| **Md. Hasib Mia**  Young Farmer | | | **A person with a beard and a scarf  Description automatically generated** |
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| **Demographic Information** | Age | 20 | |
| Occupation | Student, but he also works in farming with his parents or provides them with farming information | |
| **Story** | Goals | Expand farming operations using modern tools, methods and achieve financial independence | |
| Motivation | Driven by success stories among his peers, eager to adopt new technologies | |
| Needs | Mentorship for both traditional and modern farming practices | |
| Status | Cold | |
| **Behaviours** | | * Participates in peer WhatsApp groups to receive problem-solving tips, weather updates, and farming advice * Attends agricultural meetings and seeks external training when available | |
| **Pain Points/Frustrations** | | * Struggles with inconsistent internet access * Feels torn between farming and other career opportunities, unsure of where to focus long-term | |

| **Md. Abdul Matin**  Middle-Aged Farmer | | |  |
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| **Demographic Information** | Age | 38 | |
| Occupation | Full-time farmer, cultivating crops and vegetables. | |
| Income Level | Low to moderate | |
| Status | Cold | |
| **Story** | Goals | * Maintain and enhance crop yields despite environmental challenges * Achieve sustainable livelihoods by adopting better agricultural practices * Secure education for children while balancing farming expenses | |
| Motivation | * Driven by the need to adapt to changing climate conditions and overcome salinity issues * Inspired by peer success stories and external interventions from organisations like BRAC | |
| Needs | * Access to salt- and heat-tolerant crop varieties * Availability of quality seeds, fertilisers, and pesticides * Regular soil testing services and weather updates * Knowledge on efficient use of fertilisers and pest control measures * Market linkages for better pricing and timely sales | |
| **Behaviours** | | * Consults local agricultural officers (though access is limited) * Uses smartphones to search for farming solutions despite slow internet * Participates in weekly field trainings and advisory sessions from BRAC representatives * Prefers field visits and hands-on advice over remote consultations * Relies on traditional irrigation techniques but uses mini tractors and other tools when available | |
| **Pain Points/Frustrations** | | * Frequent crop losses due to extreme weather and lack of timely support * Limited availability of recommended fertilisers and medicines in local markets * Inconsistent internet access, making it challenging to use agricultural apps effectively * Struggles with salinity issues and water scarcity in dry seasons * Difficulty balancing between household expenses, farming investments, and children's education | |

| **Hari Mohan Das**  Old Farmer | | |  |
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| **Demographic Information** | Age | 66 | |
| Occupation | Full-time farmer, primarily rice and vegetable farming on ancestral land | |
| Income Level | Low to moderate | |
| Status | Mild | |
| **Story** | Goals | Maintain sustainable yields to support family needs | |
| Motivation | Wishes to preserve traditional methods while ensuring the farm remains productive | |
| Needs | * Practical solutions for adapting to climate change impacts (e.g., salinity-resistant crops) * Regular support from agricultural officers and access to affordable fertilisers | |
| **Behaviours** | | * Reluctant to adopt new tools without clear evidence of success * Consults with agricultural officers but frustrated with inconsistent visits * Relies on family labour, engaging children, and grandchildren in farming * Shares wisdom with younger farmers but needs reassurance about new ideas | |
| **Pain Points/Frustrations** | | * Disappointed by climate unpredictability, leading to crop losses * Struggles with deteriorating soil quality and inadequate fertiliser * Lack of regular market access hampers income opportunities | |

| **Laxmi Devi Pal**  Women Farmer | | |  |
| --- | --- | --- | --- |
| **Demographic Information** | Age | 38 | |
| Occupation | Helping with crop and vegetable farming, as well as small livestock, along with household responsibilities. | |
| Income Level | Low | |
| Status | Hot | |
| **Story** | Goals | * Provide food security for the family while generating small income from farming * Wants to improve yields and contribute to the family’s financial stability | |
| Motivation | * Driven by the need to support family and reduce dependency on external help | |
| Needs | * Support for participating in savings and microfinance groups. * Training programs that fit into their schedule and offer hands-on learning | |
| **Behaviours** | | * Shy to freely express herself in front of others. * Relies on manual watering methods, such as carrying buckets during dry seasons. * Engages in informal market trade, selling surplus vegetables locally. * Participates in microfinance groups, seeking small loans for seeds and tools. * Seeks advice from agricultural experts but often struggles to travel for meetings. | |
| **Pain Points/Frustrations** | | * Overwhelmed by the workload of managing both farm and household * Feels excluded from decision-making spaces dominated by male farmers | |

| **Jamal Uddin**  Fisherman | | |  |
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| **Demographic Information** | Age | 38 | |
| Occupation | Fish farming and seasonal crop cultivation | |
| Income  Level | Moderate; income fluctuates based on fish and crop yields | |
| Status | Mild | |
| **Story** | Goals | * Ensure steady income from fish and crops, despite environmental challenges | |
| Motivation | * Increasing fish production to maximise profits despite environmental challenges | |
| Needs | * Support for canal management and salinity control * Access to weather forecasts for planning farming cycles | |
| **Behaviours** | | * Seeks guidance from BRAC representatives and local experts | |
| **Pain Points/Frustrations** | | * Frustrated by broken canals that cause water mismanagement * Salinity intrusion limits crop choices and affects fish farming * Dependent on rainfall, making operations vulnerable to dry spells | |