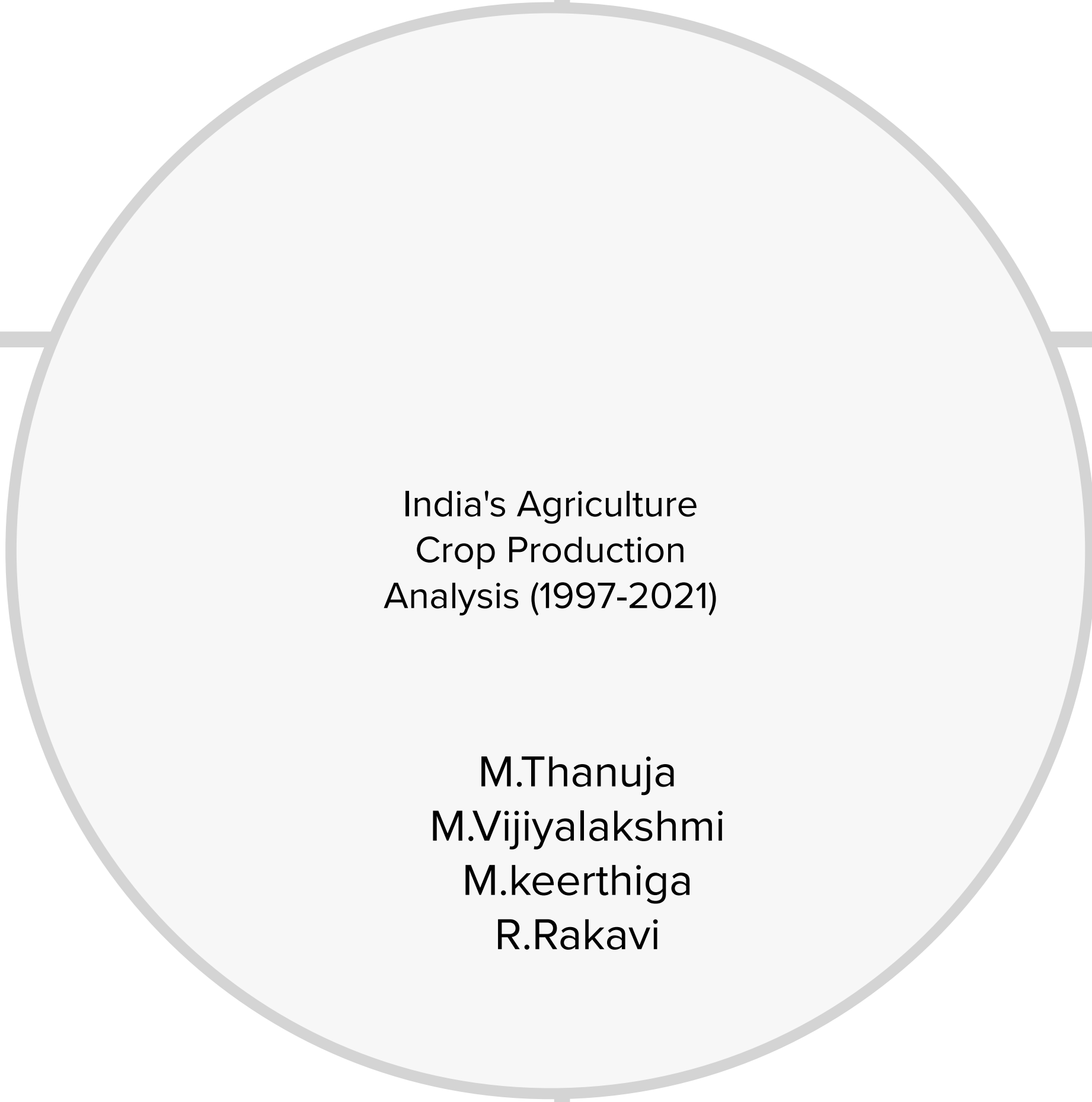




**Says**  
What have we heard them say?  
What can we imagine them saying?



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



Most Of The  
People  
Reside In  
Cities

A Farmer  
Uses 75% Of  
His Water To  
Carry Out  
Irrigation

Half Of The  
Users Are  
Related To  
Farming And  
Majority Are  
Facing Problems

Banks Are  
Giving Less  
Priority To  
Farmers

Asia,China And  
Japan Have  
Better Irrigation  
Techniques In  
The World

Punjab Has  
Better  
Irrigation  
Techniques In  
India

Many  
Changed Their  
Profession  
And Shifted To  
Cities

Apply For  
Loans To  
Meet Their  
Farming  
Needs

Banks Are  
Not Providing  
Proper  
Financial  
Help

Seek  
Financial  
Support From  
Government

Flood  
Irrigation  
Needs More  
Water

Improving  
Irrigation  
Techniques  
Help Farmers



**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](#)

+91 87786  
50887

