



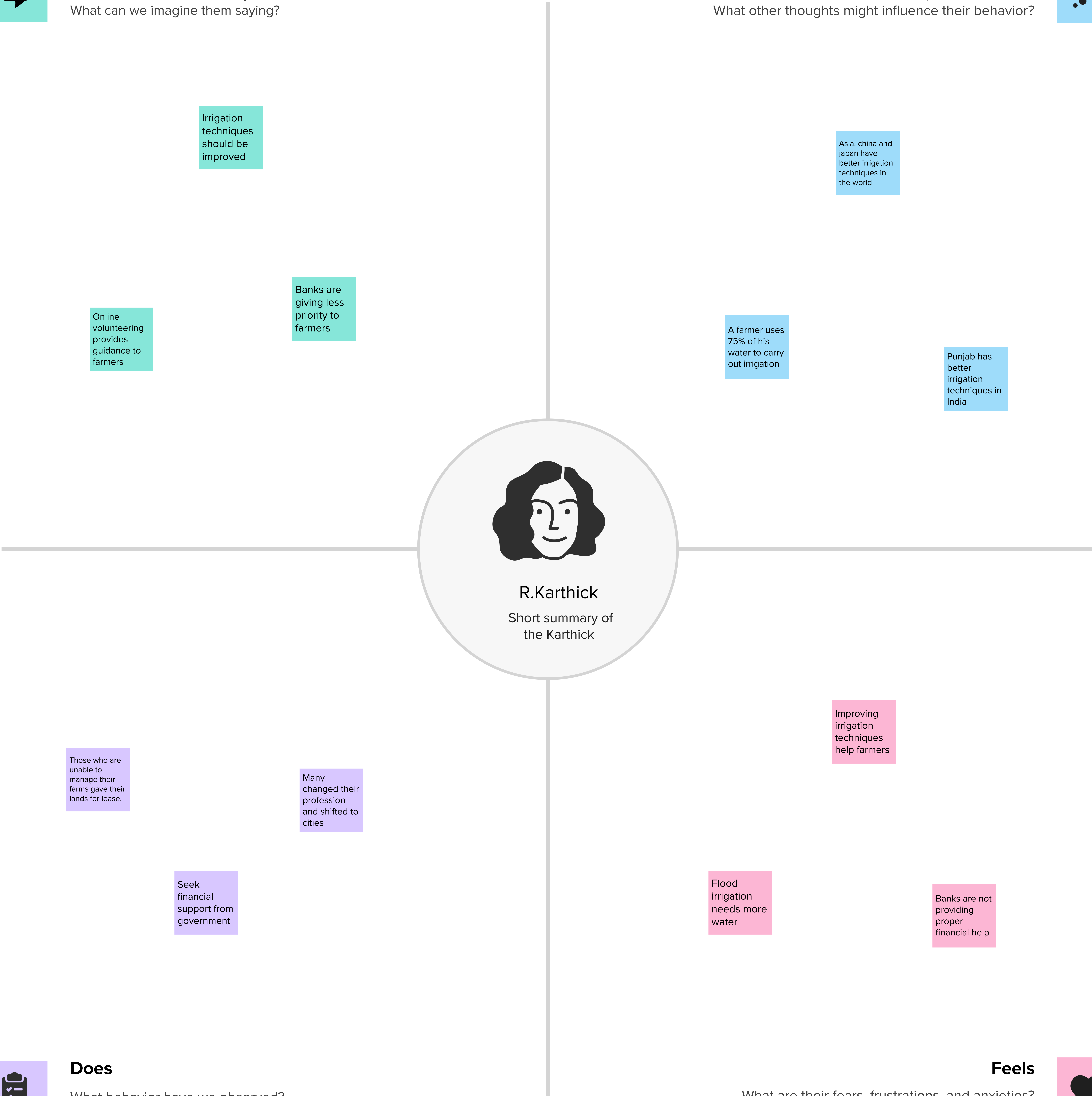
Says

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?



R.Karthick

Short summary of
the Karthick

Irrigation
techniques
should be
improved

Online
volunteering
provides
guidance to
farmers

Banks are
giving less
priority to
farmers

Asia, china and
japan have
better irrigation
techniques in
the world

A farmer uses
75% of his
water to carry
out irrigation

Punjab has
better
irrigation
techniques in
India

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

Improving
irrigation
techniques
help farmers

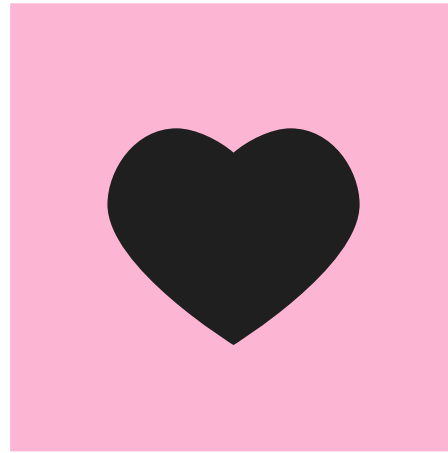
Flood
irrigation
needs more
water

Banks are not
providing
proper
financial help



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?