



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?



2018-19 was the best year with maximum crop production in India

West Bengal is the highest producer of Rice as per the records

INDIAN AGRICULTURAL CROP PRODUCTION

Uttar Pradesh is the biggest producer of crops in India

Rice is the major choice of farmers with 21,175 records found of rice production. Almost all states are into rice production



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?

