



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?

"We want safe, affordable, and nutritious food."

"We aim to improve food security and farmers' livelihoods"

" I worry about unpredictable weather patterns affecting my crops "

"I need to make a profit to support my family and repay debts. "

" We need data-driven insights to formulate effective policies"

" Our findings must be practical and accessible to farmers."

" We offer training and support to farmers."

" We aim to improve food security and farmers' livelihoods "

" We are researching ways to enhance crop resilience "

" We must innovate to address farmers' evolving needs."

"We are concerned about food quality and price."

" We need to reach remote areas with our services."



INDIA'A AGRICULTURE  
CROP PRODUCTION  
ANALYSIS

Relies on traditional farming methods due to limited resources

collects data, implements policies, and provides subsidies.

conducts experiments, publishes studies, and offers guidance

Anxious about crop failures and hopes for a good harvest.

A responsibility to support agricultural growth.

Passionate about sustainable agriculture.

Develops apps, IoT devices, and farming equipment

Makes purchasing decisions based on price and quality

conducts workshops, provides resources, and advocates for farmers

Excited about the potential of technology in agriculture.

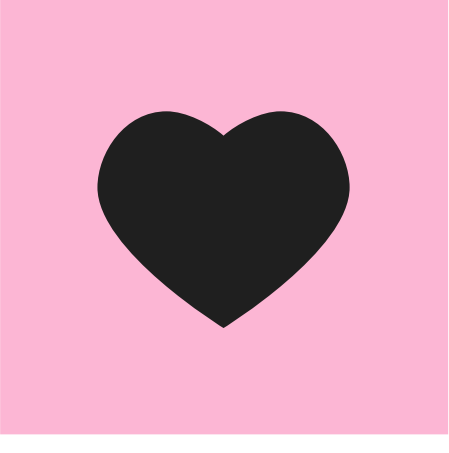
A desire for transparency in the food supply chain.

committed to improving farmers' lives.



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?