



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?



Agriculture is the foundation of civilization

Without farmers, no country can progressed

Agriculture is the backbone of our country's civilization

Food of the sun and earth

Farming career

Opportunities for regeneration farming practices

India is the second largest producer of wheat and rice

India is the largest producer of milk, pulses and jute

58% of the Indian population depends on agriculture for their livelihood

Farmer enjoy their company with nature

Lack of Marketing and storage facilities

Farmer are the backbone of our country



Does

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



Feels

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

See an example