



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?



Persona’s name

Short summary of the persona

farming for subsistence which makes scale of economy in question with majority of small holdings

according to 2010-11 agriculture census, the total number of operational holding was 135.35 million with average size of 1.15 hectares (ha). of the total holding, 85 per cent are in marginal and small farm categories of less than 2 ha (goi, 2014)

less use of technology, mechanisation and poor oroductivity forwhich frist two points are of major concern

the future of agriculture in a changing world

i belive in the future of agriculture, with a faith born not of words but of deeds

farming is a profession of hope

many of the workers will be taken out of the sector

priority will be given to best water managment technology

new technology with latest innovation and mechineries will be introduced

productivity will increase and import also may increase due to increased demand

ivil unrest may happen becasuse many of the existing workers will be removed from the sector

local requirements will be met by imports



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?