



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:
we need reliable information to make planting decisions.

Farmers:
i'm concerned about unpredictable patterns affecting my yield.

Government officials:
we want data to formulate policies and allocate resource effectively

Government officials: We need to ensure food security and economic stability

Agricultural scientists: Accurate data helps us research and develop better crop varieties

Agricultural scientists: Research findings should be accessible and actionable for farmers.

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

Farmers plant crops,monitor growth and harvest based on traditional knowledge and available resourses.

Government officials: collect data, implement policies and allocate funds for agricultural development.

Farmers: Anxious about market prices and weather conditions,hopeful for a good harvest.

Government officials: Responsible for the well- being of the population ,motivated to improve agricultural outcomes

Agricultural scientists: Conduct research,develop new technologies and disseminate findings.

Agricultural officials:Driven by a desire to enhance crop productivity and sustainibility.



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?