



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.**

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

**Climatic condition, lack of water, financial support and technology are major irrigation related problems aware of irrigation related problems.**

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

**Punjab as better irrigation techniques in India.**

**Irrigation through bore wells sustainable. Since there are changes of them drying up during summer.**



**Many changed their profession and shifted to cities.**

**Seek financial support from Government.**

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

**Proper storage facility to store grains must be available.**

**Farmer should be given right to decide the price of their products.**

**Improving irrigation techniques help farmers. Drip irrigation is most expensive irrigation.**



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?