



Says

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

Irrigation
Techniques
should be
improved.

Climate
conditions, Lack
of water,
Technology are
major irrigation
related problems.

Banks are
giving **less
priority** to
Farmers.



Thinks

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

Proper **Storage
Facility** to store
grains must be
available.

Farmers should
be given right
to decide the
price of their
Products

Banks are not
providing
proper
Financial
help.

FARMERS

Many
changed their
Profession
and shifted to
cities.

Lack of
Marketing
and Storage
Facilities.

Apply for
loans to meet
their farming
needs.

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

Unable to pay Bank
loans in one of the
major problem
related to Irrigation
and also to farmers
to suicide.

Impact of
Climate
Change.



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?