

Says

What have we heard them say? What can we imagine them saying? What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

I hope my

crops will

yield a good

harvest this

season

We need to

modernize

and increase

productivity.

Business-

driven,

pressure to

negotiate

prices.



Thinks

Interest In

understanding

the Impact of

various factors

on crop

production

We want safe and affordable

I work hard to cultivate crops, but unpredictable weather and market prices worry me.

Years 1997-2000 Agriculture is the backbone of our economy.

export Indian crops to international markets.

M.SATHYA India's Agricultural

Works long hours, invests in seeds and equipment, seeks advice from local experts

Coordinates logistics, adheres to export regulations, and monitors global market trends.

> Conducts research, experiments with new technologies, and collaborates with farmers.

Shops for groceries, looks for quality certifications, and may advocate for sustainable practices.

I Feel my crops will yield a good harvest this

season.

How can we

implement

effective

policies and

subsidies?

Concerned about food safety, budget constraints, and

convenience.

Anxious about weather, proud of their agricultural heritage, and frustrated with price fluctuations.



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

