



Says

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

according to  
the world bank  
india is aglobal  
agricultural  
powerhoues

cultivating a  
piece of land, or  
planting and  
growing food  
plants on it, is  
largely.

agriculture is an  
activity of growing  
crops, fruits,  
vegetables,  
flowers and  
rearing of livestock



Thinks

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

supporting  
likelihoods  
through food,  
habitat, and  
jobs

building strong  
economies through  
trade , lead to  
financial  
empowerment but  
also ecological  
benifits

that leads  
international efforts  
to defeate hunger  
and improve  
nutriton and food  
security



Persona's name  
Short summary of  
the persona



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

concern has  
increased  
globally over  
farmers mental  
health issues

particularly stress is  
associated with an  
increased  
prevalence of  
mental disorders,  
such as depression  
and anxiety

chronic stress  
among farming  
communities might  
lead to physical  
problems and  
cognitive issues



Does

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

the agiculture  
sector rmploys  
nearly half of  
the workforce  
in the country

agricultural and  
other fields of  
economics have  
always co -evolved  
and benefitted from  
each others insights

with in  
economics , it  
was especially  
the rise of  
behavioral  
economics