Says

What have we heard them say?
What can we imagine them saying?

India is a global agricultural powerhouse."

"The agricultural sector is essential to India's economy and social fabric."

There has been significant growth in agricultural production in India over the past 25 years."
"However, there are still challenges to overcome, such as climate change and pests.

India is on track to become the world's largest producer of foodgrains by 2025."
"The agricultural sector is a major driver of economic growth in India."

Agriculture workers:

products.

harvesting crops.

Caring for livestock.

products to market.

services to farmers.

Processing agricultural

Transporting agricultural

Providing other support

Planting, cultivating, and

Sabari's room

India's agriculture crop prodution analysis (1997-2022)

Farmers:

Using improved seeds and fertilizers to increase crop yields. Investing in irrigation systems to ensure a reliable water supply. Using mechanization to reduce labor costs.

Investing in agricultural research and development.
Providing subsidies to farmers.
Building irrigation infrastructure.
Regulating the agricultural sector.
Promoting sustainable

agricultural practices.

Does

What behavior have we observed? What can we imagine them doing?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Wants:

To increase agricultural production and productivity in order to feed India's growing population. To reduce poverty and hunger in India.

Needs:

Access to good quality seeds, fertilizers, and other inputs.
Irrigation water.
Mechanization.
Extension services.
Market access.

Hopes:

That India will become a global agricultural powerhouse. That the agricultural sector will play a key role in India's economic growth.

Fears:

Of crop failure due to drought, floods, pests, or diseases.
Of not being able to afford the high cost of inputs such as seeds, fertilizers, and pesticides.

Frustrations:

With the government's lack of support for the agricultural sector.
With the corruption and inefficiency that often plagues agricultural institutions.

Anxieties:

About the future of their families and communities.
About the sustainability of the agricultural sector.
About the impact of agricultural practices on the environment.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



