



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

See an example



Approximately 60% of the population of India works in the Industry.

Agriculture contributing about 18% percentage of India's GDP.

Agriculture is the Backbone of INDIA. Thanks to Farmers.

Corp's are ready to export to the state,other country's

Most of the corp are must be a foods supply in Indian Agriculture

Farmers after they export the crops. They had some value amount of money.

Farmers and Agriculture are decreasing last few years they need Government support.

Last six years the Average annual Agricultural Growth Rate is 4.6%. We need invest in agriculture for our Great Future.

Agriculture is the Greatest and Fundamentally important in our industry.

Climate changes,Invasive species and Disease are Biggest threat to Agriculture.

Inadequate Transport,Export and Import,Lack of Modern Technology. This is a Challenges for Farmers.

Debt burden,Policy Issues,Water Scarcity. this all are farmers fears. Government need to support Farmers and Agricultural.To make them comfort.