Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

What have we heard them say?
I rigation

techniques
should be
improved

online
volunteering
provides
gudance to
farmers

it is done in small plots of land using primitive tool like digging stick,dao, and hoe

primitive subsistence farming

banks are giving lees priority to farmers

half of the users are related to farming and majority are facing problems

intensive subsistence farming

intensive
subsistence
farming is done
with simple tools
and more labor.



Persona's name

Short summary of the persona

those who are unable to manage their farms gave their lands for lease

many
changed their
profession
hand shified

iprovingirrigationtechnioueshelp farmers

flood irrigation needs more water

apply for loans to meet thier farming needs

when they fail to do the above things they commit sucides

proper storage facility to store grains must be available.

farmers should be given right to decide the price of their products.

Feels

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?



