



Says

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

About 58% of the Indian population depends on agriculture for their livelihood.

Agriculture in India is dependent on the monsoon season because farmers are not well equipped with modern methods of manual irrigation.

Broadly speaking the types of Indian agriculture are: Mixed farming . Plantation. Subsistence farming.



Thinks

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

Type of agricultural crop in India

Agricultural productivity is measured as the ratio of agricultural output to agricultural inputs.

Agriculture direct or indirectly supports two-thirds of the Indian population's livelihood.



Persona’s name
P.AROCKIA PAVISHA
A. ANTRO NISHA
R. ABINAYA
I. AMIRTHA

To find production analysis of agricultural corp in 1997-2021

Some factors like natural disasters, climate change and human activities may affect the crops . It may lead to loss in production.

Agriculture play avital role in India's economy.

Nearly three-quarter of India's families are depend on rural incomes.

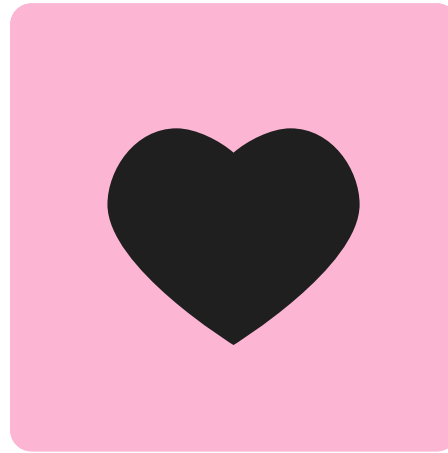
Sometime the cost to repair our damage in the crops is greater than our investment and leads to loss.

Erosion of soil by heavy rain ,floods, insufficient vegetation cover etc., reduces farm productivity.



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?