



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?



Persona's name  
Short summary of the persona

**Major Crops:** India is a diverse country with varying agro-climatic conditions, leading to the cultivation of a wide range of crops. Some of the major crops include rice, wheat, sugarcane, cotton, pulses, oilseeds, and fruits.

**Climate Change:** Erratic weather patterns, including droughts and excessive rainfall, have impacted crop yields.  
**Land Fragmentation:** Subdivision of land holdings has led to smaller, less productive plots.

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**Lack of Irrigation Infrastructure:** Dependence on monsoon rains affects crop productivity, highlighting the need for improved irrigation facilities.

**Pests and Diseases:** Crop losses due to pests and diseases remain a challenge, requiring sustainable pest management strategies.

**Green Revolution:** Initiated in the late 1960s, this movement introduced high-yielding crop varieties, modern agricultural techniques, and improved irrigation to increase food production.

**National Agricultural Policy:** The government implemented various policies to promote sustainable agriculture, technology adoption, and rural development.

**Minimum Support Price (MSP):** The MSP ensures farmers receive a guaranteed price for their crops, providing income security.

**Pradhan Mantri Fasal Bima Yojana (PMFBY):** This crop insurance scheme aims to mitigate risks and protect farmers from crop failures.

**Genetically Modified Crops:** Bt cotton is an example of genetically modified crops that have been adopted by Indian farmers to combat pests.

**Precision Agriculture:** Modern techniques like satellite imagery and IoT devices are being used for efficient resource allocation.

Please note that this is a general overview, and detailed statistics for every crop and year might not be included here. For precise and up-to-date information, refer to official agricultural reports and databases from sources like the Ministry of Agriculture & Farmers' Welfare, Government of India, and international agricultural organizations.



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?