



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?

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


Imagine harnessing solar-powered drones to monitor crop health in real-time.

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

Skilled labor is required for various tasks, including planting, harvesting, and animal care. 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.

They need access to resources such as land, seeds, equipment, and capital. They also need favorable weather conditions and access to markets to sell their produce.



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

Short summary of the persona

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

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

Farmers might operate fully autonomous farms with AI-driven machinery and drones, allowing for precise, efficient, and round-the-clock farming operations.

Crop failures, extreme weather events, market price fluctuations, and the impact of pests and diseases on their yields.

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

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



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?