



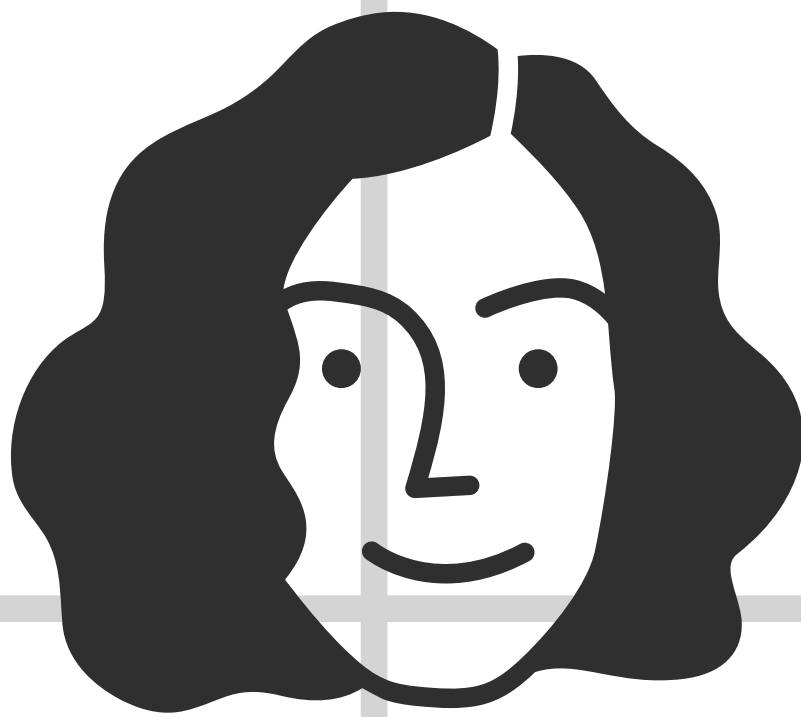
Says

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?



Short summary of
the persona



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?

A plant or plant product that can be grown and harvested for profit or subsistence

those parts of arable crop that are not used for the primary purpose of producing food

crop production system have several undesirable effects on the ecosystems because the crop production release environmental harmful material to water and air

The global demand for food continues to rise and is projected to increase up 102% to satisfy the requirements of 9 billion people by2050

To ensure food security, poverty alleviation and to generate employment opportunities through achieving higher growth rate in this vital sector of the economy.

Provide the food, feed grain, oil, and fiber for domestic consumption and are a major component of U.S. export trade.

The goal is to improve their working conditions and productivity while avoiding production losses due to bad climate conditions.

India's arable land area of 159.7 million hectares is the second largest in the world, after the united states.

The four most important factors that influence crop yield are soil fertility, availability, of water climate, and diseases or pests.

Crop fail due to drought, floods, pest attack or any other calamity.

increasing human population, pollution, deforestation, and species extinction.

Crop failure happens more in catastrophic weather conditions in which the crops are wiped out by floods or droughts.