



Says

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

Most of the people reside in cities

Irrigation techniques should be improved

Banks are giving less priority to farmers

Many changed their profession and shifted to cities

Seek financial support from government

When they fail to do the above things they commit suicides



Does

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

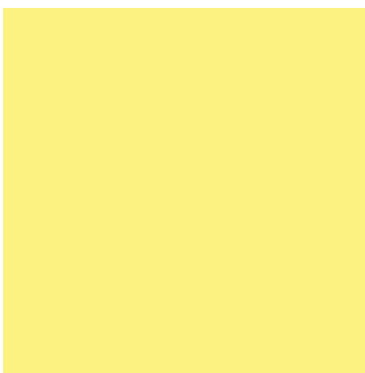


Persona's name
Short summary of the persona

See an example

Thinks

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



To improve poor irrigation facility

To develop food security, high production, more income and better livelihood

To increase inadequate storage facilities

Improving irrigation techniques help farmers. Drip irrigation is most expensive irrigation

Proper storage facility to store grains must be available

Banks are not providing proper financial help



Feels

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