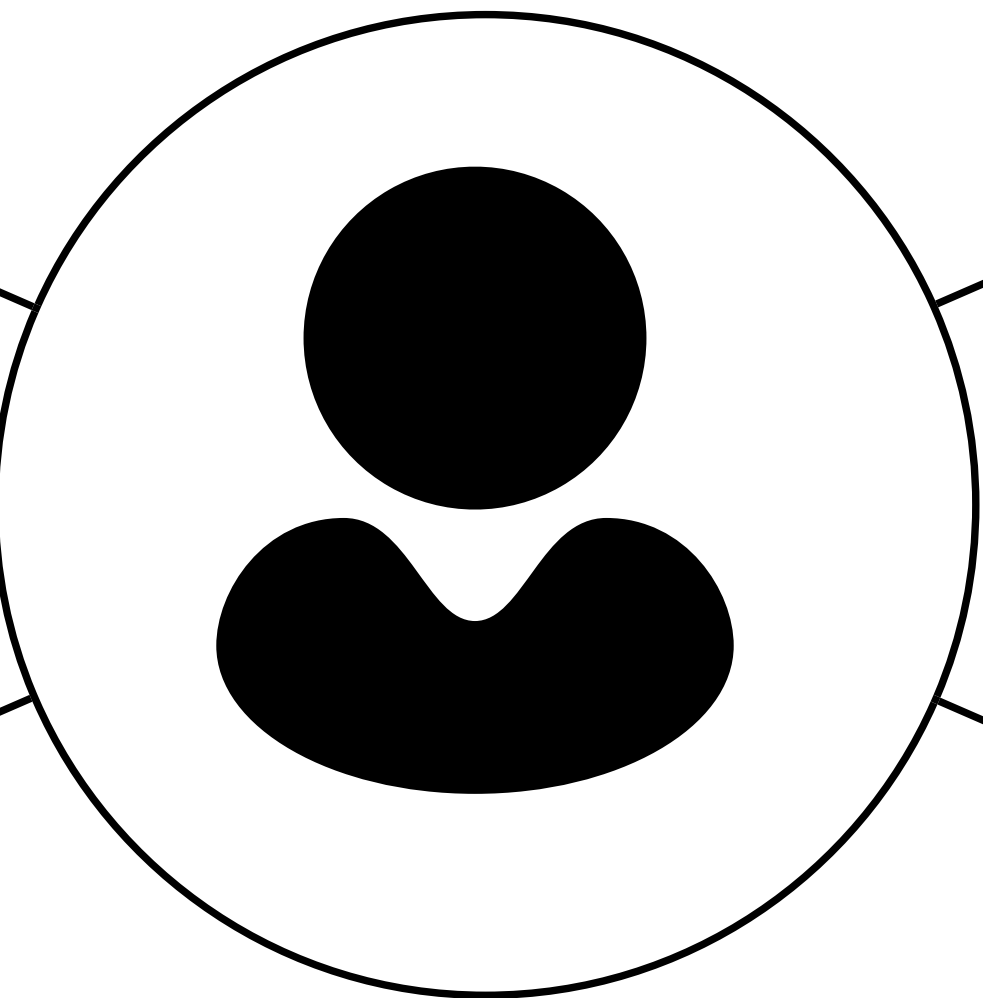


*What do they*  
**THINK AND FEEL?**

what really counts

major preoccupations

worries & aspirations



*What do they*  
**HEAR?**

what friends say

what boss say

what influencers say

It will be  
helpful for  
the society

It will be  
different  
project.

If people  
don't support  
, it won't be  
efficient.

It will help to  
the project of  
Smart Cities,  
India

It will improve  
the system of  
medical waste  
and recycling.

It increases the  
awareness for  
the people about  
waste  
management

*What do they*  
**SEE?**

environment

friends

what the market offers

*What do they*  
**SAY AND DO?**

attitude in public

appearance

behavior towards others

People don't  
aware of it.  
First it have to  
given to them,

Traveller don't  
have much  
facility to  
dispose the  
garbage

People need to  
know about the  
basic current  
technologies.

**PAIN**

fears

frustrations

obstacles

More steps.

Two  
projects in  
same time.

Internal  
exams and  
placement  
works

**GAIN**

"wants" / needs

measures of success

obstacles

Knowledge

Industrial  
exposure

Skills  
upgradation