



Empathy map

View only



Says

What have we heard them say?
What can we imagine them saying?

Important years:

- 1997
- 2005
- 2010
- 2015
- 2021



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Crop Protection Methods

- "1997": Predominantly chemical pesticides used for crop protection.
- "2005": Introduction of integrated pest management (IPM) techniques.
- "2010": Shift towards organic farming practices.
- "2015": Continued use of IPM and organic methods with reduced chemical pesticide reliance.
- "2021": Further adoption of sustainable and eco-friendly approaches, pest management (PM) techniques.
- "2010": Shift towards organic farming practices.
- "2015": Continued use of IPM and organic practices.

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

Key Trends

- "1997": High reliance on chemical pesticides led to environmental concerns.
- "2005": Emphasis on IPM reduced chemical use and promoted natural predators.
- "2010": Growing interest in organic farming for healthier produce.
- "2015": Sustainable practices gained momentum for safer, eco-friendly agriculture.
- "2021": Enhanced focus on regenerative agriculture and biotechnology.

Impact

- "1997": Environmental degradation and health issues due to pesticide use.
- "2005": Reduced pesticide residues, better crop yields, and healthier ecosystems.
- "2010": Improved soil health, reduced pollution, and premium organic produce.
- "2015": Lowered environmental impact, diversified agriculture, and safer food.
- "2021": Sustainable practices led to resilience against climate change and increased food security.



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?

[See an example](#)