



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?



we need better access to irrigation facilities



Government support is crucial for our livelihoods

Market prices for our crops should be fair

Crop insurance is essential

Concerns about unpredictable weather patterns



Worries about pest and disease control

Considering adopting modern farming practices

Thoughts on crop selection based on market demand



**Prepares fields and sows seeds during planting season
seeks advice from local agricultural**



Each with their own thoughts, feelings, statements and actions related to India's agricultural crop production over the years

Cooperatives use mobile apps for weather updates and market prices

Frustration with fluctuating crop prices



Concerns about debt and financial stability



Relief when a good monsoon season is predicted

Proud of contributing to India's food security



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?

