



Says

What have we heard them say?
What can we imagine them saying?



Thinks

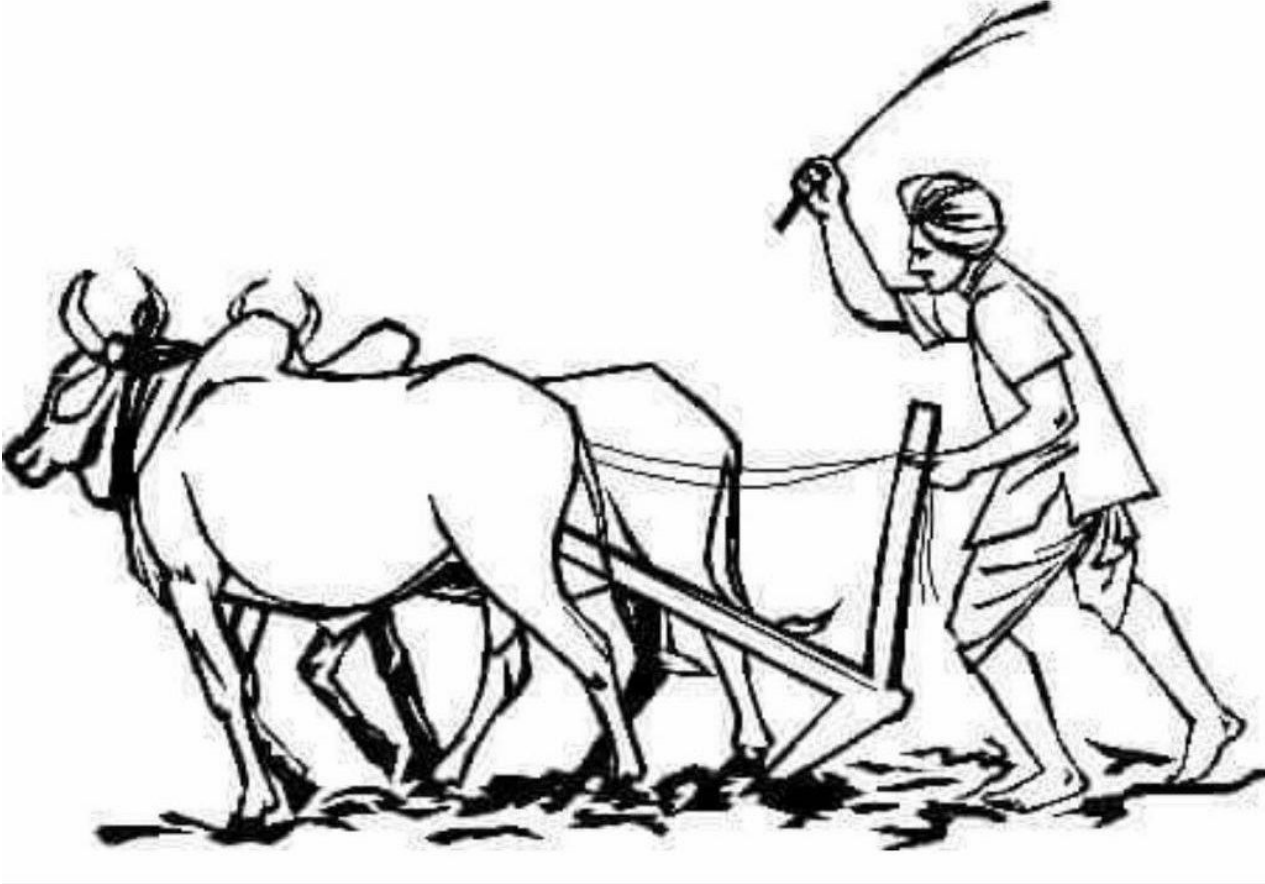
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Irrigation techniques should be improved

Apply for loans to meet their farming needs

Online volunteering provides guidance to famers


Bank are giving less priority to farmer



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

Punjab has better irrigation techniques in india

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




INDIA'S AGRICULTURE COST

Many changed their profession and shifted to aties

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

Seek finanacial support form government

Apply for loans to meet their farming needs

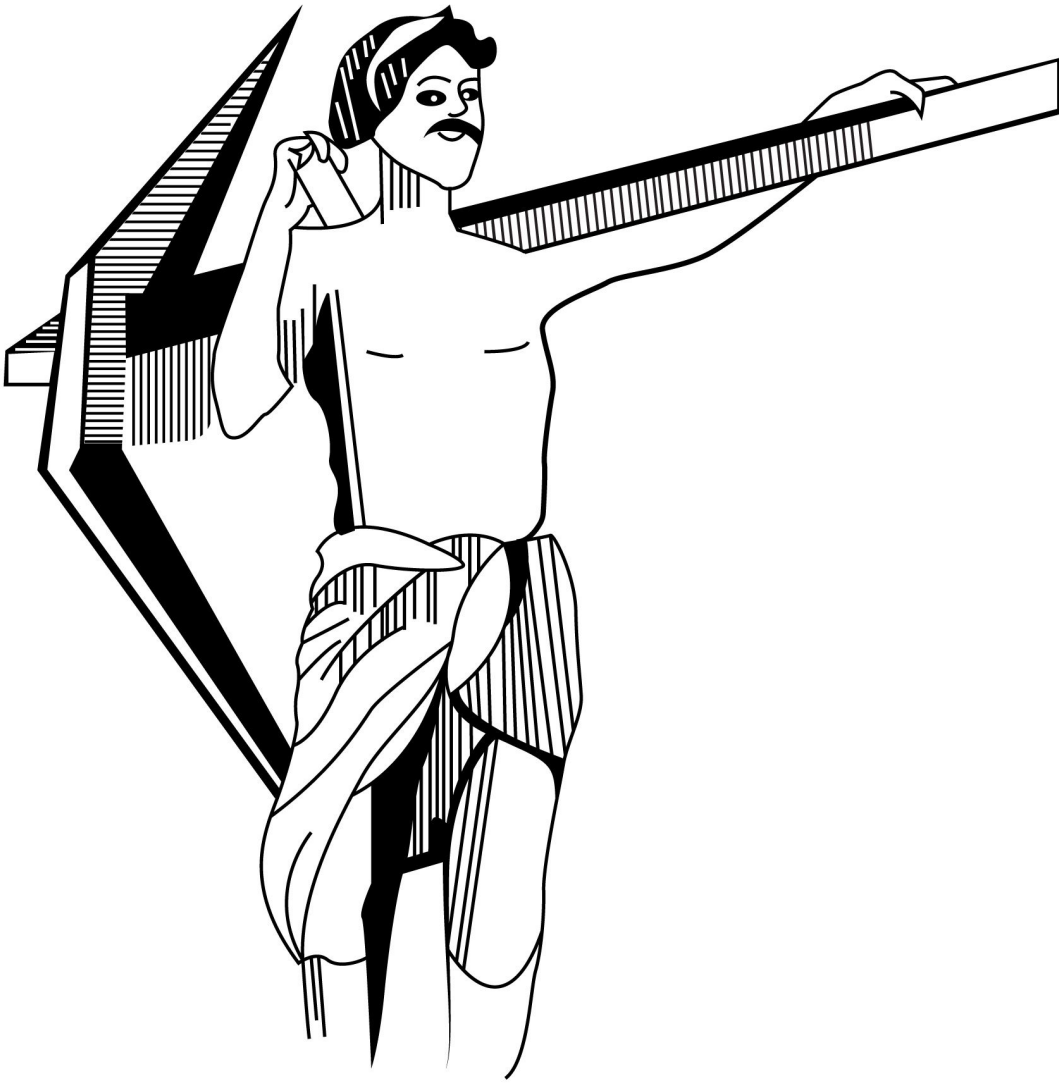


Flood irrigation needs more water

Improving irrigation techniques help farmers

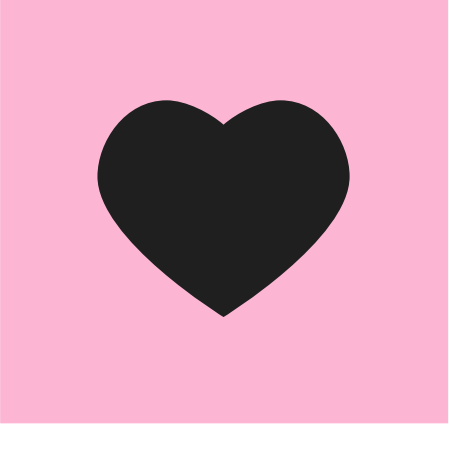
Drip irrigation is most expensive irrigation

Bank are not providing proper finanician 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?