



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?

Vegetables,
Fruit.

Wheat, Rice,
Milk, Spices,
Pulses.

Farmed fish,
Sheep &
Goat Meat.

Cotton,
Sugarcane,
Tea.

Cultivating
natural
resources to
sustain
human life.

Provide
economic
gain.

Farmer

Agriculture directly
or indirectly
supports two-thirds
of the indian
population's
livelihood.

Poor management
of water resources
have led to a great
decline in
agricultural
productivity.

Agriculture is
a prominent
sector of
Indian
economy.

India has achieved
self-reliance in the
production of food
grains in the last
several decades.

Erosion of soil by
heavy rain, floods,
insufficient
vegetation cover
reduces farm
productivity.



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?