



Says

What have we heard them say?
What can we imagine them saying?

Type your paragraph...

During post the green revolution , to fight the food shortage and famine the farmers switched to chemical-based farming which uses chemical pesticide and fertilizers which although are helpful for fast prouction of crops but it has many adverse effects on farming land , on the farmers , an on the people who consume the produce.

APMC was introuced to regulate the farm produce. But currently , the farm produce is not even bought at the MSP due to with farmers are not able to sustain their livelihood .

The traers create a cartel to decide the MSP amongst themselves due to which farmers are suffering.

The farm produce grown by following the modern farming methods when reaches different household are already chemically covered. The products when used to make food in households creates health issues , even pesticide poisoning in the normal consumers.



Thinks

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

Not many people buy organic prout as its very costly

Even if take loan how are we going to repay it if weare not getting any return from selling produce

Packaging and marketinn requires money which small farmers don't have and also not enough time as they have to manage on their own

Inrease pesticide and chemicals also harm the farmland, Previous crop insurance schemes are not fruitful



Persona's name
Short summary of the persona

I often get sick because of chemicals , sometimes i even forget to wash my hands after spraying pesticie

Crop prouctivity is less during the initial years of switch from chemical to organic

Every year we have to increase the chemicals we use to increase produce.Many certification system but which to choose which are also very costly to have

It takes a lot of money to switch from inorganic to organic farming

Organic product don't look similar hence people avoid buying those

Not many platform to sell irectly to consumers

Can't deal with pest attack efficiently in organic ways.Farmers not getting MPS for their crops

Animal husbandry related training is required , Packaging and margetting is a big concern.



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?