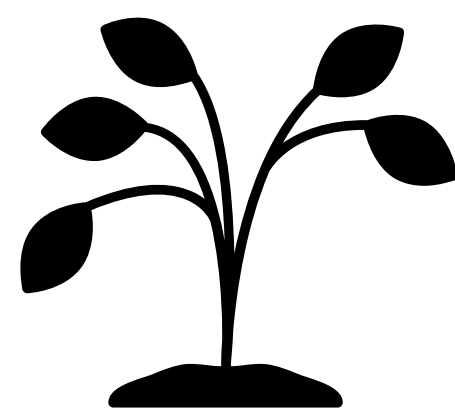


**Says**  
What have we heard them say?  
What can we imagine them saying?

online  
volunteering  
provides  
guidance to  
farmers



Banks are  
giving less  
priority to  
farmers

most of the  
people  
reside in  
cities

INDIA'S AGRICULTURAL  
CROP PRODUCTION  
ANALYSIS (1997-2021)

**Thinks**

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



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



punjab has  
better  
irrigation  
techniques in  
India

unable to pay  
bank loans is  
one of the  
major problem

Team lead-  
S.Pradhiksha  
Team members  
K.Manisha  
V.Padma  
V.Sathya

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



seek  
financial  
support from  
government

apply for  
loans to meet  
their farming  
needs



**Does**  
What behavior have we observed?  
What can we imagine them doing?

proper  
storage  
facility to  
store grains



farmers  
should decide  
the price of  
their products

improving  
irrigation  
technique

**Feels**

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

