

Says

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

Agriculture

in generally

known as

farming.

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

Agriculture in India started with the Indus valley civilization

Agriculture in India mainly depends on monsoon.

India is an agricultural country and possesses fertile plains and numerous perennial rivers.

About 60% of

our population

or indirectly on

agriculture.

depends directly

About 600 million people depend on agriculture which generates only \$ 450 billion of goods.

Agricultural

innovation can help

India cut emissions,

security and boost

farmers' incomes.

improve energy

Thinks

raw

It provides materials to the industry.

In production, India ranks first in pulses and second in paddy and wheat in the world.

It is the art and science of cultivating the soil, growing crops and raising livestock.

AGRICULTURE...

India's agriculture sector has been witnessing robust growth with an average annual growth rate of 4.6 percent over the last six years.

Productivity will increase and import also may increase due to increased demand.

It is an important component for exports.

Agriculture is the most important sector of Indian economy.

The income from farm is non-taxable.

> It contributes nearly 16% of India's GDP and 13% of total exports.

The income from farm is non-taxable

More cleaner and greener agriculture including organic farming.

Women participation rate is highest in agriculture.

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?

Top-quality

seeds at

affordable

rates.



