



Says

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

major crops
grown in
india are rice
, wheat

major crops
grown
export rice
and sugar

other crops
grown in
indian tea,
coffe, cotton
and sugarcane

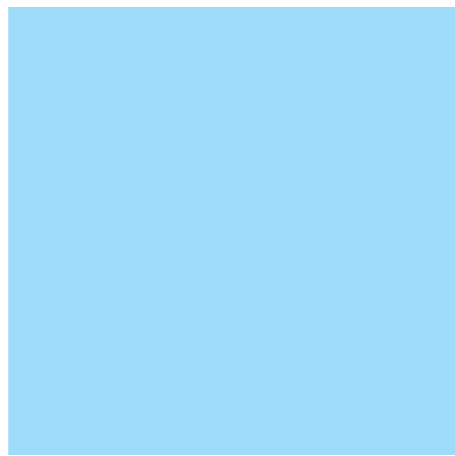


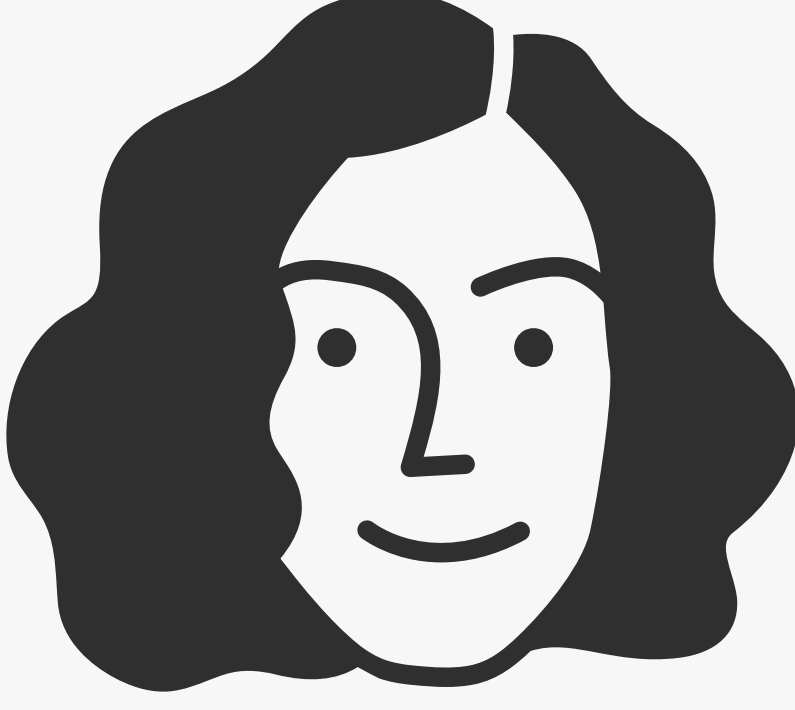
Thinks

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

india former
do not fixed
price for
crop

we are plan
to crop
exports

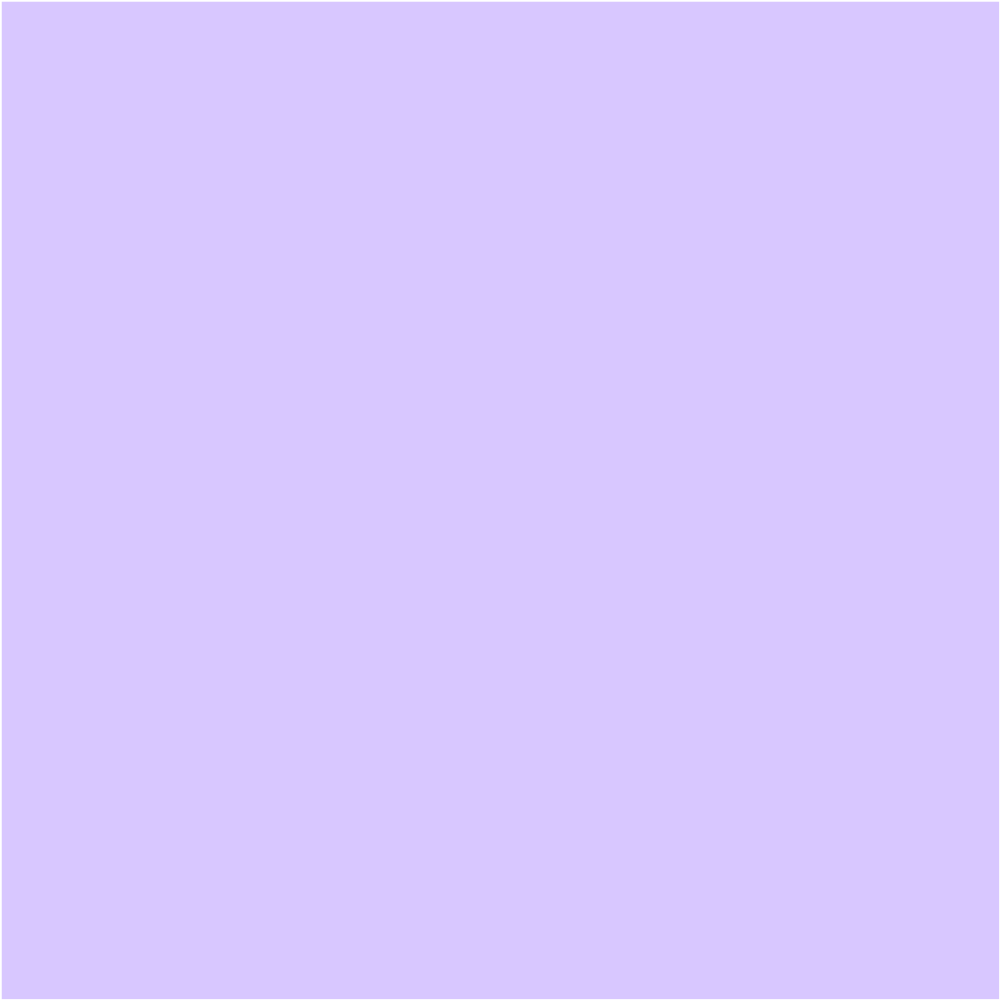




Persona's name
Former

india is the
second largest
producer of
wheat and rice

agriculture
based textile
raw materials
roots and tuber
crops , pulses,



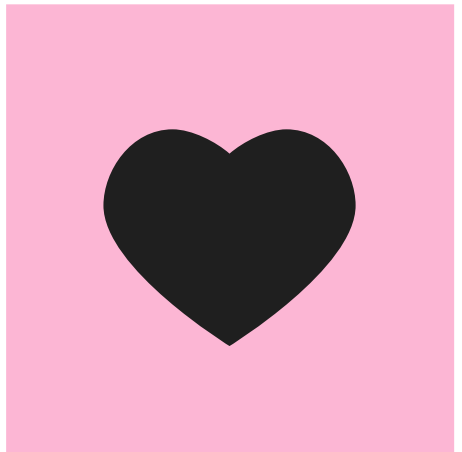
agriculture is a
crucial sector of the
indian economy,
empoling a
singnificant portion
of the population

contributing
to food
security and
rural
development



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?