



Think and Feel

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



See and Hear

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

What are the general perceptions and attitudes towards agricultural practices in India?

What are the common public opinions about the importance of agriculture in India's economy?

What are the emotional connections farmers have with their land and crops?

How do farmers feel about current crop production techniques and challenges they face?

How do different generations perceive traditional farming methods versus modern agricultural practices?

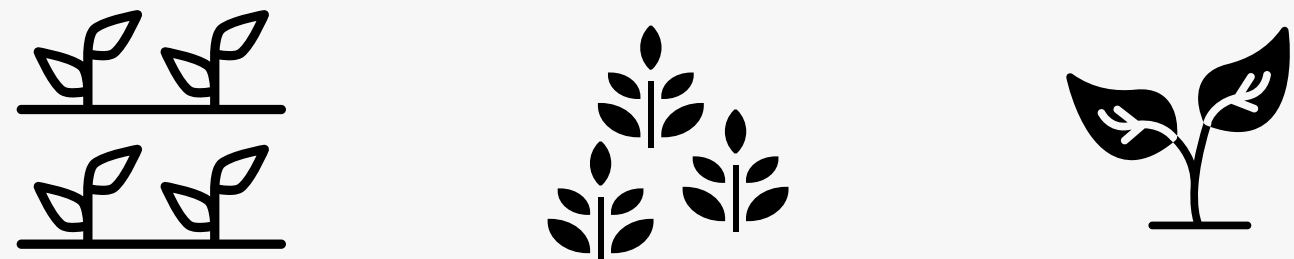
What do farmers see as the most promising technological advancements in crop production?

How do different regions in India visually differ in terms of crop preferences and production practices?

How are images and videos used to showcase the diversity of crops grown in different Indian states?

How do agricultural advertisements and media portray the farming profession in India?

What visual cues represent the effects of government policies on agricultural development?



CONSUMERS

What are the most pressing economic challenges faced by small-scale farmers in India?

What are the economic motivations behind decisions to shift from subsistence farming to cash crop cultivation?

How do fluctuations in crop prices affect the livelihoods of farming communities?

How do farmers perceive the impact of subsidies and financial incentives provided by the government?

How do global market trends influence the choices and priorities of Indian crop producers?

How do farmers express their opinions on crop diversification in different regions of India?

What steps are farmers taking to adopt more sustainable and eco-friendly agricultural practices?

What are the commonalities in the ways different generations talk about preserving traditional agricultural knowledge?

What actions do consumers take to support local agricultural products, and how are these actions communicated?

What are the discrepancies between policies aimed at boosting agriculture and their implementation on the ground?



Pain and Gain

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



Say and Do

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