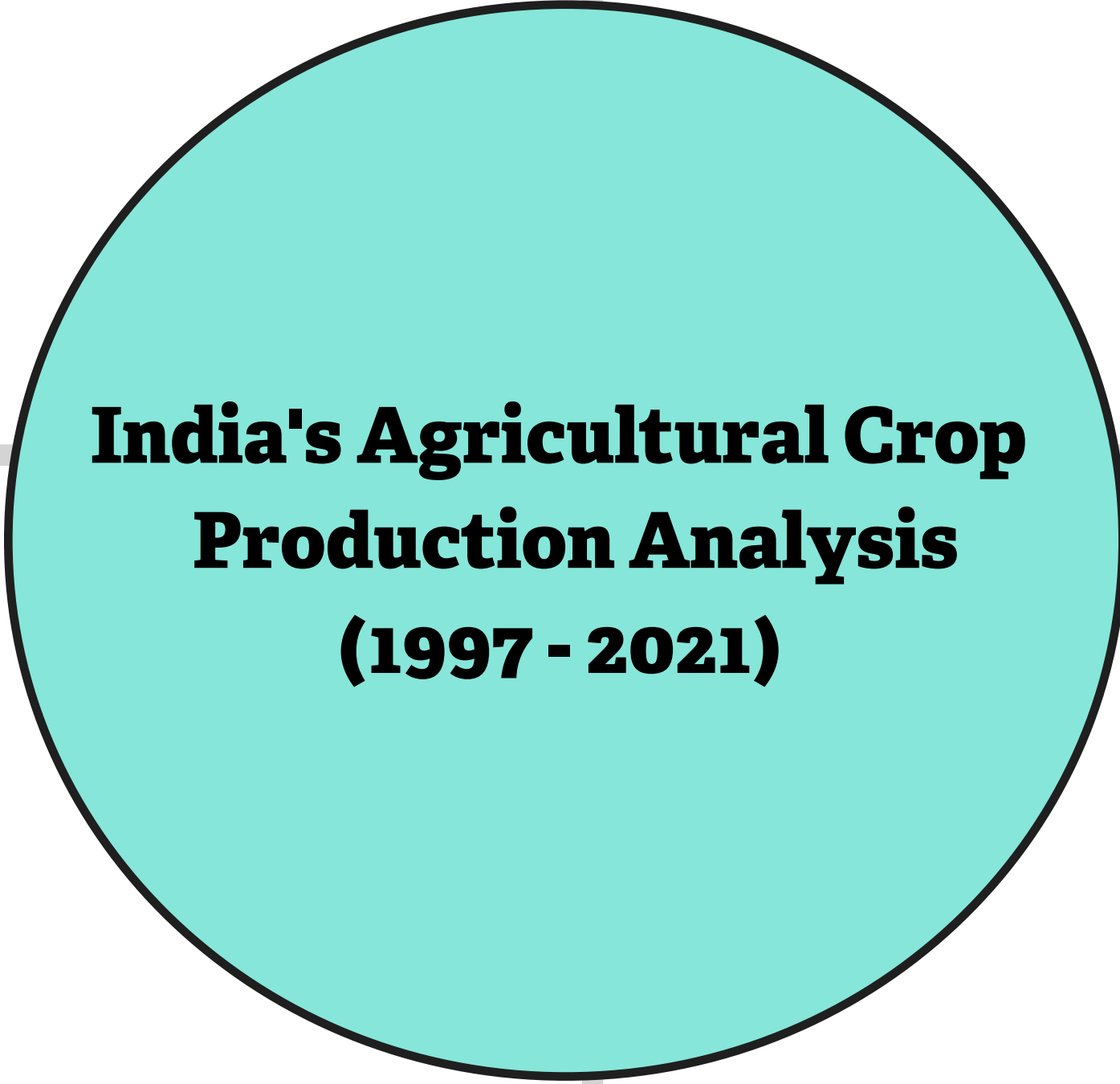
Says

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  
global  
agricultral  
powerhouse.**

**Rice is  
considered  
as the matser  
crop of  
coastal india.**

**India is the second  
largest producer  
of  
rice,wheat,cotton,  
tea etc..**

**India is the  
world's largest  
producer of  
milk,pulses,  
and spices.**

**Major crops grown  
in India are  
rice,wheat,  
millets,cotton,jute  
etc..**

**Wheat is a winter  
crop in India  
because winter  
conditions in the  
country are suited  
for the growth of  
wheat crop.**

**Select high -  
quality seeds  
to improve  
agriculture  
production.**

**Agriculture  
provides  
employment  
opportunities to  
rural agricultural  
and non-  
agricultural  
labourers.**

**Land reform  
is the best  
way to  
increase  
productivity.**

**Water  
management  
is the best way  
to improve  
production.**

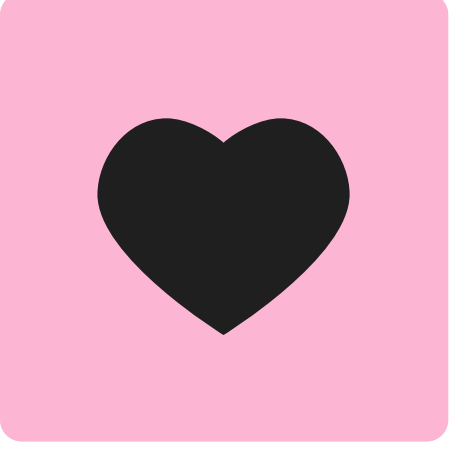
**Agriculture  
provides  
most of the  
world's food  
and fabrics.**

**Increasing  
agricultural  
production to  
feel a growing  
world  
population.**



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?