



**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?

produce  
commodities  
which maintain  
life

agricultural  
is defined  
with varying  
scopes

policies,  
schemes  
agricultural  
loans

marked  
prices,  
animal  
husbandry

including  
fiber for  
products  
horticultural  
crops

fisheries  
horticulture  
loans credit



India's agricultural  
crop production

agricultural  
in terms of  
food security

machineries  
research etc

it also  
contributes a  
significant  
figure to the

sericulture  
etc, is also a  
valuable

(GDP) gross  
domestic  
product

detailed  
information  
on the  
government



**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?