



Says

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

WHAT IS THE  
MAJOR ASPECT  
FOR  
AGRICULTURAL  
DEVELOPEMENT?

HOW TO  
INCREASE  
PUBLIC BELEIF  
IN NATURAL  
CROPS?

WHAT TO DO FOR  
INCREASING  
PUBLIC  
KNOWLWDGE IN  
AGRICULTURAL  
CROPS?

WHAT TO DO  
FOR  
INCREASING  
CROP  
HEALTH?

TO MAINTAIN  
WATER  
MANAGEMENT  
IMPLEMENT  
PROPER  
IRRIGATION  
FACILITY

TO INDUCE MORE  
PRODUCTION OF  
NATURAL  
FERTILIZERS FOR  
INCREASING  
CROP HEALTH

BESIDE USING  
CHEMICAL  
FERTILIZERS FOLLOW  
THE USAGE OF  
HUMAN AND ANIMAL  
WASTE AND ALSO  
HERBAL USAGE

BY DESINGING  
AGRICULTURAL  
APP LIKE  
PRESENT  
UZHAVAN APP



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?



TO MAINTAIN  
WATER  
MANAGEMENT

TO GIVE PROPER  
INFORMATION IN  
AGRICULTURAL  
PRODUCTION  
THROUGH  
SOCIAL MEDIA

TO USE  
NATURAL  
FERTILIZERS

TO REDUCE  
HYBRID BY  
INCREASING  
CROP  
HEALTH

BY INCREASING  
AGRICULTURAL  
PRODUCTION FOR  
SATISFYING  
INCREASING  
HUMAN  
POPULATION

BY INCREASING  
BENEFITED  
INSECT  
GROWTH AND  
KILLING PESTS.

BY USING  
CORRECT  
FERTILIZER FOR  
PARTICULAR  
CROPS AT  
PROPER TIME

BY REDUCING  
USAGE OF  
CHEMICAL  
FERTILIZERS-WE  
CAN REDUCE  
DISEASES

Feels

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

