What other thoughts might influence their behavior?

A farmer uses

75% of his

water to carry

out irrigation



Most of the people rsside in cities

Irrigation techniques should be improved

priority to

Persona's name

Short summary of the persona

Banks are giving less farmers

Those who are unable to manage their farms gave their lands for lease

Seek financial support from government

Apply for loans to meet their farming needs

irrigation techniques in india

Punjab has

better

Unable to pay bank loans is one of the major problem related to irrigation and also to farmers sucide

Worried that the banks are not providing proper financial help

Anticipates proper storage facility to store grains

Hopes that the government will help in improving irrigation techniques for the farmers

Does

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



What are their fears, frustrations, and a What other feelings might influence their b

