



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?

"Market prices for crops can be volatile, impacting our income."

"Access to quality seeds and fertilizers is crucial for good harvests."

"Learning about modern farming techniques is challenging but necessary."

"Weather can be unpredictable and affect our yields."

"I hope the weather remains favorable this season."

"I need to find ways to increase my yield and profits."

"Is there a way to protect my crops from pests and diseases effectively?"

"I wish I had more knowledge about sustainable farming practices."



INDIA'S AGRICULTURAL CROP PRODUCTION

Planting seeds, tending to crops, and harvesting.

Monitoring weather forecasts regularly.

Seeking advice from local experts and fellow farmers.

Selling crops in local markets or to middlemen.

Frustration when crops are damaged due to unexpected weather events.

Satisfaction when the hard work pays off with a bountiful harvest.

Anxious about market prices and the economic return on their efforts.

Hopeful for a better future through improved techniques and technologies



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?