



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?

Banks are giving less property to farmers

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

Most of the people reside in cities

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

Punjab has better irrigation techniques in india

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



General public(including farmers,land holders)

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

Apply for loans to meet their farming needs

Improving irrigation techniques help farmers

When they fail to do the above things they commit suicides

Flood irrigation needs more water.

Farmers should be given right to decide the price of their products .



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?