

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?



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

The crop calendar for sugarcane spans the entire year in most of the country.

The food crops are cultivated in 2/3rd of total cropped area.

It is the second largest producer of rice,cotton,vegetables.

The history of agriculture in India dates back to the Neolithic period. India ranks second worldwide in farm

The major ricegrowing states account for 85%of the total area under KHARIF RICE.

The Western Producer, "Suddenly Agriculture is Important.



wheat production comes from a single growing season

unlike rice the

annual total

Persona's name

Short summary of the persona

without the ploughman there is no food and they have no power to bear this.

smart farming is an upcoming concept that deploys technologies like the internet of things ,computer vision ,and artificial intelligence for farming

controlled environment agriculture

smart farming and efficient utilization of time and resources while reducing crop losses

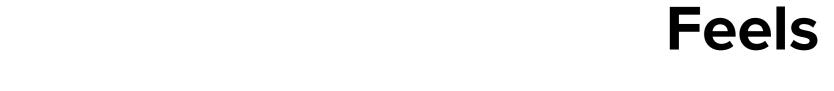
Farming and
Agriculture and
rural way of life
was always kind
of part of my
background.

Despite high levels of production, agricultural yield in India is lower than other large producing countries.

building a new future for agriculture with technology



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



agriculture is

our life is not

a business.

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



