



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?



over the past few decades, the manufacturing and services sector have increasingly contributed to the growth of the economy.

The quality of Indian produce has also being highly praised by international buyers.

India being agriculture rich country, this data will have lots of minor and major factor which will help in charting a next successful agriculture revolution after 1965.

As per 2nd advance estimate for 2021-22 total food grains production in the country is estimated at record 316.06 million tonnes which is higher by 5.32 million tonnes than the production of food grains during 2020-21.

India has a high diversity of tropography climate and soil, So it is inherently a multiproduct agricultural power house.

The Indian economy, the agricultural sector also supports the industrial sector and international trade in imports and exports.



Persona’s name
Short summary of the persona

Without agriculture no economy or industry can survive for a long.

Average farm size,poor infrastructure, low use of farm technology and best farming techniques,decrease of soil fertility due to over fertilization and sustained pesticides use.

The factors influencing agriculture are climate,soil type,irrigation,technology and population density.

Agricultural growth reduces poverty directly by raising farm incomes and indirectly through generating employment and reducing food prices.

High dependency on monsoon, The Indian agricultural sector was deprived of irrigation facilities and technological advancement.

Agricultural yield in India is still low in comparision to other countries of the world. This is caused due to several factors like environmental, economic institutional, technological.



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?

