



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?

what can
we imagine
them doing

Banks are
giving less
priority to
farmers

online
voluntering
provides
guidence to
farmers

what do they
see in their
immediate
marketplace

online chat
portals

more
support
need it

why is this
so hard

A farmers
uses75% of
his water to
carry out
irrigational

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

those who are
unable to
manage gave
lands for
lease

Apply for
loans to meet
their farming
needs

seek
financial
support from
government

to give
support

Farmers should
be given write
to decide the
price of their
products

Chemical
based
farming is
not good

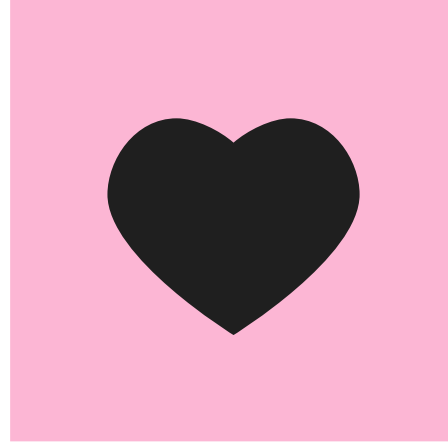
Backbone
of our
country's
economy

It our
heritage



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?