



Says

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

There are serious concerns about the sustainability of natural resources. Most of the studies on the impact of improved technologies on sustainability of natural resources reported that adoption of improved and HYVs has led to inappropriate application of fertilizers, pesticides and irrig

Aperfectblendingofdemandandsupply side factors accelerate the penetration rate of improved technologies for achieving desired outcomes.

Moreover, the section studies the returns to the investment inagriculture research and extension systems.



Thinks

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

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build resilience against climate change.



Persona’s name
Agricultural

There are serious concerns about the sustainability of natural resources.

affecting soil health because of imbalance and excessive use of inorga-nic fertilizers

provides an assessment of the agricultural technologies in India.

lack of awareness and access of seeds

higher seed prices

lack of suitable land



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?