



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?



**Persona's name**  
Short summary of the persona

backbone  
of our  
country

india is an  
agricutural  
country

great  
contribution  
to our idndia  
economy

process of  
growing  
crops

to grow  
strong and  
productive  
crops and  
plants

supporting  
livelihoods  
through  
food, habit.

to ensure  
food  
security

contributes  
towards climate  
change through  
direct green  
house gas

growing crops  
and nurturing  
the soil to  
raising cattle

india is the  
second largest  
producer of  
wheat and rice

systematic  
desensitization

organi way  
to grow  
food is best  
for the soil

FUNDOPHOBIA

climate, soil,  
market,  
labour and  
capital

chronic  
stress,anxiety  
and  
depression

level of information  
available regrading  
the sustainable  
farmiing incentive  
is ver poor



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?