



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?



Persona’s name
Short summary of the persona

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

indian agricultural includes a mix of traditional to modern farming techniques

india is an agriculture country possesses plains and numerous perennial rivers

its gross irrigated crop area of 82.6 million hectares is the largest in the world

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 workers



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?

See an example