

Excessive use of chemicals in agriculture has led to a multitude of effects

# THINK & FEEL?

what does (s)he  
What really counts  
Major preoccupations  
Worries & aspirations

Loss ,damage lands

Ready for harvesting

Rain water cops

## HEAR?

what does (s)he  
What friends say  
What the boss says  
What influencers say

Learn of Agriculture

agro-  
industry  
knowledge

A Farmer is able  
to refine an  
irrigation  
Schedule.

## SAY & DO?

what does (s)he  
Attitude in public  
Appearance  
Behaviour towards others

Available water  
in the form to  
water the crop  
until rains  
come

good balance  
of rain

faster growing plants

## SEE?

what does (s)he  
Environment  
Friends  
What the market offers

## PAINS

fears  
frustrations  
obstacles

Poor growth

Overwatering

Less Rain

Weather Factors

More Income

Treatment Plans

## GAINS

“wants”/needs  
measures of success  
obstacles