



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?

Crop production in India is the main resource of Income. Wheat, Rice and Cotton are the main crop production in India.

Adequate water resources, sufficient lands , crop varieties supporting the season might be their needs and wants.

There is a continuous change in production 's statistics over the years .

This may be due the factors influencing the production and they might be wanting to find a remedy.

To produce more in amount and bring back the production statistics level as it was before the declining years .This might be their hopes and dreams.

Planning in unique ways to accomplish the desired result might influence them to produce more.



Persona’s name
Short summary of the persona

Policies to support farmers across India have been implemented. Irrigation facilities and better manure seeds are provided by the Government.

To increase production,certain ways like increasing the seed's quality , proper irrigation and smart usage of fertilizers are being followed.

A constant decline in crop production has led to the decrease in India's economic growth and also in the lacking of food resources .

Analysing the climatic changes, availability of crops, water resources and agricultural land , they can create easy and quick methods for better production.

These reasons have paved way to starvation of half of the population in India .This might be the cause of their fears and frustrations.

This might lead to the losses instead of profit which creates the anxiety in farmers ,also they might feel depressed demotivated to do more production .



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?