



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?



According to the world Bank, India is a global agricultural powerhouse.

Achieving high growth by raising productivity.

It is the highest producer of milk and second highest producer of fruit and vegetables.

second largest production of rice, sheep and goat meat fruit, vegetables and tea.

Inclusiveness by focusing on lagging regions, small farmers and womens

Sustainability of agriculture



Persona’s name

Short summary of the persona

Implementation of land reforms

Smart water Agriculture

Limitation knowledge and insufficient infrastructure

High-quality seeds

Sustainable Agriculture

Soil degradation and Land erosion

Inadequate Agriculture



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?

