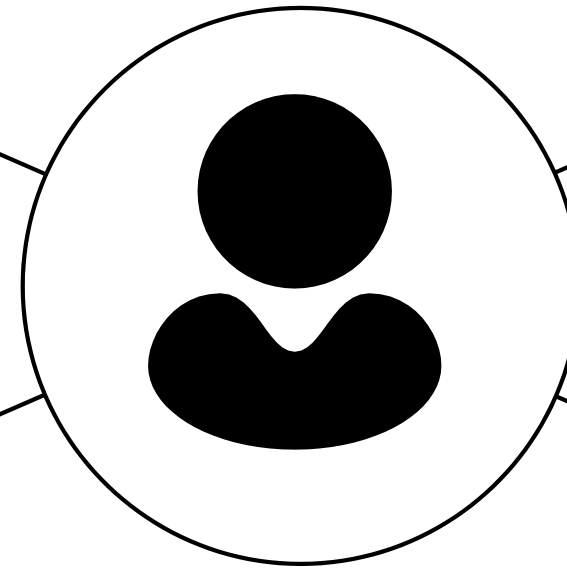


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

The corporation
should visit
frequently and
remove all the
wastages.

What do they HEAR?

what friends say
what boss say
what influencers say

All the people
should put
their wastages
into the dustbin

Any one of the
person should
take initiative to
inform the
municipality

Removing
wastages and
cleaning the
environment is
their
responsibility

More dustbins
and more
employees
should be
allocated to
crowded streets

Inform the
responsibilities
to provide
separate bins for
segregation of
garbages

Some people
may threw their
garbages on the
surroudings

The unclean
environment
should not affect
their children and
their
surroundings

Stinky smell
should be
avoided

Absence of
Segregated
bins

Flying of
papers and
plastic covers
all over the
roads

Dirty and
polluted
surroundings

filled
garbage
bins

No one
cares about
the filled
bins

The responsible
person should
visit and clean
the place
frequently

Most of them
want their
environment to
be hygiene

PAIN

fears
frustrations
obstacles

Seeing
Irresponsible
persons

People are
facing
health
issues

unhygienic
environment

GAIN

"wants" / needs
measures of success
obstacles

Clean and
Healthy
Environment

All filled bins
are removed
and unfilled
bins are
placed

People wont
throw their
wastages in
the
surroundins