



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?

E bhoomi
project in
Karnataka

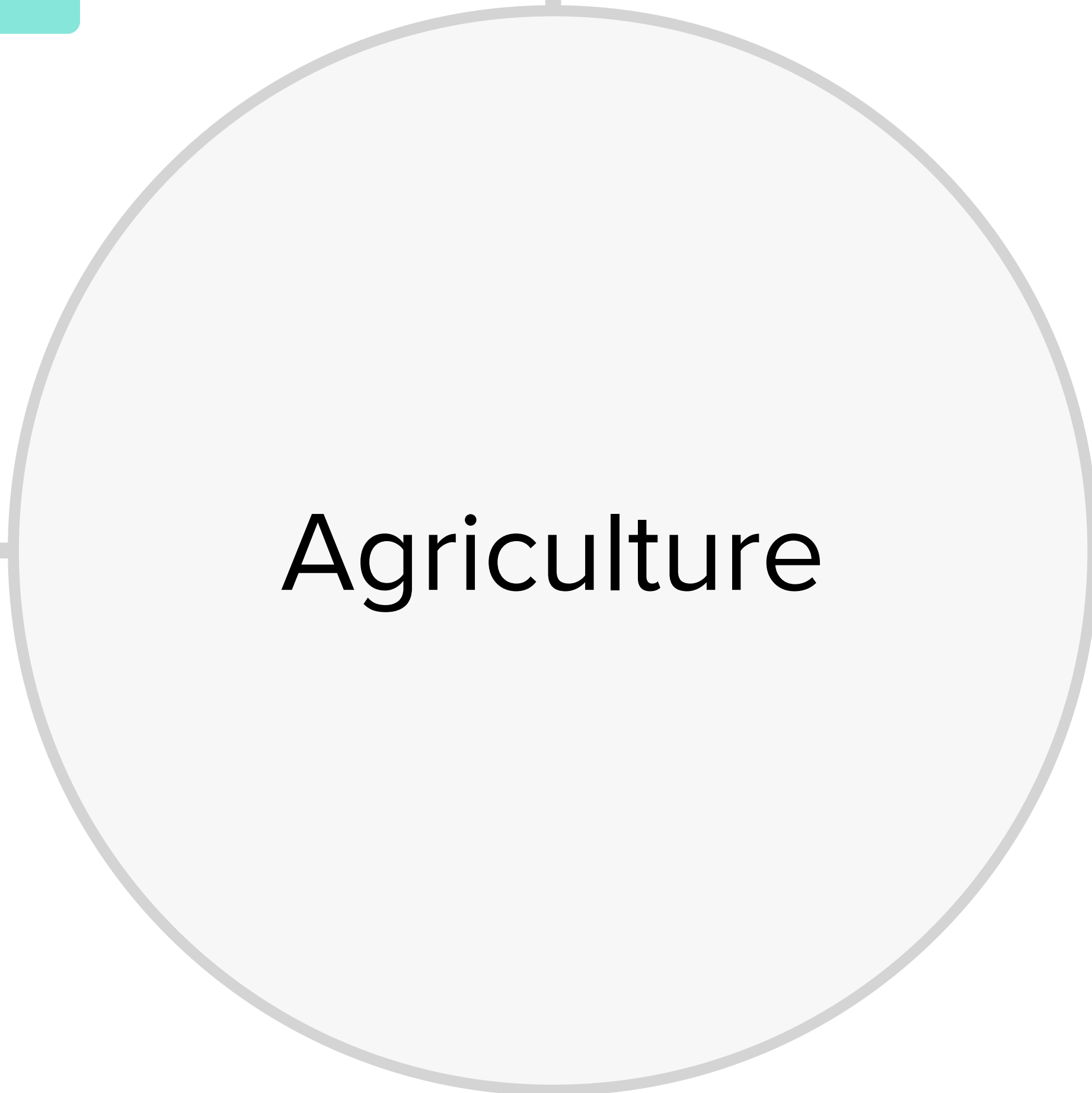
Bargadar
system in
West
Bengal

India enacted
the National
Food Security
Act in 2013

Soil is one
of the most
important
factor

India's
productivity
grown is
slower than
others

Mechanisation
and irrigation
techniques



Agriculture

India's ranks
second in the
production of
rice

Pradhan Mantri
Fasal Bima
Yojana was
launched in
2016

Imbalance
in the use of
fertilizers in
soil

Quality seeds is
another input
necessary for
agricultural
productivity

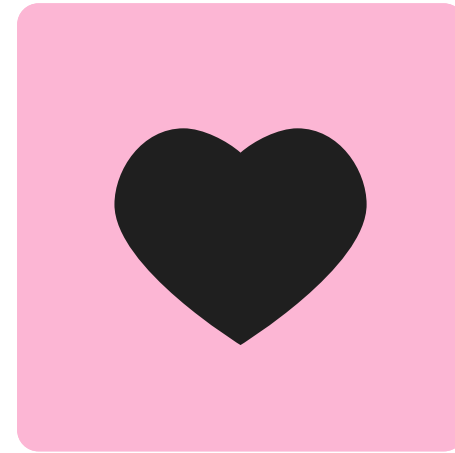
The Mega
Food Parks
scheme was
launched in
2008

140 million
hectare of
land is used
for agriculture



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?