



**Says**  
What have we heard them say?  
What can we imagine them saying?

Irrigation techniques should be improved

Banks are giving less priority to farmers



**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

A farmer uses 75% of water to carry out irrigation

Asia, China and Japan have better irrigation techniques in the world

Irrigation through bore wells is no sustainable since there are chances of them drying up during summer

INDIA'S AGRICULTURE EMPATHY MAP

Those who are unable to manage their farms gave their lands for lease

Many changed their profession and shifted to cities

seek financial support from government



**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?

Flood irrigation needs more water

Improving irrigation techniques help farmers