



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?

They need to introduce the high yielding crops varieties , and to use natural fertilisers.

Keep to develop agricultural infrastructure.

Improved water management system and irrigation techniques.

They prefer to improve irrigation and techniques.

Government should provide improved qualified seeds.

Government should regulate commodity prices.

Need more extension skill workers

Introduction of high yield seed varieties.



FARMERS

The specific thing we need to provide farmers their rights and facility.

To create awareness programs in agriculture . It is very essential to humans.

The frustrating thing about agriculture is natural calamaties

Seasonal changes, importation of agricultural goods.

The frustrating thing about agriculture is water scarcity.

Poor infrastructure, soil erosion, heavy rains and floods.



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?