## Says

What have we heard them say? What can we imagine them saying?

INDIA IS THE SECOND LARGEST PRODUCER OF WHEAT AND RICE, THE WORLD MAJOR FOOD SAMPLES

THE HISTORY OF AGRICULTURE IN INDIA DATES BACK TO THE NEOLITHIC PERIOD.

FARMERS ARE THE

DEDICATE THERE

CREAM PERIOD OF

LIFE IN THE FIELDS

**CULTIVATION OF** 

PEOPLE WHO

FOR THE

CROPS

Does

IT PROVIDES EMPLOYMENT OPPORTUNITIES TO THE RURAL AGRICULTURAL AS WELL AS NON AGRICULTURAL LABOURS



1. What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?





Agriculture growth as been fairly volatile over the past decade, ranging from 5.8% in 2005-2006 to 0.4% in 2009-2010 and -0.2% in 2014-15.

the agriculture sector employs nearly half of the workforce in the country .however it contributes to 17.5 % of the gdp (at current prize in 2015-

INDIAS AGRICULTURE CROP PRODUCTION 1997\_2021

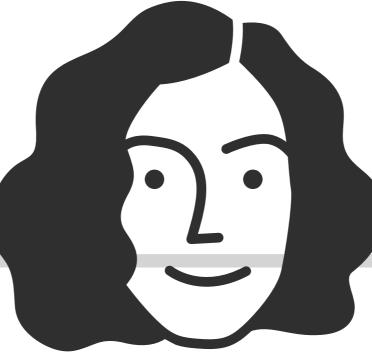
IT PROVIDES FOOD, RAW MATERIAL FOR INDUSTRIES AND PRODUCT

What behavior have we observed?

What can we imagine them doing?

AGRICULTURE IS THE MAIN SOURCE OF INCOME FOR MAJOR PART OF OUR COUNTRY"S

POPULATION. INDIAN AGRICULTURE BEGAN BY 9000 BCE ON NORTH- WEST INDIA WITH THE EARLY CULTIVATION OF PLANTS AND DOMESTICATION OF CROPS AND FOR EXPORT. ANIMALS



IT ENSURES THE

COUNTRY FOOD

INDUSTRIAL RAW

SECURITY AND

PRODUCE A

VARIETY OF

MATERIALS.

AGRICULTURE IS THE MAINSTAY OF INDIAN **ECONOMY BECAUSE** ABOUT 60 % OF OUR POPULATION DEPENDS DIRECTLY OR INDIRECTLY ON AGRICULTURE



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





## INDIA"S AGRI

Short summary of the persona