

## Says

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

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



India is the second-largest producer of wheat and paddy in the world.

Imagine harnessing solarpowered drones to monitor crop health in realtime.

Fully automated farms with Al-powered robots doing the planting and harvesting. It would reduce labor costs and make farming more efficient.

Farmers might operate

fully autonomous farms

machinery and drones,

efficient, and round-the-

allowing for precise,

with Al-driven

clock farming

operations.

They need access to resources such as land, seeds, equipment, and capital. They also need

favorable weather

produce.

conditions and access

to markets to sell their

Skilled labor is

tasks, including

and animal care.

required for various

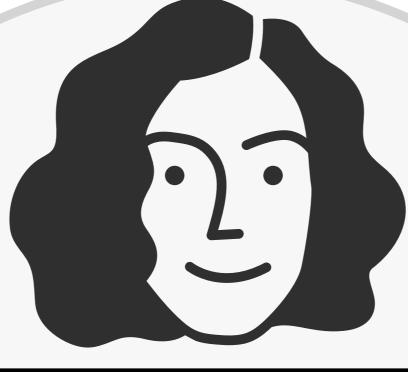
planting, harvesting,

Access to a reliable

labor force is crucial.

They hope for increased awareness of the environmental impact of agriculture and changes in consumer behavior to support eco-friendly farming.

**Thinks** 



India's Agricultural Crop Production Analysis(1997-2021)

> Short summary of the persona

Crop failures, extreme weather

events, market price fluctuations, and the impact of pests and diseases on their

yields.

Damage to ecosystems from unsustainable farming practices, including deforestation, soil degradation, and habitat loss.

Food safety issues, such as contamination and foodborne illnesses, as well as concerns about the environmental and health impacts of certain farming practices.

Planting, cultivating, and harvesting crops according to seasonal cycles.

Direct-toconsumer sales and online farmers' markets could become more common.

> What behavior have we observed? What can we imagine them doing?



