



**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?

**economic  
production  
values**

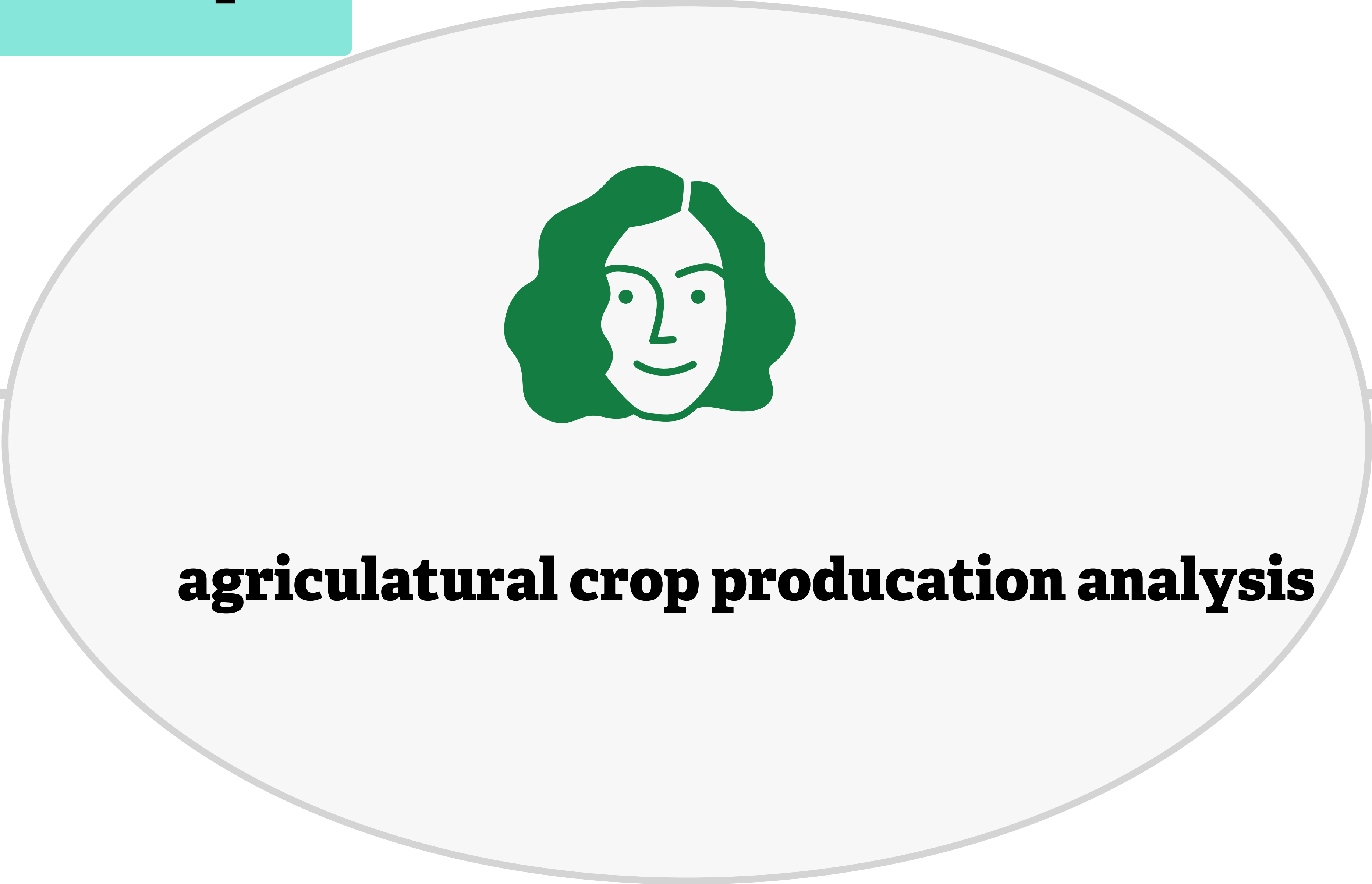
**agriculture  
yied**

**growth  
rate of  
agriculture  
industry**

**seasonal  
wise crop**

**area wise  
crops**

**most  
demand  
crop**



**developed  
irrigation**

**hybrid  
seeds**

**fertilizer**

**good  
diiciency  
eradication**

**eradication  
of  
starvation**

**farmer  
welfare**



**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?