



**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?

I hope the weather conditions are favorable for a good harvest.

How can I make my farm more sustainable and eco-friendly?

I need to find the best seeds for maximum yield.

I want to learn new techniques to improve crop productivity.

I need to understand market trends and consumer preferences.

What are the best practices for crop rotation and soil conservation?



India's  
Agricultural  
Crop  
Production

Prepare the land for cultivation by plowing and leveling.

Healthy and thriving crops ready for harvesting.

Select and purchase quality seeds from trusted suppliers.

Monitor and control pests and diseases through timely interventions.

Increased yield and improved crop quality.

Proper pests and disease management.



**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?