



**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?

Outline  
Volunteering  
provides  
guidence to  
farmers

Half of the user  
are related to  
farming and  
majority are  
facing problems

Previous crop  
insurance  
schemes are  
not fruitful

Not many  
people buy  
organic  
product as its  
very costly

Most of the  
people  
reside in  
cities

Organic  
products are  
very  
costly.Who will  
buy from us?

Unable to pay bank  
loans is one of the  
major problem  
related to irrigation  
ana also to farmers  
suicide

Chemical  
based  
farming is not  
good choice  
do we have?

India's Agricultural  
Crop Production  
Analysis(1997-2021)

Weeding  
using  
rudimentary  
tools

When they  
fail to do the  
above things  
they commit  
suicides

Banks are not  
provding  
proper  
financial user

Perishable  
produce is  
spoiled  
quickly if not  
bought

Crop rotation

Mulching

Farmers should  
be given right  
to decide the  
price of the  
products

Even if we take  
loan how are we  
going to repay it if  
we are not getting  
any return from  
selling produce



**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?