



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

A common agricultural practice followed by world wide farmers to grow and produce crops to use as food and fibre.

A source of livelihood and food security for a large population of india but also has a special significance for low-income, poor and vulnerable sections.

Production and manegement of row crop such as soybean, cotton, wheat and tobacco for profit.

India is a largest producer consumer and exported of spices products.

India is the second largest producer of wheat and rice, the world's major food staples. India is currently the world's second largest producer of several dry fruits, agricultural based textile raw materials, roots and tuber crops, pulses, farmed fish, eggs, coconut, sugarcane and numerous vegetables.

Grain: wheat, rice, maize, pulses and millets; commercial crops: cotton, sugarcane, oilseeds and tobacco; plantations crops: rubber, coconut, tea; horticultural crops: vegetables and fruits are the four primary crops in India.

Agricultural is the biggest industry in india and it generates a significant number of employments in the country.

Agriculture plays a significant roal in the indian economy as the main source of food.

It is the primary activity of the nation. It provides employment opportunity to the rural agricultural as well as non-agricultural labourers. It is the source of food and fodder. It also plays an important role in international business in import and export activities.

India has achieved self-reliance in the production of food grains in the last several decades, and it is a mammoth achievement for our agriculture sector as well as the overall economy. India is the world's largest sugar-producing country.

Agricultural is one of the meior sectors of the indian economy, and the country

Agricultural means the cultivation of crops for food and footer



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?