



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?

**Affordable nutritious and safe food options**

**Concerns about food safety rising food prices and access to quality produce**

**achieving high growth by raising productivity**

**Access to timely weather forecasts affordable fertilizers and fair market prices**

**concerns about weather patterns crop diseases and market prices**

**Anxious about crop yields financial stability and familys well -being**



INDIAS  
AGRICULTURAL  
CROP  
PRODUCTION  
ANALYSIS

**Sourcing distributing and pricing agricultural products**

**Responsibility for rural development and economic growth**

**Agricultural experts and extension workers provide training and guidance to farmers helping them adopt modern techniques and improve crop yields**

**The fear of crop diseases and pest attacks is a constant concern. These can lead to substantial losses if not managed effectively**

**Fear of losing land due to disputes debts or government policies**

**Low crop prices lack of access to modern farming technology and mounting debts**



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?