



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?

India is the second largest producer of wheat and rice, the world's major food staples.

India is currently the world's second largest producer of several dry fruits, agriculture-based textile raw materials, roots and tuber crops, pulses, farmed fish, eggs, coconut, sugarcane and numerous vegetables.

Agriculture is the backbone of our India

Agricultural productivity is defined in terms of total output per unit of input-partial factor productivity measures such as land production and labor production.

I believe in the future of agriculture with a faith born not of words but of the deeds.

Agriculture production is also defined as the total output of total input per unit .



Persona’s name  
Short summary of the persona

Agriculture the source of more than 20% of indias income remains a central part of the economy

Accounts for 17.8% of the country's GVA of the year 19-20

India is the world largest producer of milk,jute and pulses

connection with nature

Tradition work of our nation

Agriculture is most useful and healthful



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?