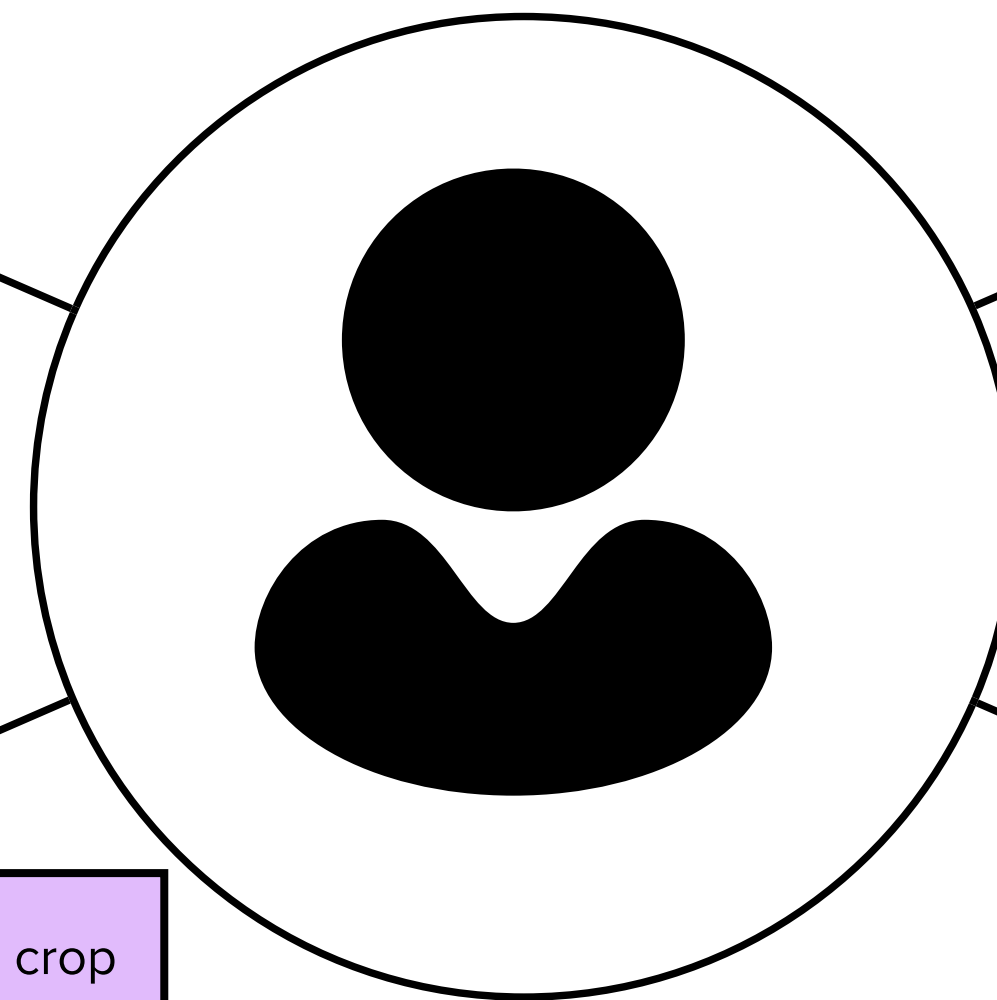


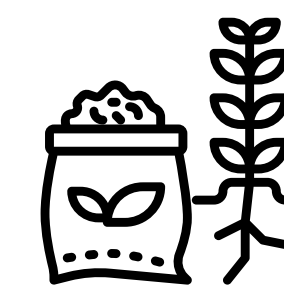
What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others



What do they HEAR?

what friends say
what boss say
what influencers say



Is it
profitable ?

What
happens
when the
crops fails?

Land reform is
the best way?

What will you do
for water in
summer season ?

Is it consider
as a best
career option
for your
future?

Improve
farming
operations

Why is crop
yield is
important in
Agriculture?

What do, when
crop destroyed
by insects,pests
and diseases?

Seed and
Soil quality

Improved
varieties of
seeds and
cropping
practices



Maintaining the
crop growth
level

Increase farming
productivity

How much grain or
other crops are
produced?

What do they SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles



The
changing of
climate

Drought

Natural
disaster

Not gain
profit as
Expected

GAIN

"wants" / needs
measures of success
obstacles

Self -
satisfaction

Increase in
crop
production

Cultivating
organic foods
are good for
health