



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?

Agriculture
is the main
source

Specific,
Measurable and
Achievable

Research
and
extension

Need more
extension
work

Backbone of
India

Seek financial
support from
government

India's
Agricultural
Crop

Lack of
infrastructure

Contributes
towards
climate
change

A lot of
effort

More
research

New
learning
experience

Information
from
gardening
experts



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?