



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?

Limited knowledge and insufficient infrastructure.

Needs to raising crop productivity per unit of land.

source of food and fodder.

Enhancing agricultural productivity, competitiveness and rural growth.

To improve nutritional standards for betterment of health.

To generate employment.



Will keep agricultural industries viable in the future.

Growing of volume of exports and development of food

Feels about the erosion of soil by heavy rain, floods,etc..

Farmers are not equipped with modern method of irrigation.

A goal to improve their working conditions and productivity.

Reduced crop yield and overall food production .



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?