



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?

Food Security:
Conversations about ensuring an adequate and stable food supply for the country's population are important, particularly in a country as populous as India.

Crop Diversity:
Some farmers aspire to diversify their crop portfolio to reduce risk and ensure income even if one crop fails.

They often invest in fertilizers, pesticides, and modern agricultural practices to achieve this

Crop Yield:
Farmers want their crops to yield well and be of high quality.

Organic Farming: There's a growing interest in organic farming and discussions about its benefits, challenges, and potential to provide healthier and more sustainable food.

Crop Yields: People often discuss the expected yields of major crops like rice, wheat, sugarcane, cotton, and pulses



Persona's name
Short summary of the persona

Crop Rotation: To maintain soil health and fertility, farmers may practice crop rotation, alternating between different crops in different seasons.

Organic Farming: A growing awareness of health and environmental concerns could lead more farmers to adopt organic farming methods.

Migration: In times of crop failure or economic distress, some farmers migrate to urban areas in search of alternate employment opportunities.

Crop Failure:
Crop failure can lead to financial losses and debt.

Market Uncertainty:
Farmers often worry about fluctuating market prices and demand for their crops.

Regulatory Challenges: Complex and changing regulations related to agriculture can lead to confusion and stress among farmers.



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?