

Says

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

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

gvt fund

provides

improved

technology

credit

change in the

tnfrastructure

currenttechnolog

using



Thinks

covering small

scale farmers

and recycle

supporting farm

based by products

facing new challenges and difficulties

overcoming fromclimatic factorbaseddamage

maintaining sustainedprofits facing globalizedi exportcompetency

AGRICULTURE SECTOR

getting fund from gut to attractsmall scalefarmers

maintaining database for agriculture sector

implementing technology on the fieldwill reducethe burdern ofthefarmer

opening gateway for large scale

investment

annual production

anddeficit can be

is increased

taken for

analysis

it will reducethecrop damage

Does

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



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





