



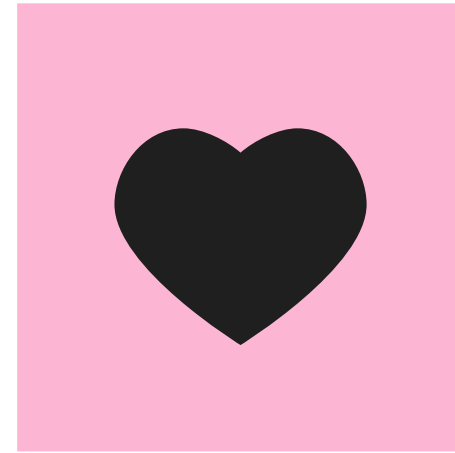
Says

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?



Feels

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



Does

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

See an example



according to the world bank, india is a global agricultural powerhouse

It is the second largest producer of rice, cotton, sugercane, farmed fish, sheep and fruits, vegetables

When agriculture's share decline to less than 15% due to high growth for industrial and services

Achieving high growth by raising productivity

Sustainability of agriculture

Inclusiveness by focusing on lagging regions

Agriculture is the backbone of our country's economy.

The science or occupation of cultivating the soil, producing crops and raising livestock

It is the main traditional occupation of our country

focus on phychological constructs such as attititudes, values and goals

seek to understand the behaviour of individual decision-markers

The farmers or land managers directly responsible for land