



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

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 and pulses India has a large area of irrigated land and is a major producer of sugarcane, cotton, oilseeds, and pulses

It is not wrong to say that the food we eat is the gift of agriculture activities and Indians farmers who their sweat to provides us this food. In addition , the agricultural sector is one of the major contributors to gross domestic product (GDP) and national income of the country

Agriculture is the backbone of our country's economy. It is the main traditional occupation of our country's population. Both wheat and rice crops are the main crops produced in India. In addition, there are many other crops like sugarcane, cotton, oilseeds, and pulses which are also produced in India.

HOPES:
1.drive healthy consumption
2.investment
3.income growth
4.employment

NEEDS: raising productivity per unit of land will need to be the main engine of agricultural growth as virtually all cultivable land is farmed. Water resources are also limited and water for irrigation must contend with increasing industrial and urban needs

In 2016, PM Modi said that farmer's income would be doubled by 2022 when the country completes 75 years of its independence. This was their only dream

farmers have a long record of adapting to climate change but face the challenge of even greater adaptation of their land use and production practices

drawing on the experiences of OECD countries this report underlines the importance of considering farmers' behaviour when seeking to improve both the environment and policies

India's agriculture sector plays a pivotal role in its socio-economic fabric. It is not only the largest employment sector but also a significant contributor of the national GDP. The sector is instrumental in achieving food security, providing raw materials for various industries and contributing to export earnings

FEARS: the farm laws will make Indian agriculture globally competitive and unshackles farmers from the clutches of middlemen

prevent them from making large-scale capital investments and adopting scientific methods of cultivation

physical factors affecting agriculture in India mainly include the climate, soil, terrain, and topographical location



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?