



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 a renowned for its fresh and organic produce, which are often of a higher quality than that grown in other countries.

Crop production's benefits extend beyond agriculture into other sectors to create jobs, conserve environmental resources, help families save at the grocery store and remain competitive in global trade.

As India is considered to be an largest country in the continent Asia. And also it has the highest population by the way. As per this condition India does not possess and produce demanded agricultural benefits. But if we want increase these in its way we can just increase the agricultural lands and production by the way.

If a farmer in a developing country like India could by a basic robot capable of planting, weeding and harvesting for the cost of the motorbike. That robot might be a cost effective alternative to conventional mechanization. The rapid and widespread adoption of mobile phones technology in the developing world suggested that if precision agriculture companies and researchers can develop technologies that solve small holders farmer problems at a low cost, there is a tremendous market waiting.

Precision agriculture has the potential to help make farm production more efficient and better for the environment at the time when there will be more mouths to feed.

As a urbanisation increases, vertical farming offer a solution to maximize limited space and optimize crop production. By utilizing vertical structure with controlled environments, such as indoor hydroponic systems or stacked containers, entrepreneur can grow crops throughout the year without being limited by seasonal changes. This innovative approach reduce transportation cost and brings fresh produce closer to urban consumers.

Agriculture plays an critical role in economic growth, food security, poverty reduction and rural development; however, it is a volatile business because of inherent production risks. In developing countries, farmers face bad weather, pest and disease outbreaks and inputs supply and input-output by strangers. The intensions of 320 rice farmers in Bangladesh in the aim of influencing in their actions is as to reduce production risks and the application of pesticides.

We see that the majority of previous studies focused on factors influencing farmers pesticides application decisions, but there are very little research into the role of psychological factors influencing pesticides use.

The behaviour of farmers in pursuit of income is consistent with the decision making process of limited rational actors that are influenced by perceptions, beliefs and emotions and the decision-making principle of focusing on the "relative change of wealth with respect to a certain level of desire" under uncertainty.

Compared with non-farmers, farmers had higher levels and prevalences of depression, particularly the male farmers, who also had higher anxiety levels. Among men, farmers reported longer work hours, lower income, higher psychological job demands and less decision latitude compared with non-farmers. Farmers had physically heavier work and a lower level of education than non-farmers. Generally, the differences were largest between full-time farmers and non-farmers. Fullstop differences in anxiety and depression levels between male full-time farmers and non-farmers could be explained by the farmers' longer work hours, physically harder work and lower income.

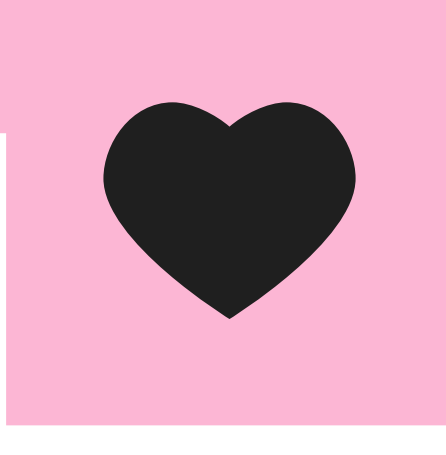
Farming is associated with increased levels of anxiety and increased levels and prevalences of depressions. As regards depressions, preventative measures and screening for cases in need of treatment should be strongly considered.

The reason for farmers depression includes pesticides exposure, financial difficulties, climate drought and poor physical health. The reason was mainly the stress of not paying debt to the bank back.



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?