



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?

LAND

SUN

TRACTOR

WATER

SEEDS



AGRICULTURE
BACKBONE
OF INDIA

Plowing the
land with a
tractor...

sowing the
seed in
the
ground...

Water should
be poured...

Have to wait
for few days...

Seed
germination

Removing
weed...

Fertilization

Plants
growed...

Harvesting

Storage of
harvested
material..

Selling at
the right
time...

Making
profit from
the products
sold.



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?