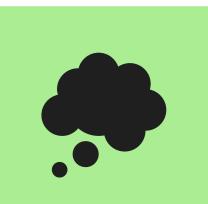
India's Agriculture Empathy Map



Says

Thinks



We desperately need some rain

Fear of judgment from other farmers

Worries about unpredictable weather condition

How they will affect their crops?

Impacts of road on cost of living

Resource InSecurity Knowledge traditional

Considering which crops to plant based on market demand

Thinking about ways to improve their farming practices.

Seasonal factors and Yields

FARMER

Planting and harvesting crops according to seasonal patterns and market demand

Engaging with local agricultural communities

Frustration with factors beyond their control, such as droughts or pests.

Pride and satisfaction in nurturing the land.

Sharing knowledge, and seeking advice.

Participating in government programs, cooperative farming.

Seeking assistance during challenging times.

To providing foods

Stress related to financial pressures, loans

The need for a successful harvest.



Does

Feels

