

## Says

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

"I rely on my crops for my livelihood; the weather is so unpredictable.

"Government policies and subsidies often don't reach us."

"I struggle with access to modern farming techniques and resources.

it's hard to income

"I worry about

the impact of

climate

change on

my crops

"Market prices fuctuate a lot; make a stable

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

"What should I plant next season to maximize proft?"

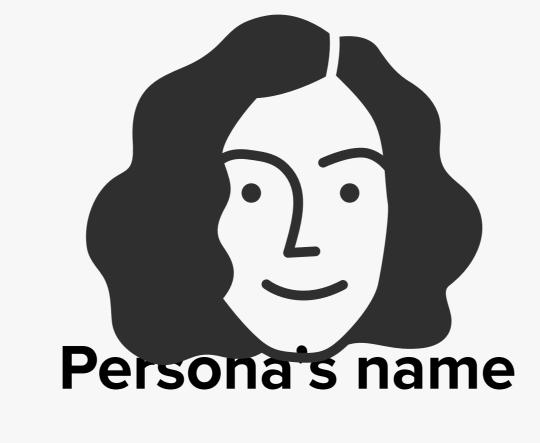
"How can I ensure food security for my family?"

**Thinks** 

"Is there a way to reduce my dependence on traditional farming methods

"Will this year's monsoon be sufcient for a good harvest?"

"How can I improve my crop yields and income?



Nithiya's team

Monitor weather forecasts regularly

> Seek advice from local agricultural experts or extension services.

Participate in governmentrun agricultural programs

Plant a variety of crops to mitigate risk

Worry about

and fnancial

security

crop insurance

Anxiety about weatherrelated risks and crop failures

> Overwhelmed by the complexity of agricultural markets and policies.

Hopeful about adopting modern farming practices.

Concerned about providing for their families and communities.

Frustration with limited access to resources and information

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## 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?



**Feels** 

