



Says

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

Increased Adoption of Technology: India's agriculture sector may have further embraced technology, such as precision farming, IoT devices, and data analytics, to optimize crop production.

Climate Adaptation: Farmers may have adopted climate-resilient crop varieties and practices to mitigate the impacts of changing weather patterns.

Export Opportunities: With the right policies and quality control, India could have expanded its agricultural exports, particularly in crops like rice, wheat, and fruits.



Thinks

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

Income Stability: Farmers want stable and predictable incomes to support their families and invest in their farms.

Access to Resources: Access to land, water, credit, and modern farming techniques is essential for agricultural success.

Crop Resilience: Farmers hope for crops that can withstand climate change, pests, and diseases to ensure a consistent yield.



India's agricultural crop production analysis (1997-2021)

Development of more efficient and robust supply chains to reduce post-harvest losses and ensure food security.

Market Integration: Further integration of agricultural markets across states to enable farmers to access broader markets and receive fairer prices for their produce.

Organic Farming: There has been an observed increase in organic farming practices in response to growing global demand for organic products.

Financial Instability: Farmers often fear income instability due to fluctuating crop prices, weather-related losses, and debt burdens. Debt and Loan Anxiety: High levels of debt and the inability to repay loans can cause significant anxiety among farmers.

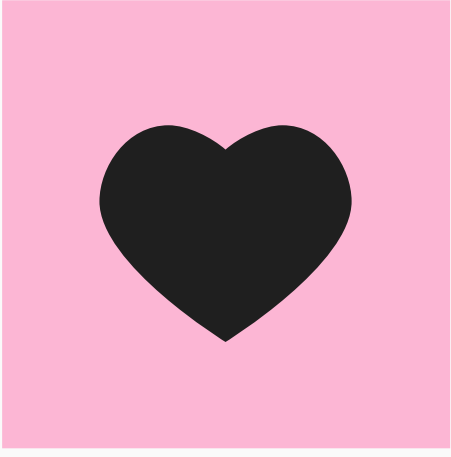
Debt and Loan Anxiety: High levels of debt and the inability to repay loans can cause significant anxiety among farmers.

Crop Failures: Anxieties related to unpredictable weather patterns leading to crop failures.



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?