

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?

cost of cultivation is low

Technology transfer initiatives

SAYS

crop Genetics

Rise of Agriculture has grown

Focus on

Is crop production yield more profit?

THINKS

Was the

weather

condition

helps?

How to improve crop production?

Is the soil is fertile?

Bio Pesticides

Natural and Bio fertilizer

DOES

Plant seasonal crop

Agro processing and Bio technology/

Natural Calamities/

Debt crisis

FEELS

Low cost for cultivated crops

Topography/

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?



