

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?



Thinks

according to the world bank india is aglobal agricultural powerhoues

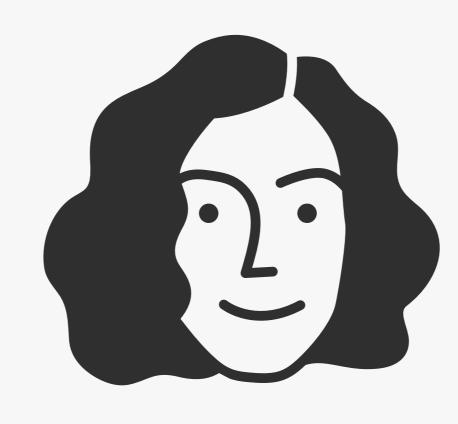
supporting likelihoods through food, habitat, and jobs

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

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

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

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?



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



