



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. ONLINE
VOLUNTEERING
PROVIDES
GUIDANCE TO
FARMERS.

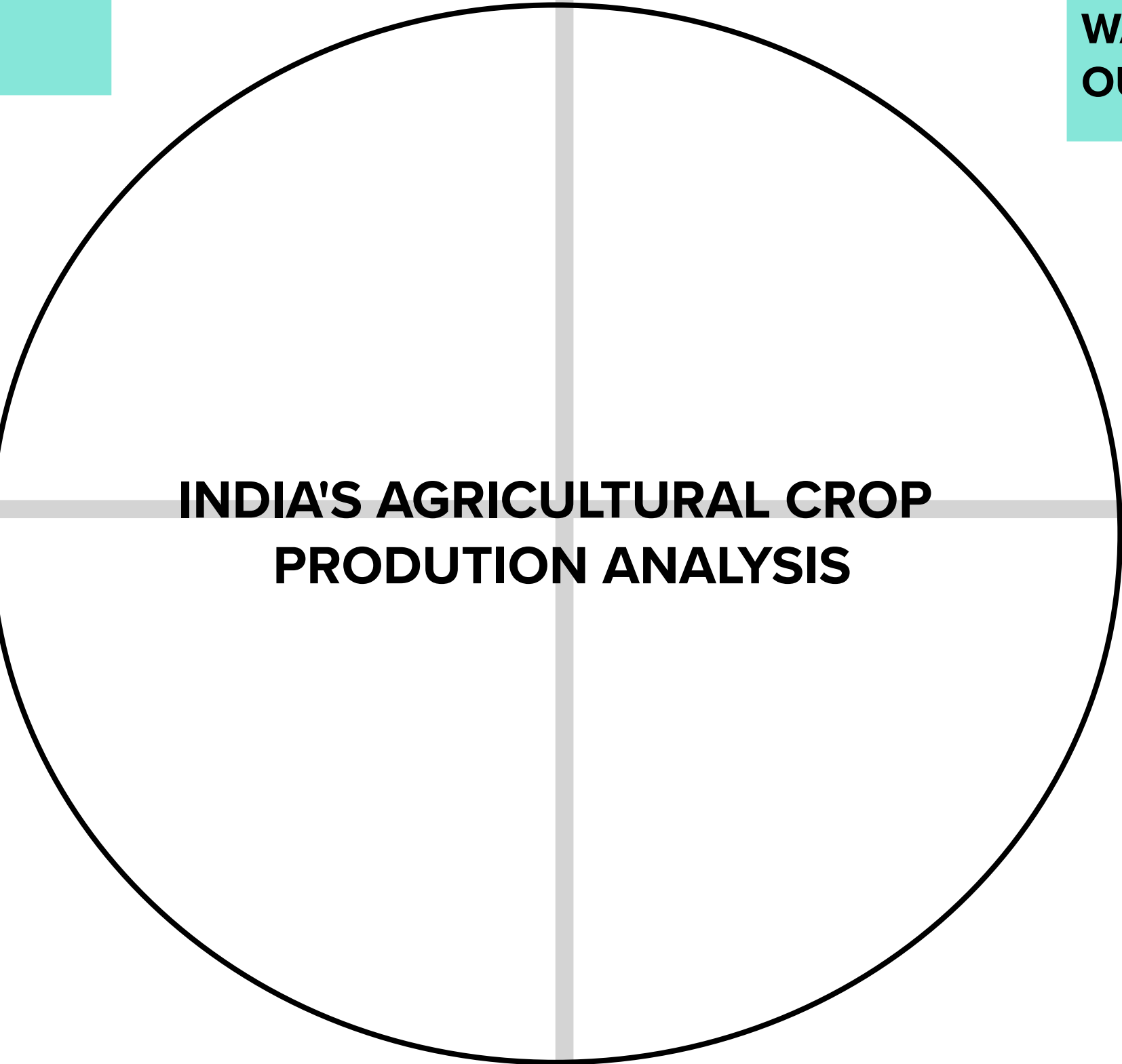
BANKS ARE
GIVING LESS
PRIORITY TO
FARMERS. MOST
OF THE PEOPLE
RESIDE IN CITIES.

IRRIGATION
THROUGH BORE
WELLS NO
SUSTAINABLE SINCE
THERE ARE
CHANCES OF THEM
DRYING UP DURING
SUMMER.

HALF OF THE
USERS AARE
RELATED TO
FARMING AND
MAAJORLTY ARE
FACING
PROBLEMS.

ASIA, CHINA AND
JAPAN HAVE
BEETTER IRRIGATION
TECHNIQUES IN THE
WORLD. A FARMER
USES 75% OF HIS
WATER TO CARRY
OUT IRRIGATION.

UNABLE TO PAY
BANK LOANS IS ONE
OF THE MAJOR
PROBLEM RELATED
TO IRRIGATION AND
ALSO TO FARMERS
SUCIDE.



INDIA'S AGRICULTURAL CROP
PRODUCTION ANALYSIS

THOSE WHO
ARE UNABLE TO
MANAGE THEIR
FARMS GAVE
THEIR LANDS
FOR LEASE.

DRIP IRRIGATION IS
MOST E EXPENSIVE
IRRIGATION.
PROPER STOR AGE
FACILITY TO STORE
GRAINS MUST BE
AVAILABLE.

APPLY FOR LOANS
TO MEET THEIR
FARMING NEEDS.
WHEN THEY FALY
TO DO THE ABOVE
THINGS THEY
COMMIT SUCIDES.

MANY CHANHED
THEIR PROFESSION
ND SHIFTED TO
CITIES. SEEK
FINANCIAL
SUPPORT FROM
GOVERNMENT.

IMPROVING
IRRIGATION
TECHNIQUES HELP
FARMERS. FLOOD
IRRIGATION NEEDS
MORE WATER.

FARMRS SHOULD BE
GIVEN RIGHT TO
DECIOE THE PRICE
OF THEIR
PROOUCTS. BANKS
ARE NOT PROVIDING
PROPER PROPER
FINANCIAL HELP.



Does

What behavior have we observed?
What can we imagine them doing?



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?