



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?

Cultivating
the soil

Providing
raw
matarials

Growing
crops

Raising
livestock

Supporting
livelihoods
through
food

Process of
growing
crops



INDIA'S AGRICULTURAL
CROPS PRODUCTION
ANALYSIS



Food to
entire
population

Helps in the
economy of
the country

Crops yield

Excessive
use of
Agro-
chemicals

It helps in
saving
farmers
money

Organic
way to
grow food



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?