

## Says

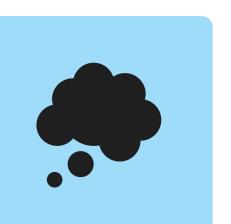
What have we heard them say?
What can we imagine them saying?

indian agricultural includes a mix of traditional to modern farming techniques

its gross irrigated crop area of 82.6 million hectares is the largest in the world india is an
agriculture
country
possesses plains
and numerous
perennial rivers



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



india is among the highest ranking countries in production volume for various commodities like rice

ms swaminathan is the father of agriculture

it provides
employment
opportunity tp the
rural agricultural as
well as non
agricultural labourers



## Persona's name

Short summary of the persona

agriculture in india started with the indus valley civilization

supporting
livelihoods through
food, habitat, and
jobs; providing raw
materials for food
and other products;

Small and Fragmented land holdings:

Agriculture plays a very vital role in our life.

the history of agriculture in india dates back to the neolithic period

agriculture
empolyed
more than 50%
of the indian



## 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?

