

Says

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

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



Thinks

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

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.

Achieving high growth by raising productivity.

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

Highquality seeds

Sustainable Agriculture

Limitation knowledge and insufficient infrastructure

Soil degradation and Land erosion

Inadequate Agriculture

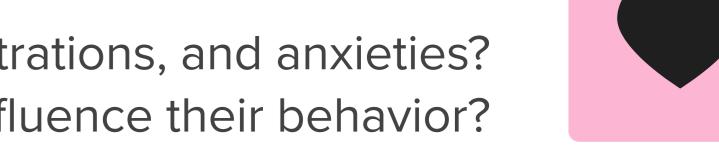


Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Feels

