



Says

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

According to The World Bank, India is a global agricultural powerhouse. It is the world's largest producer of milk, pulses, and spices, and has the world's largest cattle herd (buffaloes), as well as the largest area under wheat, rice and cotton. It is the second largest producer of rice, wheat, cotton, sugarcane, farmed fish, sheep & goat meat, fruit, vegetables and tea.

We can observe a column named Production units which is a mesurement of crop production. We need to standardize the units to one specific unit to do proper measurement

While agriculture’s share in India’s economy has progressively declined to less than 15% due to the high growth rates of the industrial and services sectors, the sector’s importance in India’s economic and social fabric goes well beyond this indicator.

Poor income, bleak future and stress are the main reasons why they want to give up farming. Around 18 per cent of respondents surveyed said it was because of family pressure that they are continuing with farming. The CSDS study report, “State of Indian Farmers”, was released in Delhi on Tuesday.

However, there have been few attempts to consolidate important lessons that have been learned about influencing farmer decision-making behaviour, nor any major efforts to harness insights learned from outside of agriculture.

The question of how to influence farmer decision-making behaviour has been the subject of much research for several decades. In general, this research has focused on trying to encourage farmers to adopt tools, policy measures, or management practices, which researchers, extension workers, and agricultural organisations consider to be beneficial



Thinks

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



Persona’s name

Short summary of the persona

Climate change is adversely affecting the Indian agricultural sector. Farmers’ perceptions of and adaptation to the rapidly changing climatic conditions are considered crucial policy measures to combat these adversities.

The current study focuses on the acceptance and perspective deviations of farmers and consumers from farm level to final product marketing in terms of goals to ensure the future sustainability of their farms, incentive factors to make wise decisions, and personal views of farming preferences.

In the case of small-scale cultivation, farmers use the harvested crop for themselves while large-scale production is mainly for marketing. Thus the cultivators have to store the grains.

Stress is our reaction to a threatening event or stimulus. Such events and stimuli are called “stressors.” People differ in how they perceive and react to stressors. Something one person would rate as highly stressful might be rated as considerably less stressful by someone else. Several factors influence our capacity for coping with stress:

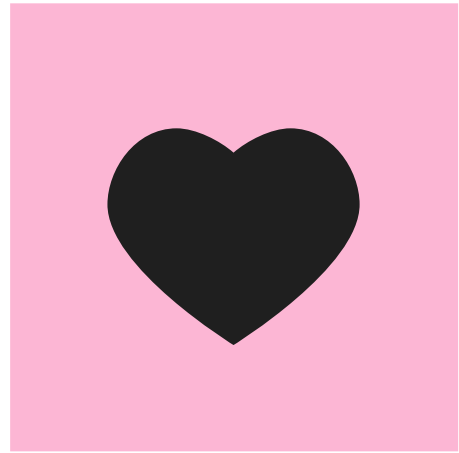
Thousands of years ago, people who stumbled upon a hungry saber-toothed tiger or other predator would be more likely to survive the encounter if they were able to spring up and sprint away swiftly. An increase in blood pressure and heart rate and a slowdown of digestive processes meant more energy could be directed toward escaping

The study is grounded in three different theoretical perspectives of technology adoption that have been used in past studies: innovation diffusion theory; economic constraints; and adopter perceptions perspectives [25,26]. Information dissemination is at the centre of the innovation diffusion theoretical perspectives, and adoption is viewed as a series of linear stages from knowledge acquisition to persuasion, decision, implementation and finally confirmation stages



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?