

Suffer from poor storage facilities

Persona's name

Short summary of

the persona

The main steps of farmers in agriculure are prepare soil, sowing adding manure fertilizers, irrigation, harvesting and storage

Farmers provide food to whole country

A farmer is who raises living animals or plants

Does

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

Inadaquate amount of loan

Climate change, soil erosion and biodiversity loss

fertile

credits

soil,seeds,planting

equipment and

Unavailability of good quality seeds

Thinks

Improving

Drainage

Resourses and

Management

Water

Feels

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



