



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

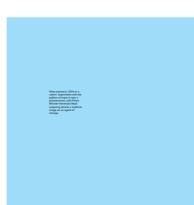


What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?









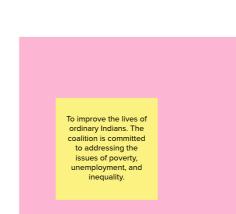




Persona's name

Short summary of the persona





To provide a strong and stable opposition to the ruling BJP. The coalition believes that the BJP has become increasingly authoritarian and that it is no longer representing the interests of all Indians.



something (such as a force, campaign, or movement) that is extremely large and

powerful and cannot be stopped. an advertising/ political juggernaut.



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



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



