

## **Consultancy Assignment**

### **Topic : Farmer Segmentation Project**

The Farmer Segmentation Project, led by Prof. Ram Mohan Dhara in collaboration with MART Global Management Solutions LLP, focuses on developing a deeper understanding of diverse farmer groups through structured research and data-driven analysis. The primary objective of the project is to create meaningful farmer personas that reflect variations in agricultural practices, socio-economic backgrounds, behavioral patterns, and decision-making processes.

The project follows a mixed-method research approach. In the qualitative phase, in-depth interviews and focus group discussions are conducted with farmers to gather insights into their motivations, challenges, aspirations, and farming practices. These qualitative insights help in identifying key themes and behavioral patterns that shape farmer decisions.

In the quantitative phase, structured research tools and surveys are designed to collect large-scale data from farmers. Advanced statistical techniques such as cluster analysis are then applied to segment farmers into distinct groups based on shared characteristics. These segments enable the creation of detailed farmer personas that represent different categories of farmers in a systematic manner.

The final output includes a comprehensive analytical report that presents the segmentation findings and actionable insights. The study supports organizations, policymakers, and development institutions in designing targeted interventions, improving outreach strategies, and developing farmer-centric programs that address the specific needs of different farmer segments.