



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?

Agriculture plays a vital role in India's economy.

Indian agriculture depends upon monsoon which is uncertain, unreliable and irregular.

Challenges that plague Indian agriculture are limited knowledge and insufficient infrastructure in rural areas.

Most farmers in India don't have access to technology-driven irrigation tools and practices.

Small farmers can't afford packaging and marketing.

Organic farming emphasize building healthy soil and it takes a lot of money to switch from inorganic to organic.

Requires constant monitering and maintenance.

There should be insurance of some sort for organic agriculture.

Precision farming, improved irrigation facility, vertical farming and agricultural education can be implemented which increase efficiency and provide sustainable produce for consumers.

Agricultural innovation can help india improve energy security and boost farmer's income.

India has a high diversity of topography, climate and soil. So it is inherently a multiproduct agricultural powerhouse.

Agriculture is the primary activity of the nation. It provides employment opportunity to the rural agricultural as well as non-agricultural labourers.



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?