

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Need
high
Production

They need
modern
technique to
gether
information

They can't
predict weather,
their crops are
mostly affected
by
mice,bugs,etc...,

Farming
activity in
Low Cost

Most
Challenging
Work

There is always
demand on
foods
like,vegetables
and fruits,..etc.,

What kind of
pest control
measures do
you use

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

Use fence
to protect
crop from
animals

Use normal
seeds for
more
production.

Put more
Feritilizer to
Growth

Mostly they
are poor and
their way of
living is
simple.

Humble
and simple
dressing

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Feeling of
inferiority complex
to others because
mostly farmers are
uneducated.

Polite to others

PAIN

fears
frustrations
obstacles

Mostly worry
about
unexpected
weather
conditions.

Spend more
time and money,
these are
reason for their
frustration

Failure in
Production of
Crops

Fear about
insufficiency
of water.

GAIN

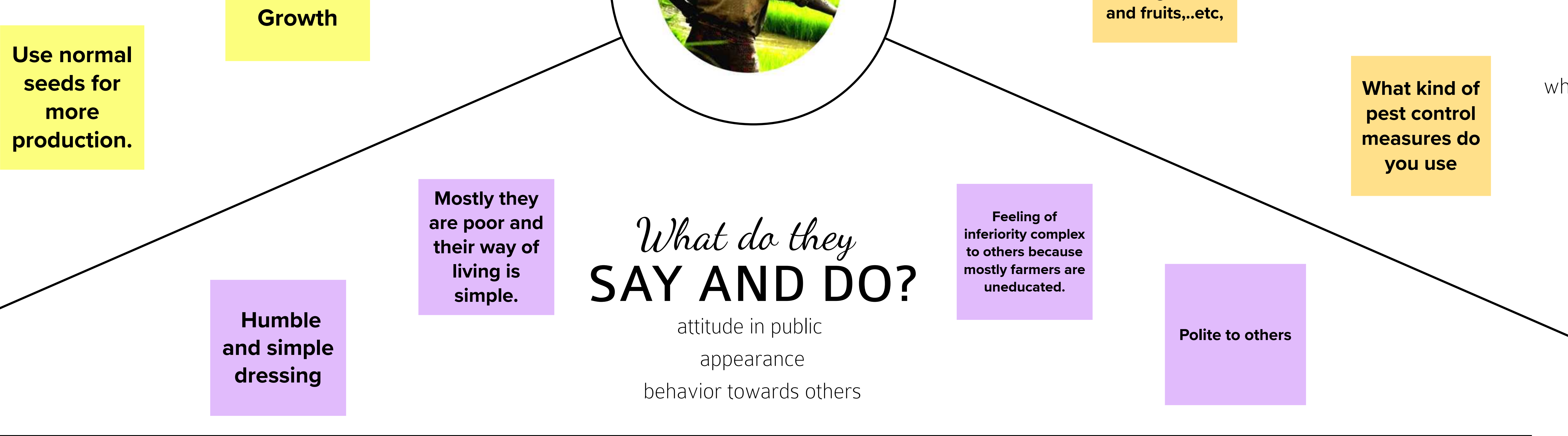
"wants" / needs
measures of success
obstacles

Financially
stable

Self
Business

More
Production

Improvement
in Family
Status



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