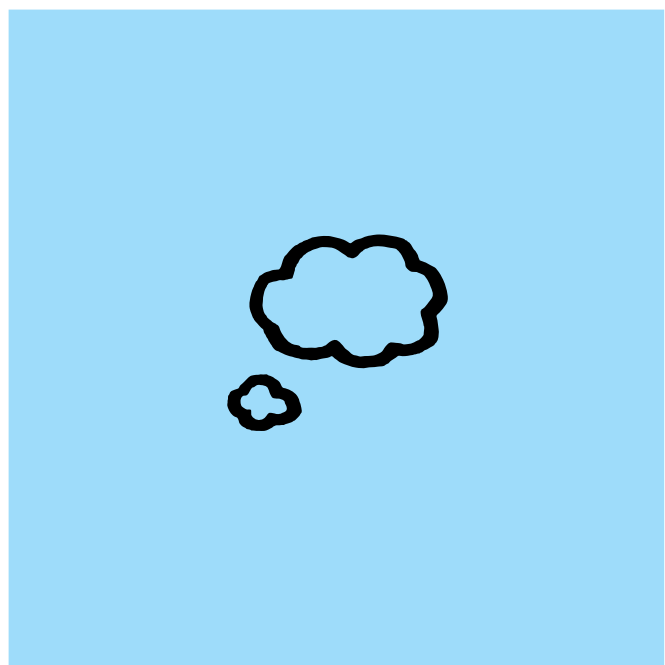




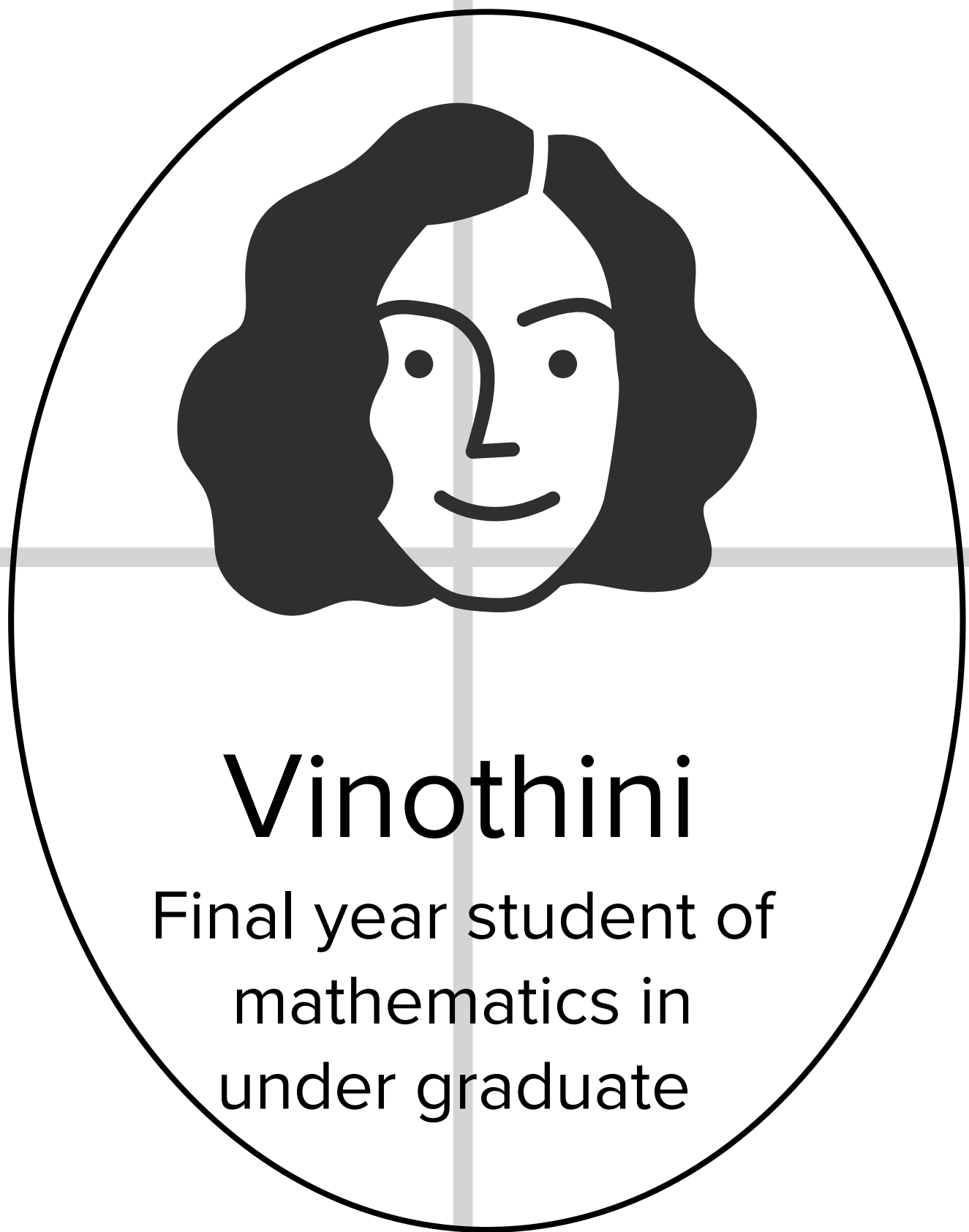
Says

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



Thinks

what are their wants needs, and dreams ?
what other thoughts might influence and behaviour?



Vinothini

Final year student of
mathematics in
under graduate

Small farmers
cant afford
packaging
and
marketing

Not many
platform to
sell directly to
the
consumers

Thinks It provides
employment
opportunity to the
rural agricultural as
well as non-
agricultural
labourers.

Thinks that
Every crop
needs a different
climatic
conditions

Organic
products are
very costly.
who will buy
from us?

There should
be insurance
of some sort
for organic
agriculture

Thinks It also plays
an important role
in international
business in import
and export
activities.

She thinks the
factors that affect
the crop production
followed by terrain,
climate, soil and
topographical
location.

The soil is
loosened and
tilted before
the seeds are
sown.

Add manures and
fertilizers to the
soil to increase its
fertility and help
plants grow better.

Even if we take
loan how are we
going to repay it if
we are not getting
any return from
selling produce

Not many
platform to
sell directly to
consumers

The weeds feed
on the nutrients
provided to the
crops and using
weedcides made
to destroy weeds.

The good quality
infection-free
seeds are
collected and
sown on the
prepared land.

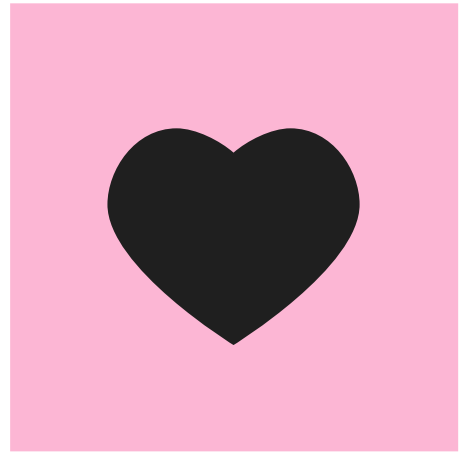
Increased
pesticide and
chemicals also
harm the
farmland.

Animal
husbandry
requires
training which
we cant afford.



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?