



Says

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

Despite high levels of production, agricultural yield in india is lower than other large producing countries

Agricultural yield of food grains has increased by more than four times

Agricultural yield is the quantity of a crops produced on one unit of land

The agriculture industry plays a crucial role

Indian agriculture can help the nation tackle three of its biggest challenges

The demand for food is expected to increase significantly

Raising agricultural productivity per unit of land

Ensuring that agricultural growth responds to food security needs

Agriculture is one of the major sectors of the indian economy

Modern technology in agriculture has led to increased production and productivity

The government of the country has substantial revenue from rising land revenue



Thinks

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

Reducing rural poverty through a social inclusive strategy that comprises both agriculture as well as non-form employment



Persona's name

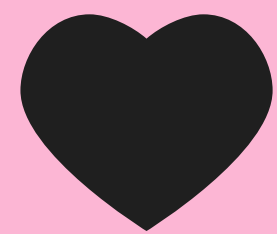
Short summary of the persona

[See an example](#)



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?