



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?



Persona's name

Short summary of the persona

seeds are the most important input for agricultural productivity

limited availability of cultivable land and water resources call for raising productivity per unit of land

The new agricultural strategy involves heavy investment in seeds

Multiple cropping and the use of modern farming methods are the two common ways of increasing production on the same piece of land

Ways to enhance agricultural production in India are using quality seeds, get the soil tested and using better irrigation techniques

Today agriculture routinely uses sophisticated technologies such as robots, temperature and moisture sensors, aerial images, and GBS technology

there are five basic sources of agricultural risk that you should address: **production, marketing, financial, legal, and human resource risks.**

There are some common techniques of agriculture that farmers in India follow. They include ploughing, use of modern machinery, fertilizers, various types of seeds etc.

The correct statement is most Indian farmers mainly depend on monsoon.

Farmers need **fertile soil, seeds and planting equipment** to grow a crop

Majority of farmers in India depend on rainfall for irrigation.

AGRICULTURE, HOBBY means small scale agricultural activity such as the raising of livestock, horticulture, greenhouses, apiculture, and market gardening.



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?