



Says

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

"The monsoon this year was unpredictable; it's affecting my crop yield".

"There's lack of information about new farming techniques".

"I struggle to afford quality seeds and fertilizers".



Thinks

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

"How can I protect my crops from pests and diseases naturally?".

"I wish I had access to better weather forecasts for planning my planting".

"I need to find ways to increase my income and improve my family's living condition".



India's Agricultural Crop Production

Frustration: Dealing with unpredictable weather and crop losses.

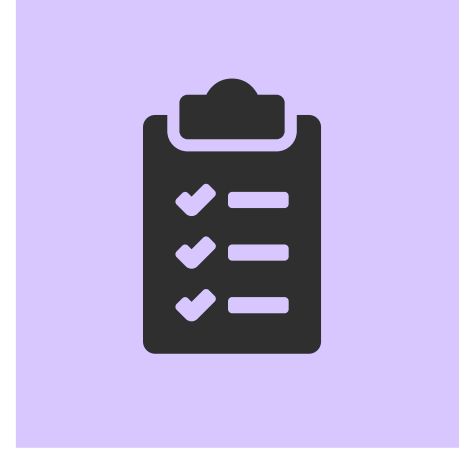
Hope: Believing that adopting modern farming methods could improve yields.

Stress: Worrying about debt and financial stability.

Participating in community-based farming workshops.

Applying traditional and limited modern farming techniques.

Seeking advice from neighboring farmers.



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?