Says

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

To generate employment in order to combat vagaries of unemployment problem.

Supporting livelihoods through food,habitat,and iobs. Agriculture is the main source of income for major part of our country 's population.

Thinks

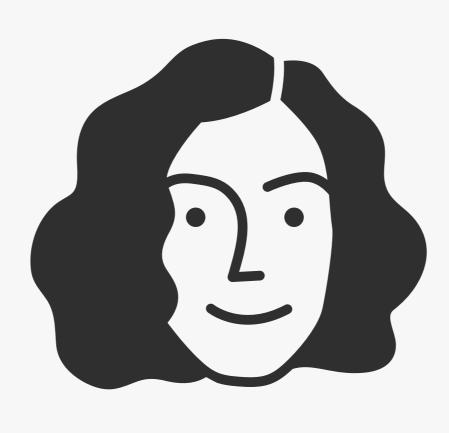
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Agriculture is the backbone of our country's economy.

Achieving high growth by raising productivity.

Sustainability of agriculture.



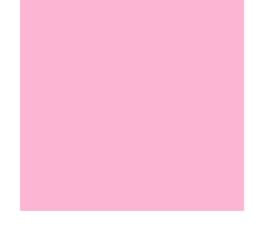
Persona's name

Short summary of the persona

Agriculture is the mainstay of indian economy because about 60% of our population depends directly or indirectly on agriculture.

Agriculture is one of the major sectors of the indian economy.

It is present in the country for thousands of years.







Does

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



See an example

Feels

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

