



SaysWhat 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?



agriculture is an important sector in india .it is indispensable for the sustenance and growth of the indian economy .

rice (135.5 million tonnes), wheat (112.7 million tonnes), and maize (35.9 million tonnes)

rice is sown on the largest area in India. India is the second largest producer of Rice in the World.

foods include increasing urbanization, increasing disposable incomes, changing spending patterns/

Among the foodgrains, record **rice (135.5 million tonnes), wheat (112.7 million tonnes), and maize (35.9 million tonnes)** are estimated to be produced

he demand for organic products in the Indian market is growing and is anticipated to rise with a CAGR of 25.25% between 2022-27.

Entry of foreign players has been key to sustainable growth in some sectors such as dairy

ITrends indicate a sharp increase in on-the-go eating, snacking in between meals, switching to healthier eating alternatives,



Persona's name

Short summary of the persona

tactful and try to derive relevant benefits from the experiences, problems and resources of the people in order to gain their trust and become reliable person for themk

The subsistence agribusiness, the pressure of the populace on horticulture, and the Variety of yields are three features of agriculture in India.

Scarcity of Resources: Water and Land. ...

- Urbanization and land scarcity. ...
- Invasive species and disease.

interplant. ...

1. Plant more densely. ...
2. Plant many crops. ...
3. Raised beds. ...
4. Smart water management. k

Subsistent in Character.

- Heavy Pressure of Population.
- Predominance of Food Grains

Mixed farming.
Plantation.
Subsistence farming

ransportation costs, inadequate market infrastructure, price fluctuation, lack of proper market information and the role of exploiting local traders and middlemen.

previous victimization and perceived lack of trust in the police increase fear levels among farmers.



DoesWhat 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?

