



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?

Irrigation techniques should be improved

Banks are giving less priority to farmers

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

A farmer uses 75% of water to carry out irrigation

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

M.IMPREETHA'S IMAGINATION

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

Many changed their profession and shifted to cities

Flood irrigation needs more water

Improving irrigation techniques help farmers

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?