



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?

**Farmers:** "We work hard in the fields, but unpredictable weather and market prices often leave us struggling to make ends meet."

**Agricultural Scientists:** "We are researching and promoting sustainable farming practices to improve crop yields."

**Government:** "We are implementing policies to support farmers and boost agricultural productivity."

**Government:** "We must balance the needs of both farmers and consumers while ensuring food security."

**Agricultural Scientists:** "Innovative techniques can make farming more efficient and environmentally friendly."

**Farmers:** "I need to find ways to reduce crop losses due to pests and climate change."

India's agricultural crop production analysis (1997-2021)

**Agricultural Scientists:** Conduct research, develop new crop varieties, and educate farmers.

**Farmers:** Plant, cultivate, and harvest crops; adapt to changing weather conditions.

**Consumers:** Purchase agricultural products for personal consumption.

**Government:** A sense of responsibility for the welfare of farmers and the nation's food security.

**Agricultural Scientists:** Passionate about improving agricultural practices, concerned about environmental sustainability.

**Farmers:** Frustrated about crop losses, hopeful for good harvests, and anxious about market prices



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?