



**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 need better access to modern farming techniques and equipment.

Climate change is making it harder to predict weather patterns.

How can I increase my yield and income?

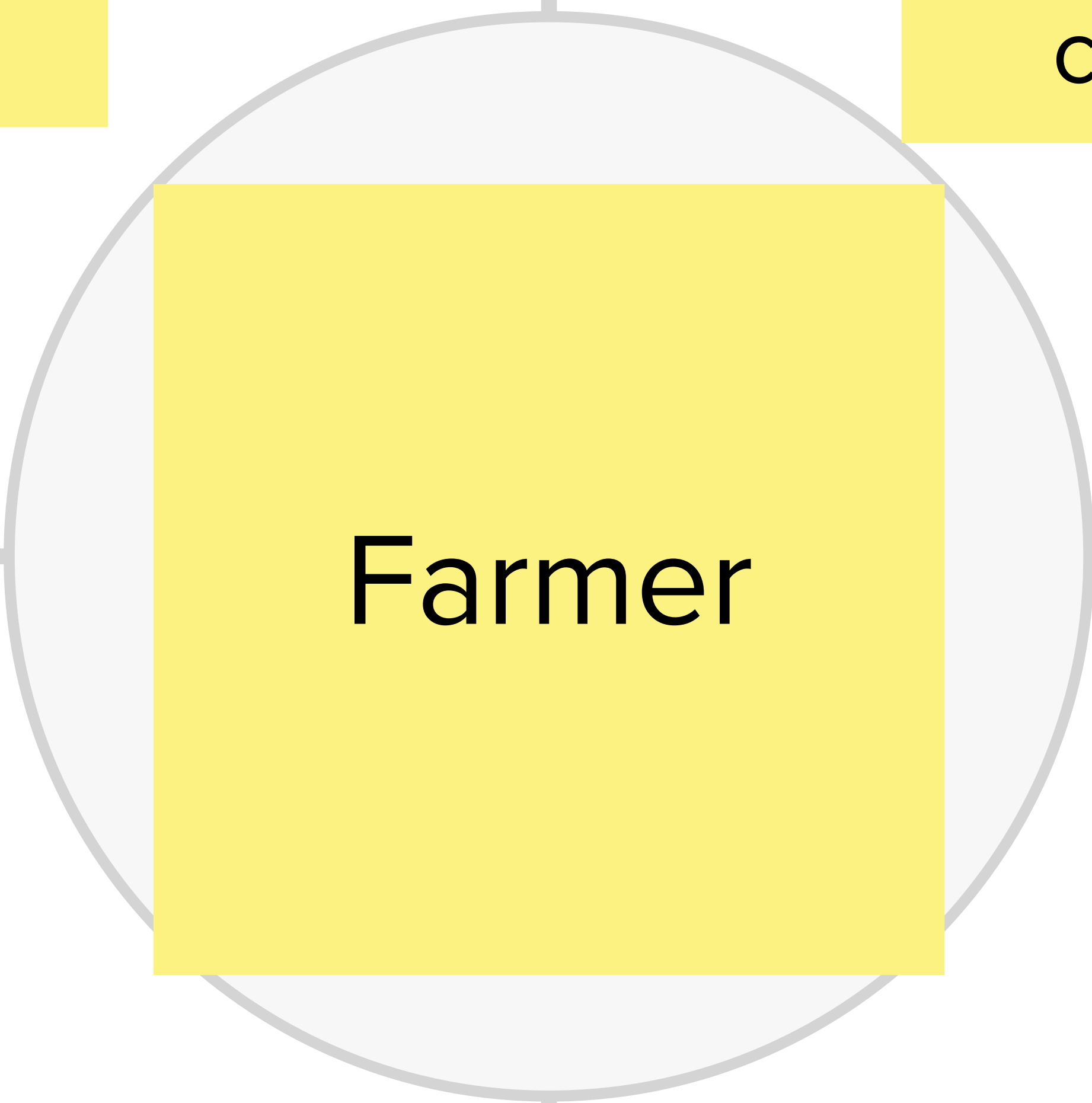
I hope my children don't have to struggle in agriculture like me.

I worry about the fluctuating prices of crops in the market

Government support and subsidies are essential for us.

I need to adapt my farming practices due to changing weather conditions.

Crop failure can lead to financial hardship for my family



They collaborate with local agricultural cooperatives and seek advice from fellow farmers.

Stressed about debts and financial pressures.

Follows traditional farming practices passed down through generations.

Farmers invest in seeds, fertilizers, and machinery based on their limited resources.

Anxious about unpredictable weather and its impact on their crops.

Frustrated with bureaucratic hurdles in accessing government schemes.

They participate in government-sponsored training programs and agricultural fairs.

Hopeful for a better future if they can improve their yields.



**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?