



Says

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

I want better education about cros which will promote higher yield in a short period.

I want my nation to be self-sufficient with food security rather than exporting to other countries

I need solid recommendations and good agricultral practices to be provided by the government for the cultivation of crops.



Thinks

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

Thinks that subsidiary plans, insurance schmes, bank loans will help to give a better result every year.

Thins that they can still take risk even though there was a failure in a particular year.

Thinks that India has a better yield than other countries even in tough times

FARMERS,
ECONOMISTS,
BUSINESS EOPLE,
POLICY MAKERS
AND
RESEARCHERS

Feels sad about the decreasing percentage of people involved in agriculture sector over years.

Feels happy when nature gives hand to their plans and crop yields are well received by the people.

Feels responsible for the economic development of the country.

Specific crops only will be chosen to be cultivated which is suitable for a particular region.

Focus on research ideas and measures taken in other states and to implement the same.

Expand their business in the region where crop yield is high.



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?