



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?

Indian agriculture heavily relies on the monsoon season, making it vulnerable to erratic weather patterns and droughts.

Uneven distribution of rainfall and over-exploitation of groundwater have led to water scarcity issues, impacting crop irrigation.

Limited access to markets and price volatility can affect farmers' income and incentivize crop diversification

Consumers hope for a steady and affordable supply of quality food products, including staples like rice and wheat.

Access to affordable credit and financial services is crucial for purchasing inputs and managing agricultural risks.

Farmers want access to modern agricultural technology, such as improved seeds, mechanization, and efficient irrigation methods.

The expansion of irrigation facilities, including canal systems and groundwater extraction, has played a crucial role in increasing crop yields, especially in regions with erratic rainfall.

Improved infrastructure, like better roads and storage facilities, has improved market access for farmers, enabling them to sell their produce more efficiently.

Negative feelings can arise due to unpredictable weather patterns, droughts, or floods. These emotions can lead to changes in behavior, such as altering planting schedules or adopting drought-resistant crops

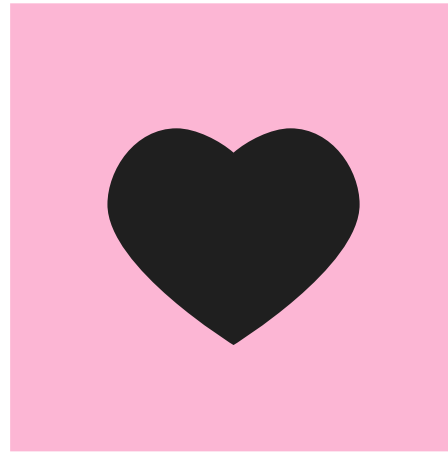
Feelings of uncertainty or frustration can result from fluctuating crop prices and market conditions. These emotions may influence decisions on when to sell crops or diversify into other income sources.

The fear of crop failure due to pests, diseases, or other factors can be a constant source of anxiety for farmers, as it threatens their livelihoods



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?