

## Says

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?



**Thinks** 

Easy to identify the gain and loss in agrcultural field

Any overall improvement in rural people

Is any reducing poverty in rural peoples

Rate of economic growth of india in agricultural field

What are the major crops between 1997 - 2021

Which state leads highest exports in agricultural



## Persona's name

Short summary of the persona

They can specialize different agricultural areas

They may grow grains, fruits, vegetables and other crops

Pleasure to see the high rate improvement in agricultural field Anxiety free in rainy season

Lack of infrastracture in the agricultural sector

## Does

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

Enhancing

agricultural

and rural

growth

productivity



See an example

**Feels** 



