



Says

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

Farmers complain about the price increase in chemical fertilizers

They say that they are not getting any attention from people as well as government

They also complain about lack of water for their irrigation of land

Thinks

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



Farmers need fair price for their yield

They want recognition for their agriculture service

Their dream is to fulfil every empty stomach

Indian Agricultural Crop Production Analysis (1997-2021)

Middle man is getting more profit than farmer

New laws should be implemented for farmer to get fair price for their products

Agricultural products should be sold directly to consumers by farmers

They are worried about the climate change which can reduce production of their yield

Exploitation by corporates is their fear

They didn't get the right price for their hardwork

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?

