



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 heard that India is the second largest producer of wheat and rice, the world's major food staples.

An author says that on an average about 70% of the households and 10% of the urban population is dependent on agriculture as their source of livelihood.

Analysis of the economics of farming by IMA says it includes costs, credit, incomes and profitability.

A wide-range analysis says all aspects of agriculture as crop farming, fishing, poultry, dairying, etc..

We hope that agriculture helps to reduce poverty, raise incomes and improve food security.

Raising productivity per unit of land will need to be the main engine of agricultural growth as virtually all cultivable land is farmed.

It's dream is that agricultural literacy must be taught to everyone including agricultural's history and some knowledge of food and fiber production, processing and marketing.

Crop wise recommendation of nutrients and fertiliser required for individual forms.

It enables the country to earn foreign exchange by exporting agricultural product.

Agriculture is the backbone of Indian economy. Agriculture is the most important occupation for most of the Indian families.

Provides food to more than 1 billion people and contributes to 1/6th of the export earnings.

It supplies the raw materials for various lending industries and produces almost 51 major crops.

Climate change is the most significant threat to agricultural sustainability.

Large gaps in storage, cold chains and limited connectivity are the fears of farmers.

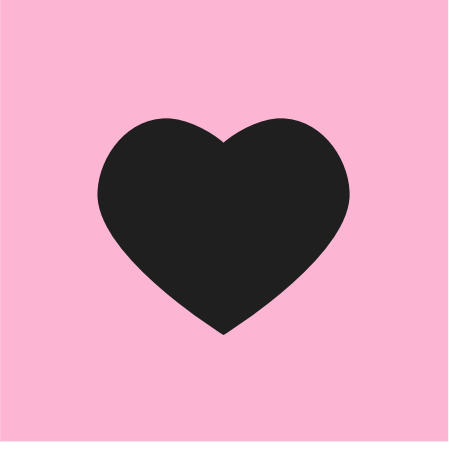
Unreliable rainfall, lack of irrigation facilities, faulty cultivation of crops and soil erosion are the major problems of agriculture in india.

Lack of high quality seeds, lack of capital, lack of fertilisers and manures are the common challenges that farmers face.



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?