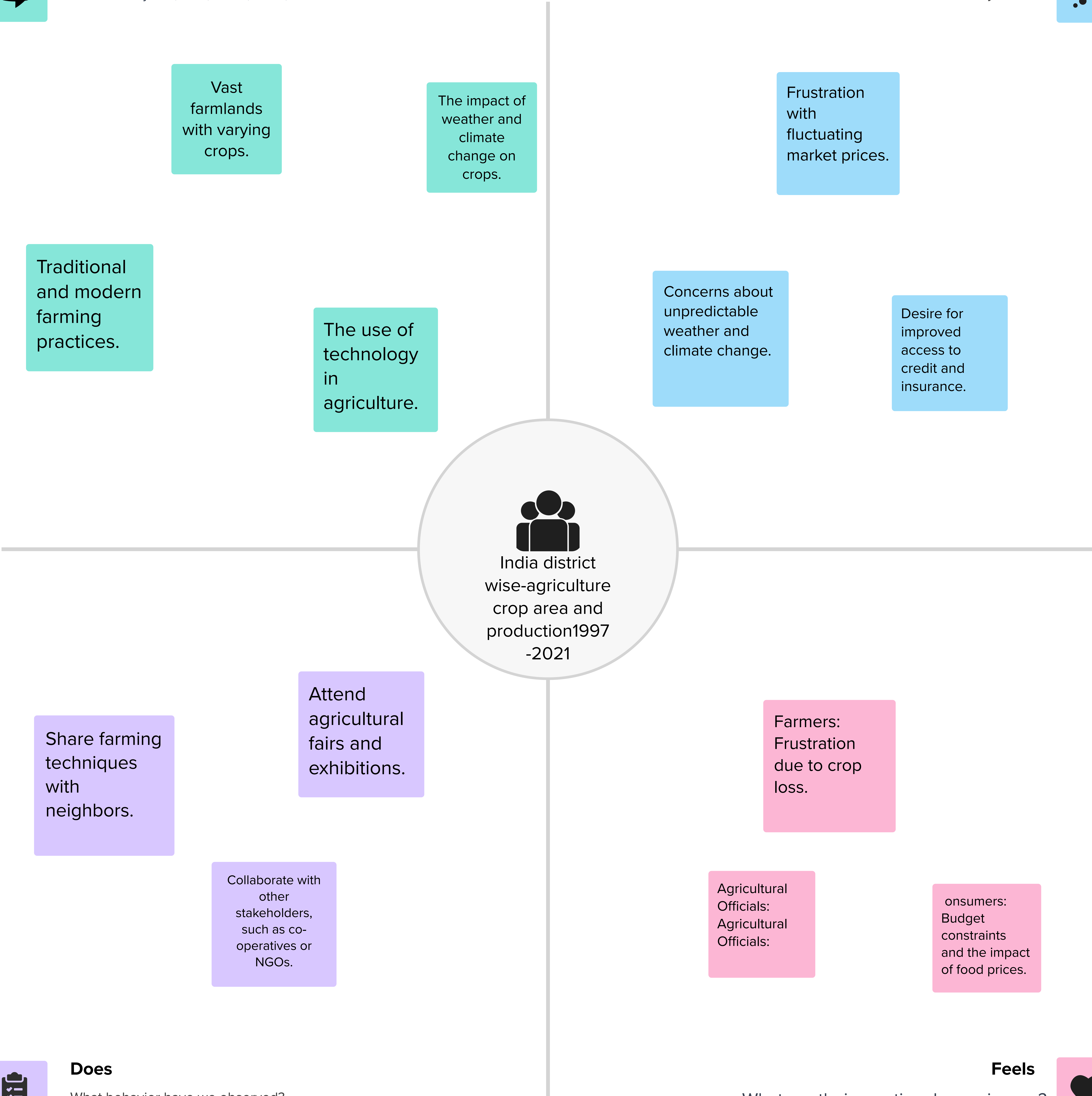




Says
What do they see, hear, touch, smell, and taste?



Thinks
What are they think?



Vast farmlands with varying crops.

The impact of weather and climate change on crops.

Frustration with fluctuating market prices.

Traditional and modern farming practices.

The use of technology in agriculture.

Concerns about unpredictable weather and climate change.

Desire for improved access to credit and insurance.



India district wise-agriculture crop area and production1997 -2021

Share farming techniques with neighbors.

Attend agricultural fairs and exhibitions.

Farmers: Frustration due to crop loss.

Collaborate with other stakeholders, such as co-operatives or NGOs.

Agricultural Officials: Agricultural Officials:

onsumers: Budget constraints and the impact of food prices.



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



Feels
What are their emotional experiences?