



Says

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

Low income

Costly
fertilizers

Rainfall
scarcity

Price
fluctuation

Lack of
storage
facility



**India's Agricultural crop
production analysis (1997-2021)**

S.Sandhiya
vaishnavi
vimalraj

Chemical
fertilizers

High
production

Price
volatility

Thinks

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

High
productivity

High price

Less competition



Innovation

Promote
Hybrid
variety
seeds

Enhancement of
Organic farming

Depletion of
Underground
water

Excessive uses of
Chemical
fertilizers

Air & Sand
pollution
causes of
Pesticides



Problems

Expensive of
Agrochemicals

Feels

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



Does

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



[See an example](#)