



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?

People will appreciate the method we use in crop development.

They try to follow this method to get hygenic food.

We are interested in agriculture.
Over 70% of the rural households depends on Agriculture.

Agriculture plays a vital role in the Indian economy to provide chemical free food.

they thought marketing business in this method in future is develop their value in society.

Land use is changing in rural areas as farmers are getting good value for the holdings. The effort should be to stop the migration to urban areas.



Persona's name
Short summary of the persona

The basic need of human being is food for that food should be in good method so that we can control diseases

people feel very happy to eat chemical free food

many people follow this method for healthy and hygenic food.

It gives strength,reduce poverty,improve food security and avoid diseases.

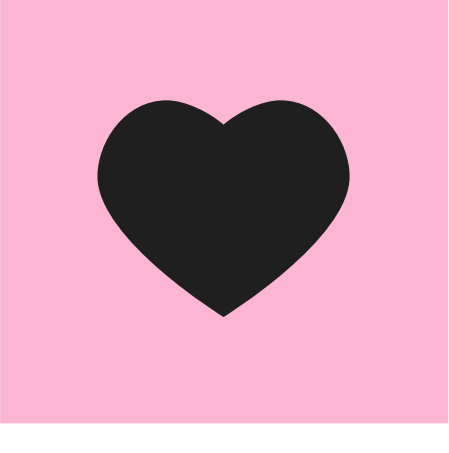
People also used to use their land for Agriculture crops.

People feels the they will become as a own seller because of using their own lands for cropping.



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?