

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?

Agricultural
is the
Backbone of
our country's
economy

It also helps in
the
economyof
thecountry

Growing crops and
nurturing the soil
to raising
livestock like
cattle and pigs

Agriculture is the
most significant
source of income
for the central and
state
governments

Agriculture
means the
cultivationof
crops for food
and fooder

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

It can lead to soil
erosion,water
pollution,contribute
to climate change
and deforestation

Agriculture plays a
vital role in the
global
economy,providing
food and other
products



Persona’s name
India's Agricultural
Crop production
Analysis (1997-2021)



Agriculture
has a great
contribution
to the Indian
economy

Agriculture
is the source
of
occupation

Lack of
Marketing
and storage
facilities

Poor
irrigation
facilities

Farming is the
most
important job
for a country
like India

Agriculture
contributes to
40 percent of
the total GDP
of the country

Inadequate
acess to crop
insurance
schemes

Poor adoption
of
Mechanization

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?