



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?

Farmers see changing weather patterns affecting crop yields

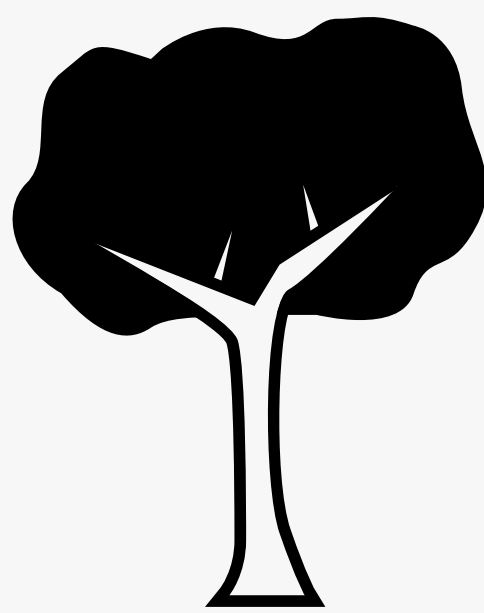
Farmers hear about new agricultural technologies

Consumers see fuctuating food prices

Polycymacker see the need for sustainable agriculture policies

onsumers hear about food shortages and prices hikes

Policymakers hear from experts on crop production challenges



India's Agricultural Crop Production

Consumers worry about the affordability of food

Farmers say they need access to modern farming methods

Farmers think about crop losses due to pests and climate change

Policymakers feel the pressure to ensure food security

Consumers buy imported good when local crops are scarce

Policymaker pormote and subsidiesagricultural research



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?