



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?

1.Crop production benefits?
Grain crops:
• wheat , rice , maize , pulses and millets .
Commercial crops:
• jute , cotton , sugarcane , oilseeds and tobacco .
Plantations crops:
• rubber , coffee , tea , coconut .
Horticulture crops :
• vegetables and fruits
the above four crops we can develop strongly ,we gain money from exports.

3.Do you Know?
• According to the united nations children's fund(UNICEF) an estimated 8,000 children under the age of five ,die each day in india due to malnutrition.
• Death rate between 2016 to 2021 there were no deaths reported due to lack of food in india.How ever in 2012,there were 217 deaths due to this reason making it the highest fatality number since 2010 .

2.what can we imagine them saying?
• our only aim"no cause of death due to lack of food"

1.why this project ?
• Agriculture is a back bone of our india .
• More than half of indias population depend on rural income.
• Now a days we are No.1 in world population.
so we need to give important or first priority to crop production.

2.why our crew took this project?
• Indians all are mostly dependent agricultural food.
• So now a days our agriculture crop production not well due to some reason.
• Our crew member try to give some solution to our nation.



Persona’s name
Short summary of the persona

1.our crew member idea to increase crop production?
• Quality of seeds
• Field productivity zoning
• Monitoring crops growth
• Accurate weather prediction
• Regular scouting
• Proper irrigation
• Smart application of fertilizers
we follow the above mention steps , we can increase our crop production.

2.what will happen if i do this project?
• We can reduce death ratio due to lack of food

1.what will be the user perspective if i develop this project?
• we can earn more money from our food needed countries,most of it"s agriculture exports serve developing and least developed nations . Indian agricultural and processed foods are exported to more than 120 countries , primarily to the japan , south east asia , SAARC countries , the european union and the united states.

2.How the user will react after seeing my output?
• This is better idea to increase money earn from our food needed countries.

Do you know:
• The economic survey noted that the agriculture sector in the country grew by 3% in 2021-22 , lower than an average growth of 4.6% . in the last six years . In 2020-21 the growth in the sector was 3.3% , In 2016-17 the growth rate was 6.8% , followed by 6.6% in 2017-18 , 2.1% in 2018-19 and 5.5% in 2019-20 .

Favourite Quote :
• At the very heart of agriculture is the drive to feed the world .

Passage:
• Agriculture help to increase indian economy, Now a adys we can't do crop developing in modern cities so we have only one choice to develop crop production in rural area only. 3/4 of indian people directly or indirectly depend on agriculture food , 70% of indian people depend on agriculture food . now we get clear view about indian people .
so please give importance to crop production .



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?