Usec

land.

Says

the agricutural

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

INDIAN AGRICULTURAL CROPS

Thinks

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



To protect the agricultural land.

Use organic fertilizers for

Imagine

If we use organic fertilizer, It will notaffect us in future.

Hope and

Confidence

Imagine

They protect

our backbone

of our India

Wants: Land, Amounts, etc..

Needs: Water, Crops

etc..

Hopes: Trust, Supports,

etc..

Dreams: Good Profit.

Influence I

Farmers enggaged in circular initatives sometimes face negative social pressure

Influence II

Behavioural and external factors influence farmers choices regarding circular agriculture.

M. Balaji S.Jothi Muthu M.Mariappan S.Balamurugan

The M.D.T Hindu Collage Fears: Soil
fertility
depletion,etc..
Frustrations: Poor
irrigation
facilities, etc..

Anxieties

Unpredicatable weather, Plant pests, etc..

Feelings

Transportation
Facilities,
Market,
Labour,etc..

Does

Hardworking

and Respect

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?



