



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Farmers

Short summary of the persona

Agricultural production is the process of transforming agricultural resources into a form that will give us maximum satisfaction

There will be pressure on agriculture to meet future target, so innovation will be important. Participating in bio fuel will provide farmers with an opportunity to improve economic efficiency

We believe in the future of agriculture, with a little bit of not of words, but of deeds. Achievement won by the present and past generations of agriculturists, in the promise of better days through better ways, even as the better things we now enjoy have come to us from the struggle of former years

Increase agricultural productivity and household income for smallholder farmers. Achieving high growth by rising productivity, inclusiveness by focusing on lagging regions, small farmers and women, and sustainability of agriculture are the dreams of agricultural production.

Enhancing agricultural productivity, competitiveness, and rural growth. Promoting new technologies and reforming agricultural research and extension, major reforms and strengthening of India's agricultural research and extension systems is one of the most important needs for agricultural growth.

Behavioural and external factors influence farmers choices regarding circular agriculture. Farmers engage in circular initiative or motivated more by social and environmental values.

We observe that the behavioural approaches in agricultural studies that seek to understand the behaviour of individual decision makers, usually the farmers are land managers directly responsible for the land.

Also it focus on psychological constructs such as attitudes, values, and goals but also commonly gather additional.

We can imagine that there will be gene-edited crops, and it will trigger a much wider variety of crops being grown.

Small and fragmented land holdings, seeds, manures, fertilizers and biocides, irrigation, etc., are the major problems faced by the farmers.

The factors influencing Agriculture are soil type, irrigation, technology, and population density.

Activists and scholars have offered a number of conflicting reasons for farmers suicides.