



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?



Persona’s name

Short summary of the persona

Agriculture is the art and science of cultivating the soil ,growing crops, and Raising livestock .India is an agricultural country.It has a great contribution to the indian economy agricultural is the sours of food.It provides employment to a large population.

In india there are many production .If agriculture goes wrong ,nothing else will have a chance to go right.  
  
The first largest producer of milk ,pulses, and spices and have under wheat , and rice .

The second largest producer of rice, wheat , cotton, sugarcane, farmed fish, sheep and goat meat , vegetables and tea.  
  
India's economy has progressively declined to less than 75% due to the high growth rates of Industrila and service sectors.

There is almost a constant need for new talent.This article will explore agriculture carrer goals to see if they meet your long-term dreams and plans .  
To produce high yields , the new strains required chemical fertilizers , pesticides , and irigation .

The factors influencing agriculture are climate, soil type, irigation, technology and population density.  
  
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The opinions of trusted people could affect farmer behaviour through the provision of formal or informal advice , or through the means of social pressure

The survey included items related to stress, anxiety, depression , general health, and farm/personal demographics.  
  
Of seven presented stress domains, personal finances and time pressures were the sources of greatest concern.

Farming and the unique challenges it poses can lead to issues like chronic stress, anxiety and depression. These mental health issues can have a long-term impact on the overall wellbeing of farmers and their families.

Farmer attitudes and behaviours are influenced by a range of economic, external, internal and social factors.  
The evidence in relation to each of these factors will be discussed in this chapter, although of course it is a combination of factors that ultimately affect behaviours.

By comparison , 'high search 'farmers had the largest landholdings, most education , used more inputs and irrigated using canals .  
Practical implications : 'the difference in search behaviors between the case study states .

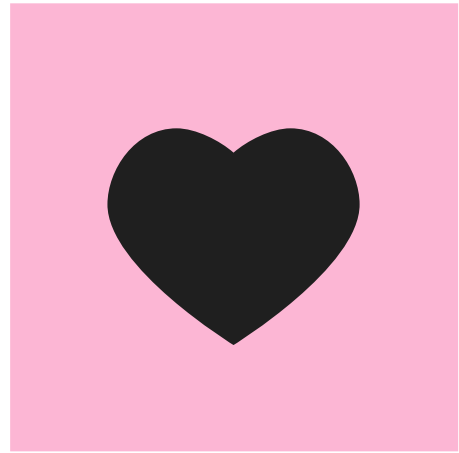
Design/methodology/ approach : 'Cluster analysis is applied to the number of sources accessed and frequency of source used, to define farmers ' information search behaviors .

India is the second largest producer of wheat and rice, the world's major food staples. India is currently the world's second largest producer of several dry fruits, agriculture-based textile raw materials, roots and tuber crops, pulses, farmed fish, eggs, coconut, sugarcane and numerous vegetables.



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?