



Says

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

National agricultural insurance scheme was launched

Rainwater harvesting is needed in areas problematic water resources and high salinity

Crops are damaged due to seasonal variation

Agricultural lands were destroyed and factories were built

Due to the decrease in production, there was a price imbalance

Despite covid-19 shock agriculture sector grows at 3.9% in 2021-2023 and 3.6% in 2020-2021

Geographic information systems is used to understand crop position,fertilizer level,soil status

IOT is used as smart farming solution for monitoring the crop field from anywhere

Blockchain technologies are used in agriculture to track plant information from the farms to the shelf

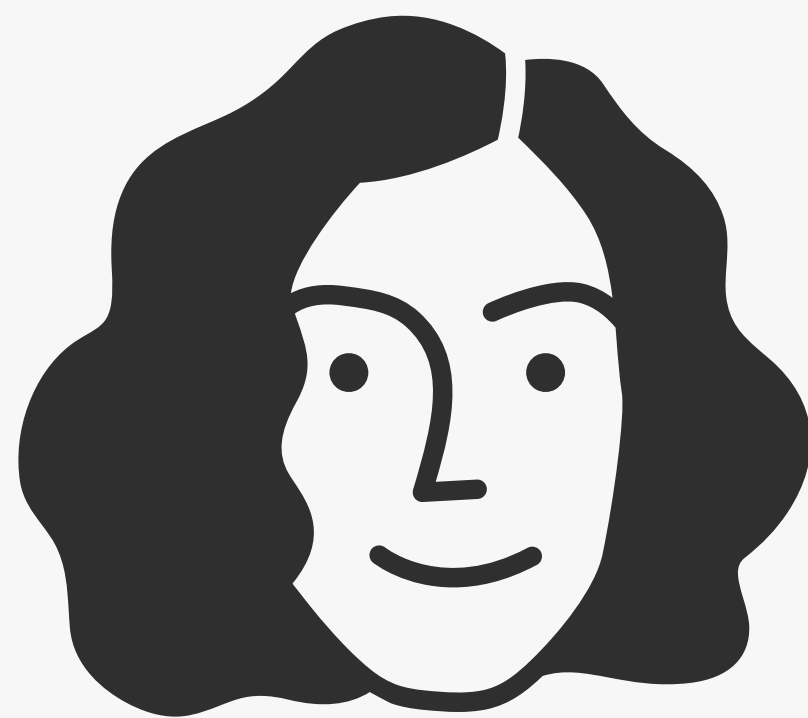
Hydroponics farming method is a method of growing plants without soil

Organic fertilizer are used to improve airy soil stucture it is available for longer period



Does

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



Persona's name  
FARMER

Thinks

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



Increase farming productivity

Agriculture make provision for food for the increasing population

To understand nutrient levels of the soil to be as certain which areas require improvement

Crops roation prevent soil erosion

The grains should be properly stored if they are be kept for longer periods

Avoid using chemical fertilizers that are harmful to humans

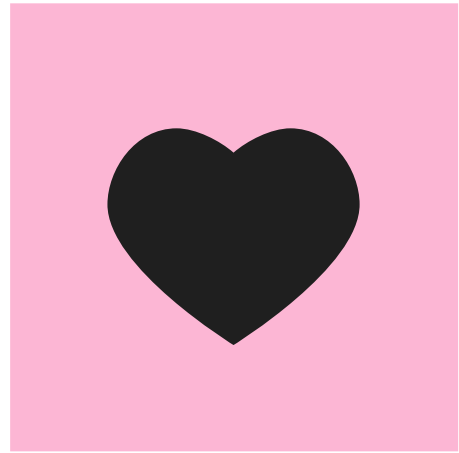
Increase international trade as well as import and export

Nano technology can increase domestic production

Agriculture in india gains due to green revolution

Net profit can be increases

Diseases can be reduced by using natural fertilizer



Feels

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