

## Says

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

Thinks
What are their wants, needs, hopes, and dreams?



Agriculture is the most healthful, most useful and most noble employment of man.

Crop production is the process of growing crops for domestic and commercial purposes.

Some of the crops produced on a large scale include rice, wheat, maize, jute, etc.

On account of variety of soils and climatic variations wide variety of crops can be grown.

What other thoughts might influence their behavior?

There are two important crop seasons in India: Kharif and Rabi.

Physical, environmental, farm business structure, financial and time factors on farm management.



## Persona's name

Short summary of the persona

India's arable land area of 159.7 million hectares (394.6 million acres) is the second largest in the world, after the United States.

Its gross irrigated crop area of 82.6 million hectares (215.6 million acres) is the largest in the world.

Small land holdings due to fast-growing population which leads to fragmentation of land at quick succession.

debt, production costs, equipment management, weather and employee relations are common sources of high stress.

Financial worries, unpredictable weather, plant pests, livestock diseases, and isolation all contribute to farmers' anxiety.

Inadequate access to crop insurance schemes.



## 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?



