

DIGITAL FARMING FINANCE (DIGFARMFIN)

Persona examples of the DIGFARMFIN 's target :

1- young farmer

Education	Secondary and tertiary education
Profession	Farming
Marital status	Married with children
Suffer	Unemployment issue
Hobbies	Surfing the net and Football
Location	Africa

Description first Persona (young farmer):

With **adolescents** and **youth** representing almost **half** of the whole population in African (1.2 billion people are young people), young people face post-crisis unemployment issues, having **80** percent of job seekers younger than 35 years old. The means of liberating their potential and securing their future are limited, many of them are married and have children. The majority have basic formal education. Most are poor, in debt, suffer from desertification, drought and sometimes flood.



2- African women in agriculture

Education	Elementary school
Profession	Farmer
Marital status	Married with children
Suffer	disproportionately inequalities
Hobbies	Dancing and singing
Location	Africa

Description of second Persona (African women farmer):

Women are suffering disproportionately worsens existing structural economic, social, and technological inequalities. **Women make up the largest share of the agricultural labor force in Africa.** Although they produce 80 percent of the continent's food, they are excluded from determining agricultural policies and certain laws deprive them of their land and livelihood. The UN's Food and Agriculture Organization has estimated that if women were given the same access to productive resources as men, crop yield could be increased by 20 percent. The power of mobile technology for training and standard agricultural extension programs can address barriers that women farmers in Africa face.



Actual state scenario

Daily activity:

- Farmers wake up early in the morning before the sun and they sleep after the set of sun. Firstly, they milk cows and calves and clean the shed.
- They leave to farm, with their tools and materials checked up and cleaned up. They plan the day for ploughing up the land or bailing up the grass and in that, they sow seed for growth of crops.
- Like parents, they do watch over the crops in the day as well as night.
- After some time when crops ripen and grain start coming from crop, they reap the crops and take to the home or market to sell.
- Most the farmers are indeed a very truthful and hard working.
- However, majority of the framers have identified inadequate storage facilities, poor access to improved farming inputs (improved seeds, fertilizers, pesticides etc), debt and poor access to market as problems they face in framing activities