

## 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?



ORGANIC FARMING:
Rising interest in
orgaic and locally
sourced produre
with discussions
about its benefits

and challeges

GLOBAL TRADE:
Agriculture plays vital role international trade, and disussions often touich on ytader policies tariffs and market access.

Access to fair and competitve markets where they can sell their produce at reasonable

MARKET ACCESS:

WEATHER
INFORMATION:
Timely and accurate
weather infromation
is vitalfor planning
and harvesting

The analysis would likely asswss the yeild of majorcrop like rice,wheat,sugarcane and cotton compsring it to previous year to determine if there been an increase or decrease

weather patterns including monsoon rains would play a singificantrole

Farmers often adapt their strategies based on government policies

Farmers must consider seasonal variations, droughts, floods and extreme weather events when planing their operations.

## S.JAYASRI.

INDIA'S AGRICULTURAL CROP PRODUCTION ANALYIS (1997-2021)...

Agricultural behavior including subsidies, trade agreement, and environmental

Moving beyend traditional staples like rice and wheat to grow a wider range of crop including pulses, oilseeds and specialty crops,

Regenerative agriculture, soil health, and reduced environmental impact

Changes in government policies relatd to agriculture, subsidies or trade agreements can create uncertainty and fear among farmers

Global issues like climate change food security and trade tensions can freate anxieties future agriculture

Increased tolerance to drought heat, and salinity

Strong bonds with their farming community can evoke a sense of responsibility and cooperation in farmers

The financial stress, isolation and the demands of the profession

## 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?