Says

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

India's production of food grain has been increasing every year

India is a major supplier of several agricultural commodities like tea, coffee, rice, spices, wheat, etc.to the international

The agriculture sector employs nearly half of the workforce in the country

India's food grain record 315.7 million tonnes in 2021-2022

production touched a

Persona's name Short summary of the persona

Poverty & illiteracy of the farmers prevent them making large scale capital investment & adopting scientific methods of

The majority of India's poor are found in rural areas.

Nearly three quarters of India's families depend on rural incomes

The crop production is depends on the atmospheric moisture & rainfall for irrigation.

Soil fertility depletion

Impact of climate changes

Lack of marketing and storage facilities

Thinks

Sustaining the

environment and

future agricultural

productivity

Promoting high growth

commodities

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Improving water resources

and irrigation/drainage

management

Developing markets,

agricultural credits

and public

expenditures

Poor adoption Mechanization

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?

