



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?

The History of agricultural in india datas back to the Neolithic period.

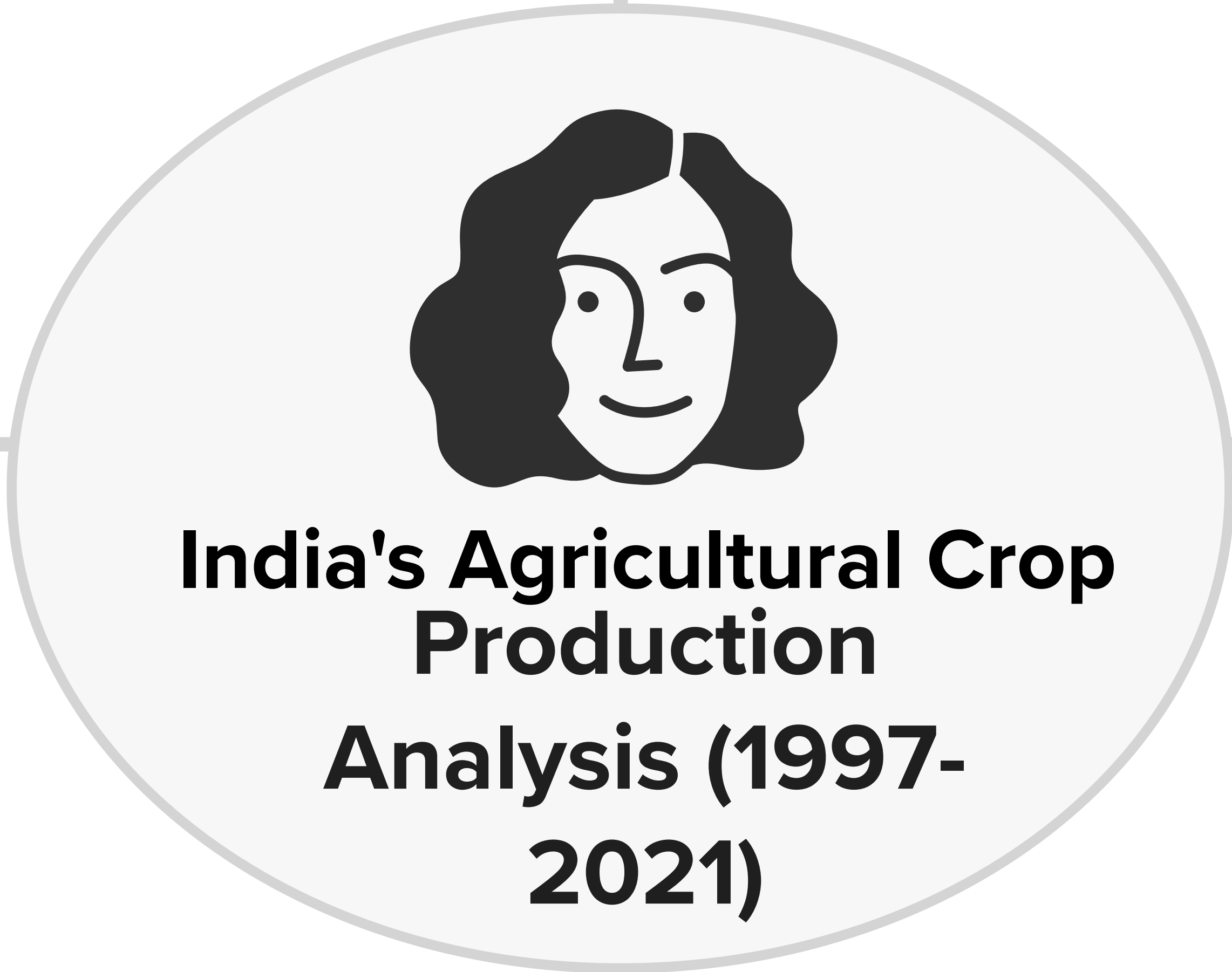
A farmer uses 75% of his water to carry out irrigation.

India rank second world wide in farm output.

Punjab has better irrigation techniques in india.

Unable to pay bank loans is one of the major problem related to irrigation and also to farmers suicide.

As per the indian economic survey 2018 agricultural employed more than 50% of the indian workforce.



Apply for loans to meet their farming needs.

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

Seek financial support from government.

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

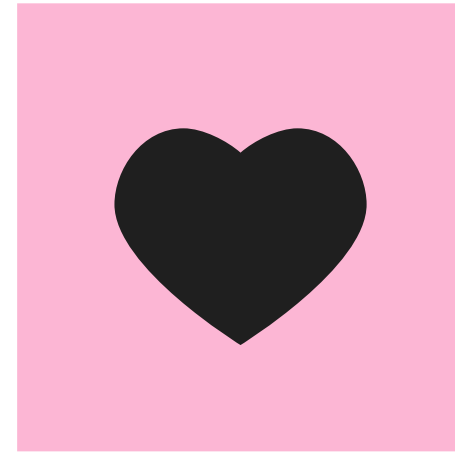
Banks are not providing proper financial help.

Improving irrigation technique.



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?