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?



Farmers might express concerns about crop yield fluctuations and seek advice on which crops to cultivate.

NGOs may emphasize the importance of educating and empowering farmers with data-driven insights.

Farmers want reliable access to resources such as seeds, fertilizers, and irrigation to ensure successful crop production. Farmers hope for bountiful harvests.

They need support in adopting modern farming techniques. Their dreams might include increased agricultural diversification.

Policymakers may discuss the need for updated agricultural policies based on the data. Traders might talk about market strategies adapting to production trends

International trade agreements and export opportunities can affect the behavior of farmers and investors, as they may choose crops that have export potential.



We observed behaviors and trends can serve as valuable insights for farmers and stakeholders helping them make develop strategies and address challenges within the Indian agricultural sector.

Persona's name

Short summary of the persona

Feelings of empathy for struggling farmers or environmental concerns can drive individuals and organisations to advocate for specific policies or regulations.

Explore adopting modern farming techniques and technologies to improve efficiency. Consider shifting to crops with a track record of consistent yield and profitability

Invest in quality control and assurance for crops with export potencial. Promote and support sustainable farming practices and initiatives.

Frequent crop failures due to pests, diseases, or adverse weather conditions can lead to frustration and anxiety as they threaten livelihoods and income.

Farmers may fear fluctuations in crop prices and market access, which can affect their ability to sell their product at fair prices.

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?



