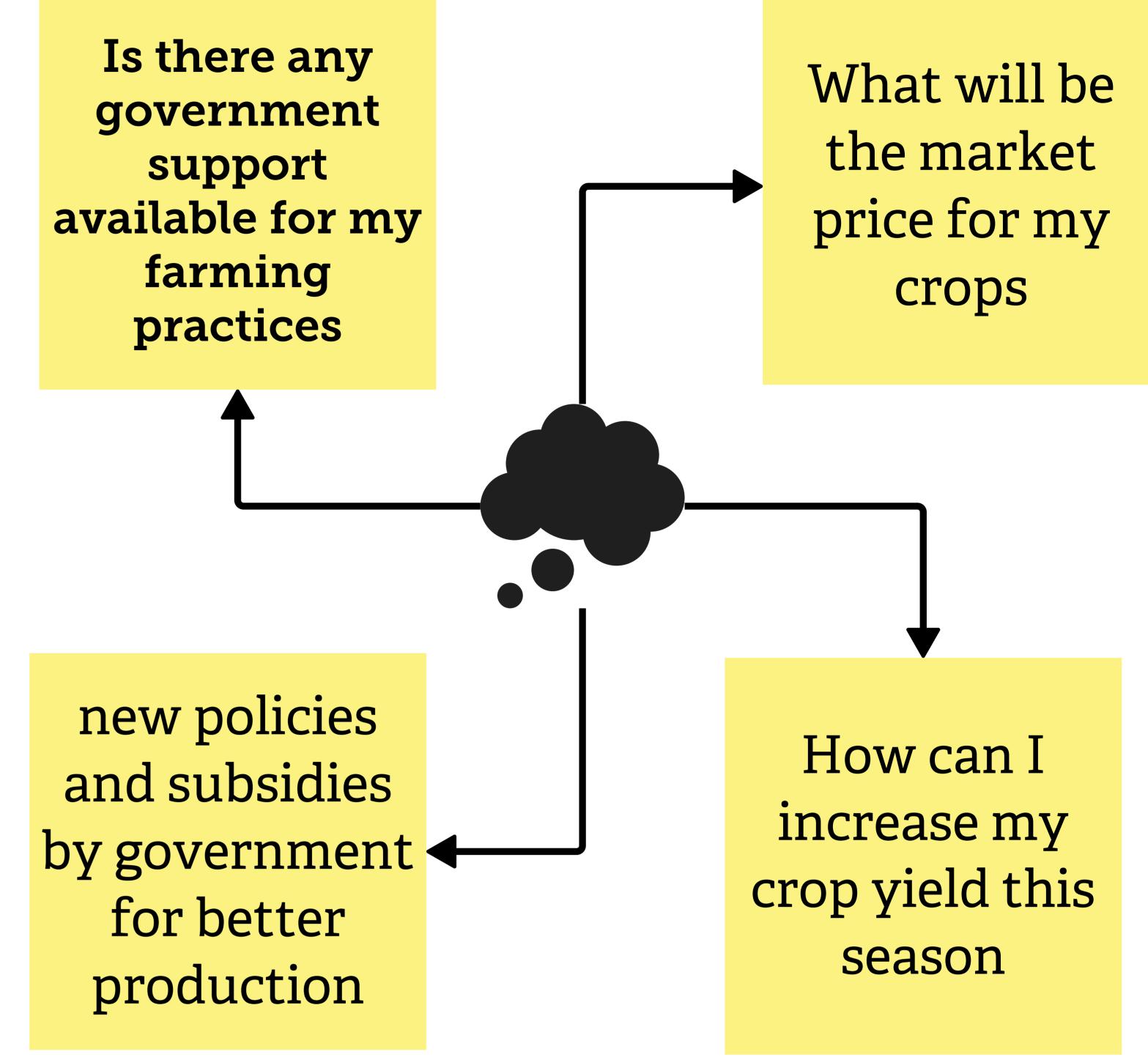
Says

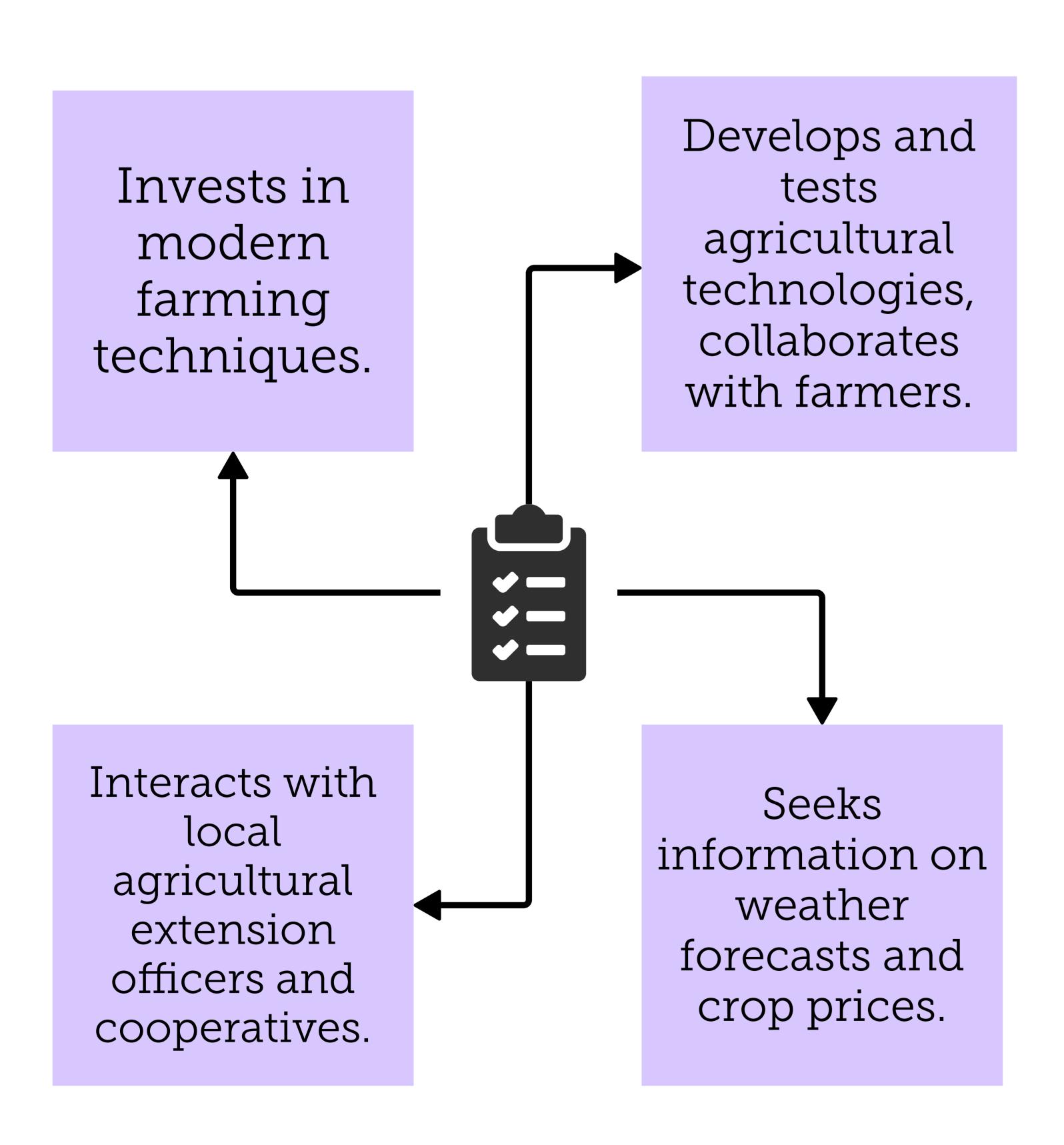
What have we heard them say? What can we imagine them saying?

Crop The monsoon insurance has been policies are unpredictable this year confusing "We can use "Farmers are technology to struggling with rising revolutionize input costs." agriculture."

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Thinks

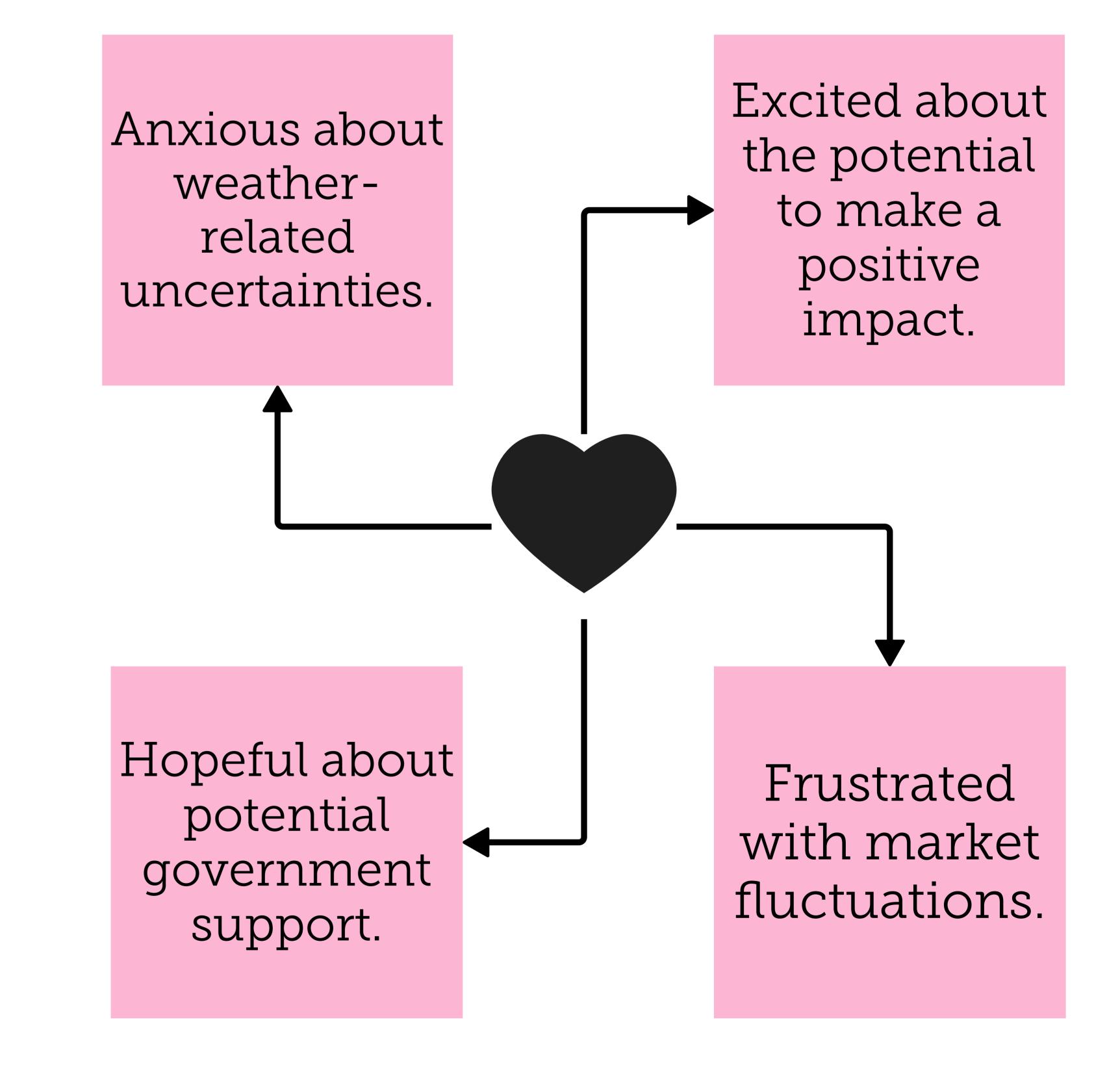






India's Agricultural Crop

Production Analysis 1997-2021



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?