



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?

The paper is organised sections.

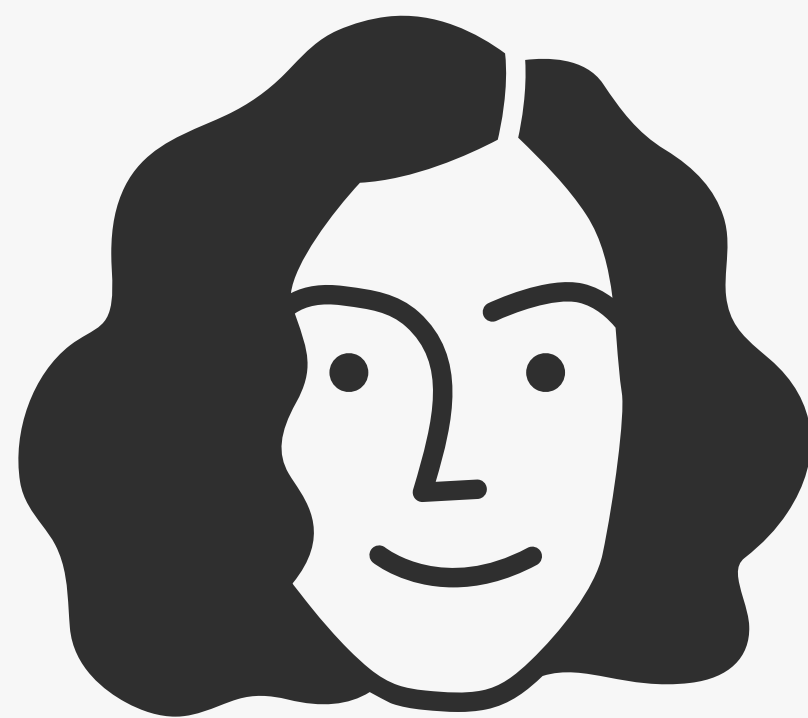
According to the world bank,India is a global agricultural powerhouse.

The cropping pattern in India has undergone significant changes over time.

The studt also discusses the trends and patterns in agricultural growth.

It is the world's largest producer of milk.

While agriculturals share in Indian economy has progressively declined to less than 15



Persona's name
Short summary of the persona

The pressure on agriculture to produce more and raise formers income is high.

There is greater potential to improve the yield of major crops through tecniques like biotechnology.

Among the individual crops, rice accounted for the major shares in the total value of output, but declined from 2000 onwards.

The value of wheat output reported a steady increase until 2000.

The expansion of area under potato and sugarcane in UP & coconut & sugarcane in TN to be responsible for this change.

At the all india level also cereals, pulses like linseed, sesamum,ground nut registered negative growth in area.



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?