



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  
can be the  
primary  
occupation of  
the people of  
a country

Food grains  
output in 1997-  
2021 was  
estimated has  
risen to 199  
million tonnes

Upcoming  
generation are  
don't know the  
agriculture also  
not intersted

Use  
harmless  
pesticide  
for crop

Use cattle  
for  
ploughing  
is the best  
for land

Use  
organic\natural  
farming



Develop  
sustainable  
agriculture

Crop  
production is  
the source of  
livelihood for  
a lot of people

Vermi  
composting  
is best for  
crop

Produce  
commodities which  
maintain life,  
including food fiber  
forest products  
horticultural crops  
and their related  
services

Farming is  
a  
profession  
of hope

Agriculture  
is not  
farming it's  
feeling



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?