



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?

FARMERS

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

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

vpunjab has better irrigation techniques in india.punjab has better irrigation techniques in india.punjab has better irrigation techniques in india.

A farmer uses 75% his water to carry out irrigation.A farmer uses 75% his water to carry out irrigation.A farmer uses 75% his water to carry out irrigation.v

Climatic conditions ,lack of water,financial support and technology are major irrigation related problems aware of irrigation related problems.

Online volunteering provides guidance to farmers.

Irrigation techniques should be improved.

Banks are giving less priority to farmers.

Half of the users are related to farming and majority are facing problems

Most of the people reside in cities.

Improving irrigation techniques help farmers.

Proper storage facility to store grains must be available.

Drip irrigation is most expensive irrigation.

Flood irrigation needs more water.

Apply for lands to meet their farming needs.Apply for lands to meet their farming needs.

Many changed their profession and shifted to others.

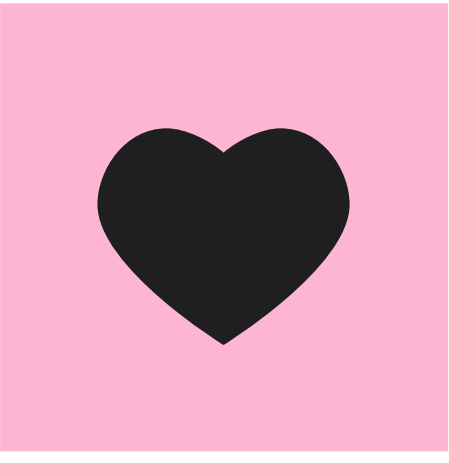
Seek financial support from government.

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



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?