



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?

GAIN
(what they want to acheive)



Farmers aim to achieve consistent and profitable crop yields, improving their livelihoods.

Government officials seek to enhance food security, sustainable agriculture, and rural development.

SATISFACTION
(what they like)



farmers may have felt satisfaction during good crop years with high yields and profits.

government officials may have been pleased with successful agricultural policies and programs.



INDIA'S AGRICULTURAL CROP PRODUCTION

Farmers may have experienced frustration due to crop failures, or low crop prices.

Environmentalists may have been frustrated with unsustainable farming practices.



FRUSTRATION
(what they like)

Farmers take actions like diversifying crops, seeking government support, and adopting modern farming techniques.

Government officials implemet policies, provide subsidies, and promote agricultural reaserch.



DO
(THEIR ACTIONS)



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?