



**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?

Providing  
Raw Material  
to Industries

Unavaiability  
of good

Share in  
National  
Income

Importance  
in  
international  
Trade

Small and  
fragented  
land -  
holidays

Lack of  
modern  
equipment  
and  
machinery

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

Major  
contributor  
in GDP

Rural  
employment

Improved  
environmental  
healt

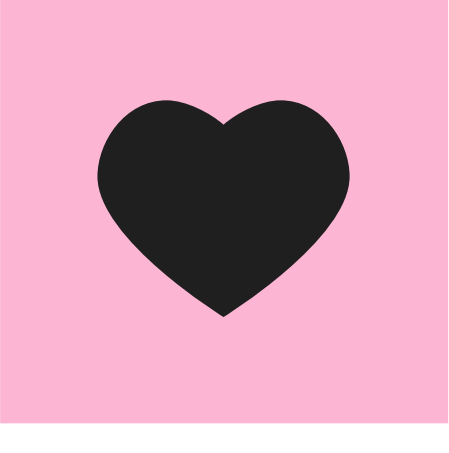
Traditional  
knowledge

Minimization of  
off site  
environmental  
impacts

Reduced  
environmental  
risk



**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?