

## Says

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

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



**Thinks** 

Agriculture impacts society in many ways, including: supporting livelihoods through food, habitat, and jobs; providing raw materials for food and other products; and building strong economies through trad

foods, fibers, fuels, and raw materials (such as rubber). Food classes include cereals (grains), vegetables, fruits, cooking oils, meat, milk, eggs, and fungi.

the growing of crops and providing all the nutrients to the crop plant that are needed and also properly storing them.

agricultural productivity, competitiveness, and rural growth.

Enhancing

To ensure food security, poverty alleviation and to generate employment opportunities through achieving higher growth rate in this vital sector of the economy.

seek to understand the behaviour of individual decision-makers, usually the farmers or land managers directly responsible for the land,

supporting livelihoods
through food, habitat,
and jobs; providing
raw materials for food
and other products;
and building strong
economies through
trade.

Socio-cultural practices, climatic conditions, and other aspects have also contributed to the innovation in Indian farming.

agricultural practices performed to improve the growth, development and yield of crops.

the set of

can be grown and harvested for profit or subsistence

A crop is a plant or

plant product that

Agriculture
encompasses crop and
livestock production,
aquaculture, fisheries
and forestry for food
and non-food products.

to determine their quality, reliability, and appropriateness seek to understand the behaviour of individual decision-makers, usually the farmers or land managers directly responsible for the land Persona's name

Short summary of

the persona

external factors'
refers to physical,
environmental,
farm business
structure, financial
and time factors on
farm management

the availability of raw material, land, water, labour, power, capital, transport and market

genetic,
environmental,
psychological
and
developmental.

Erosion of soil by heavy rain, floods, insufficient vegetation cover etc., reduces farm productivity

India's arable land area of 159.7 million hectares (394.6 million acres) is the second largest in the world, after the United States

debt, production costs, equipment management, weather and employee relationsh

FUNDOPHOBIA.
This phobia usually arises as a result of unpleasant.

The fear of farms is



## Does

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







