



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



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?

were there any notable challenges or setbacks in the agriculture sector during this time frame ?

how did climate change impact crop yields in india during these years ?

what role did technology and modern farming practices play in crop production ?

WANTS  
-> Higher crop yields, better prices for their produce, access to modern farming techniques and technology  
-> Food security, increased agricultural exports, rural development, political support  
MIDDS  
-> Reliable irrigation systems, affordable credit

HOPES  
-> Ensure food security  
-> Alleviate poverty in rural areas  
-> Promote sustainable agriculture  
DREAMS  
-> Double farmer's income  
-> Reduce food wastage  
-> Ensuring high-quality products and fair practices

Increasing concerns about climate change and its effects on rainfall patterns, temperature, and extreme events can lead to shifts in crop choices and adaptation strategies

there has been a gradual adoption of modern agricultural technologies and practices, such as the use of genetically modified crops, mechanization and precision farming.

Increasing awareness of environmental sustainability has led to behavior changes, with some farmers adopting organic farming practices and water saving techniques.

implementing measures to make agriculture more climate-resilient, such as promoting drought-resistant crop varieties and water-saving irrigation techniques.

concerns about whether india's agricultural production is keeping pace with its growing population and the fear of food shortages.

anxiety about the impact of climate change on crop yields and the increased frequency of extreme weather events affecting agriculture.

some users may feel hopeful about the potential for positive changes and improvements in india's agriculture sector, driven by advancements in technology, policy reforms and sustainable practices.