

Says

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

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

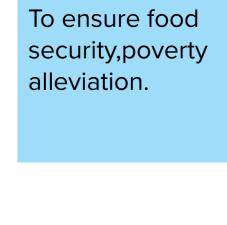


Thinks

It has a great contribution to the Indian Economy.

There is a huge ratio of India population to be involved agriculture

Farming isn't just about profit;it is about preserving our heritage and tradition.



To generate employment opportunities.

Achieving high growth by raising productivity.



Persona's name

Short summary of the persona

Farmers work in physically demanding and sometimes hazardous environments.

To understand the behaviour of individual decision-makers, usually the farmers or land managers directly responsible for the

Agriculture satifies the basic need for millions of people and live stocks.

It provides
employment
opportunity to the
rural agricultural as
well as nonagricultural
labourers.

Farming can be financially risky due to factors beyond the farmer's control.

Farmers may feel a sense of responsibility to provide for their families, their employees, and the wider population by producing essential food products.

Feels



Does

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



