



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?

Forming
Families
own

Agriculture
was a path to
wealth

It Provides
employment
to a large
population

It is not wrong to
say that the food
we eat is the gift
of agriculture
activities

indian farmers
who work their
sweat to
provides us
this food

in addition, the
agricultural sector
is one of the major
contributors to
Gross Domestic
Product



Divya
Team Lead

physically
Difficult.

There is a lot of
manual labor, but
it is not a full-time
manual labor like
the old days

mentally
Diffcult
Running a
Business

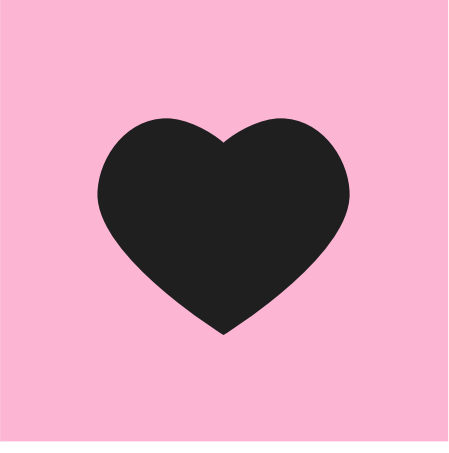
when people
think of
agriculture, they
often envision
crop farming.

Before
becomeing
a farmer



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?