



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?

We can imagine without agriculture ,we may not get food and clothing .

The importance of indian agriculture is huge because it is among the earliest human pursuits and has long been necessary for human welfare and survival.

Modern medicine also depends on agriculture.

In production india ranks 2nd in paddy and wheat and 1st in pulses in the world including neighbouring countries .

Agriculture is the main source of income for major part of our country's population

Inclusiveness by focussing on lagging regions ,small farmer and women

The soil should be lossened and aerated properly during crop production

DREAM'S
1. Achieving high growth by raising productivity.
2. Sustainability of agriculture.



INDIAN AGRICULTURE CONSUMERS

Seek to understand the behaviour of individual decisionmakers ,usually the farmers or land managers directly responsible for the land .

Focus on psychological constructs such as attitudes, values and goals but also commonly gather additional relevant data on farm.

Indian's arable land area of 159.7 million hectares is the second largest in the world , after the united states.

Agriculture is a prominent sector of indian economy. The agriculture sector of india has occupied almost 47% of geographical area.

Main problem is low land and labour productivity in agriculture .Gap between agri. and non- agri. is widening.

Long term factors: steeper decline in per capita land availability . shrinking of farm size.

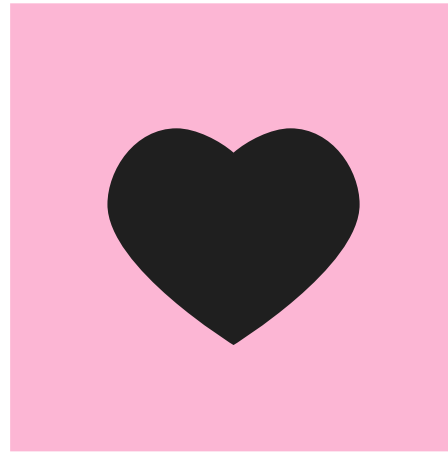
We should blame non agriculture (industry and service) for not absorbing workers from agriculture.

Land and water problems , vulnerability to world commodity prices.



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?