



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

Agriculture is the foundation of civilization and any stable economy

Agriculture is the backbone of our country's economy

the art and science of cultivating the soil, growing crops, and raising livestock

the science and practice of growing crops by the cultivation of the land.

India is the second most populous country in the world. And to feed such a huge population, there is always a constant need for a supply of food. Therefore, there is a need for agriculture and a need for less dependency on the agriculture sector for the Economy.

Enhancing agricultural productivity, competitiveness, and rural growth. Promoting new technologies and reforming agricultural research and extension: Major reform and strengthening of India's agricultural research and extension systems is one of the most important needs for agricultural growth.

) achieving high growth by raising productivity; (b) inclusiveness by focusing on lagging regions, small farmers and women; and (c) sustainability of agriculture.

Agriculture is the foundation of the Indian economy. The population of India mostly depends on agriculture for their livelihood and agriculture contributes to 48 percent of the total GDP of the country

Agriculture digitalization is still at an early stage of development in the world, but farmers will have significant benefits from using new technologies

The goal is to improve their working conditions and productivity while avoiding production losses due to bad climate conditions.

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

India's arable land area of 159.7 million hectares (394.6 million acres) is the second largest in the world, after the United States

Fertilizers and Biocides: Indian soils have been used for growing crops over thousands of years without caring much for replenishing.

The average yields of almost all the crops are among t e lowest in the world.

- Inadequate transport. ...
- Lack of capital. ...
- Agricultural marketing. ...
- Soil erosion.

Financial worries, unpredictable weather, plant pests, livestock diseases, and isolation



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?