

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?

improving
irrigation
techniques
help farmer



Online
volunteering
provides
guidance to
farmer

Drip irrigation
is most
expensive
irrigation



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



Pesticides
are sprayed
to protect
the crops

Punjab has
better
irrigation
techniques in
india

Asia, China and
Japan have
better irrigation
techniques in
the world

Bank are
giving less
priority to
farmer

Irrigation
techniques
should be
improved



Apply for
loans to meet
their farming
needs

Seek
finanacial
support form
government

May changed
profession
and shifted to
cities

Flood
irrigation
needs more
water



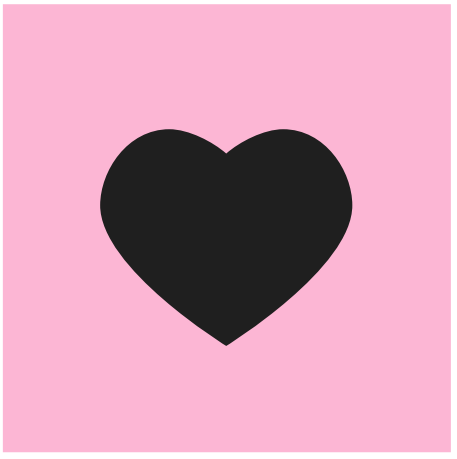
Manure is
added to the
soil



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?

[See an example](#)