



Says

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

small farmers
can't affrod
packaging and
marketing

every year we
have to increase
the chemicals we
use to increase
production

i often get cick
because of
chemicals
sometimes i even
forget to wash my
hands after spraying
pesticides

it takes a lot of
money to
switch from
inorgonic to
organic farming



Thinks

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

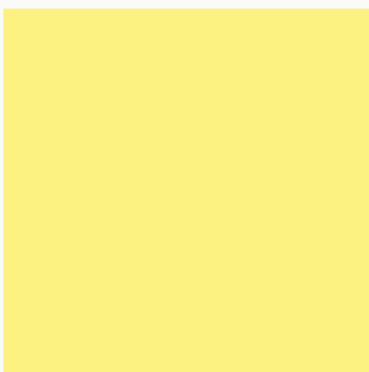
packaging and
marketing requires
money which small
farmers don't have
and als not enough
time as they have to
manage on their own

loves
gardening

likes to use
much less
energy

refreshing
oxygen

INDIA'S AGRICULTURAL CROP
PRODUCTION ANALYSIS
(1997-2021)



combined
labour

visible
progress of
the plant

good
harvest

getting a cow for
organic farming and
feeding her daily
with require money
which small farmers
can't manage

Not many
platform sell
directly to
consumers

animal
husbandry
related
training is
required

farmers are
not getting
MSP for
their crops

can't deal with
pest attack
efficiently in
organic ways



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?

See an example