



Says

What have we heard them say?
What can we imagine them saying?

Why choose
you this
type of
culture

which type
of crop are
you going
to grow

How many
cents are
you going
to grow in

How are
you going
to distribute
the crops

Improving
crop
productivity

Improving
yield stability
and disease/
pest
resistance

Enhancing
nutritional
content of
crops

Minimizing
adverse
environmental
impacts



Does

What behavior have we observed?
What can we imagine them doing?

[See an example](#)

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Controllable
food
supplying

It's large
scale of
culture

Made up of
a wide
variety or
profit

Agronomic
crops
provide the
food

The soil
structure
slowly
deteriorates

There is no
diversification
of farm
produce

Crops may
be attacked
by pests and
disease's

Farmers
have only
one source
of income

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



India's Agricultural
Crop