



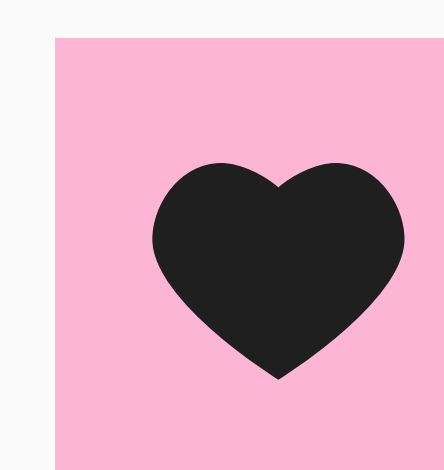
Says

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



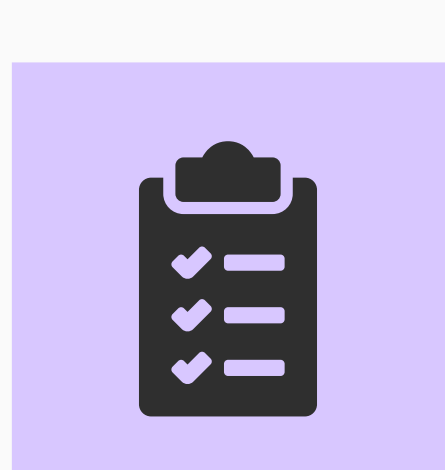
Thinks

What are their wants, needs, hopes, and dreams?



Feels

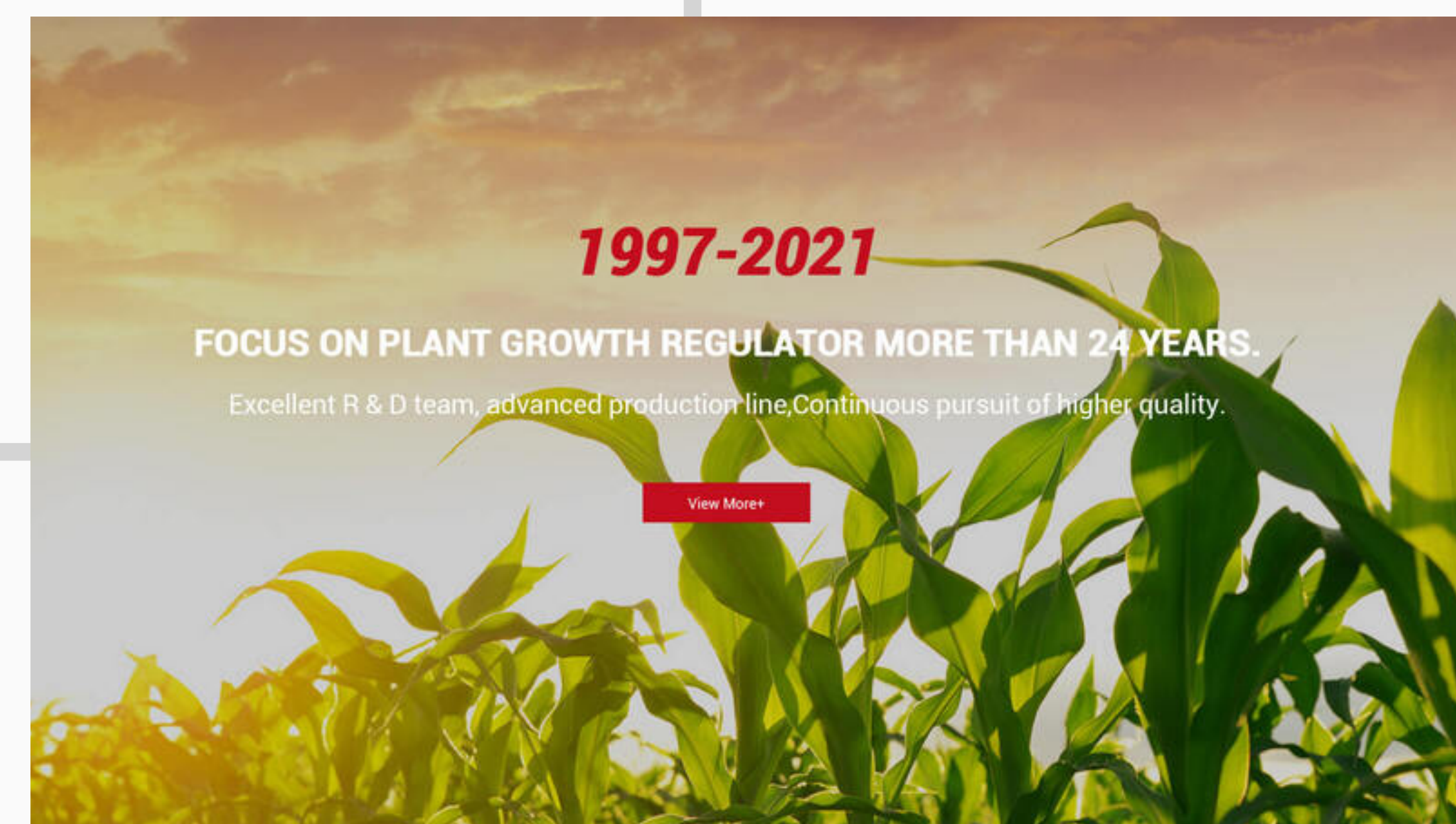
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Does

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

[See an example](#)



SAYS

Having access to high quaaality seeds are readily availble.

India ranks as the second largest producer of rice

Supply of high quality fertilizers

Expecting more profit.

It helps to estimate the crop production of India.

Used to find the increase of crop production in various states.

THINKS

A distinction is made between economic and external faacfors.

Agriculture is the main source of income for most farmers.

Poor Irrigation facilities might affect agriculture.

Afraid of climate change.

FEELS

They expect agriculture loan with low interest.

Fearing about profit or loss on yield.