



Says

What have we heard?
What can we imagine?

DATE : 05.09.2023
NM ID: NM2023TMID37177
TITLE : INDIA'S AGRICULTURAL CROP PRODUCTION ANALYSIS (1997-2021)



Thinks

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

IT MAKES A
ROLE IN
COUNTRY'S
ECONOMY AND
NUTRITION

INDIA
PRODUCES
A VARIETY
OF PULSES

DIVERSE
CLIMATES AND
REGION MAKE IT
SUITABLE FOR
CULTIVATING
SPICES

SIGNIFICANT
ACHIEVEMENT
FOR THE
COUNTRY'S
DAIRY INDUSTRY

A VALUABLE
CONTRIBUTION
TO GLOBAL
FOOD
PRODUCTION

IT HIGHLIGHT
THE COUNTRY'S
RICH CULINARY
HERITAGE

RICE IS THE
STAPLE
FOOD IN THE
COUNTRY

THE GREEN
REVOLUTION
INCREASES THE
WHEAT
PRODUCTION IN
INDIA

SUGARCANE
PRODUCTION IS
THE INTEGRAL
PART OF
COUNTRY'S
AGRICULTURE

IT PLAYS A
CRUCIAL ROLE IN
THE COUNTRY'S
AGRICULTURE
AND FOOD
SECURITY

A GREAT
ACHIEVEMENT
IN GLOBAL
WHEAT
PRODUCTION

IT PLAYS A
GREAT ROLE IN
THE SUGARCANE
AND ETHANOL
INDUSTRIES



Persona's name
Short summary of the persona

LARGEST
PRODUCER
OF MILK

LARGEST
PRODUCER
OF PULSES

LARGEST
PRODUCER
OF SPICES

IT ALSO
INCREASES THE
HIGHEST
CONSUMPTION
OF DAIRY
PRODUCTS

IT PLAYS AN
IMPORTANT
SOURCE OF
PROTEIN

SPICES ARE
THE SOUL
AND BODY OF
INDIAN
CUISINE

LARGEST
PRODUCER
OF RICE

LARGEST
PRODUCER
OF WHEAT

LARGEST
PRODUCER
OF
SUGARCANE

INDIA IS THE
IMPORTANT
CENTRE OF
RICE
CULTIVATION

IT CONTRIBUTE
TO ALLEVIATION
OF
MALNUTRITION
IN THE STATE

IMPACTS THE
RURAL
LIVELIHOOD OF
ABOUT 50 MILLION
SUGARCANE
FARMERS



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?