



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

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 ensure food security,poveity alleviation.

To generate employment opportunities.

Achieving high growth by raising productivity.

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

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

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

Farmers work in physically demanding and sometimes hazardous environments.

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.



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?