



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

 [See an example](#)



Discuss the various crops grown in India, including staple crops like rice, wheat, and pulses, as well as cash crops like cotton, sugarcane, and tea.

Access to resources like quality seeds, fertilizers, and modern farming equipment is a common want among farmers.

Modern farming practices, including the use of genetically modified crops and precision agriculture, have significantly increased crop yields in recent years.

Discuss the future outlook of Indian agriculture, including potential solutions to overcome challenges and ensure food security.

Improved rural infrastructure, including roads and irrigation systems, is a critical need to enhance agricultural productivity.

The hope for empowerment through community support, farmer cooperatives, and fair trade practices.

Farmers often respond to government policies and support programs, including subsidies, crop insurance, and minimum support prices, which can influence their planting decisions and agricultural practices.

Envisioning the growth of vertical farming systems in urban areas, enabling year-round production of fresh vegetables and reducing the need for long-distance transportation

Agricultural policymakers and organizations engage in behavior such as advocating for policy changes to better support farmers and the agriculture sector.

Concerns about fluctuations in crop prices, which can affect income and profitability, leading to uncertainty.

Anxiety about whether younger generations will continue farming or seek other opportunities, potentially leading to the abandonment of agricultural traditions.

Frustration over a lack of access to agricultural education and training opportunities, hindering the adoption of modern farming practices.