



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



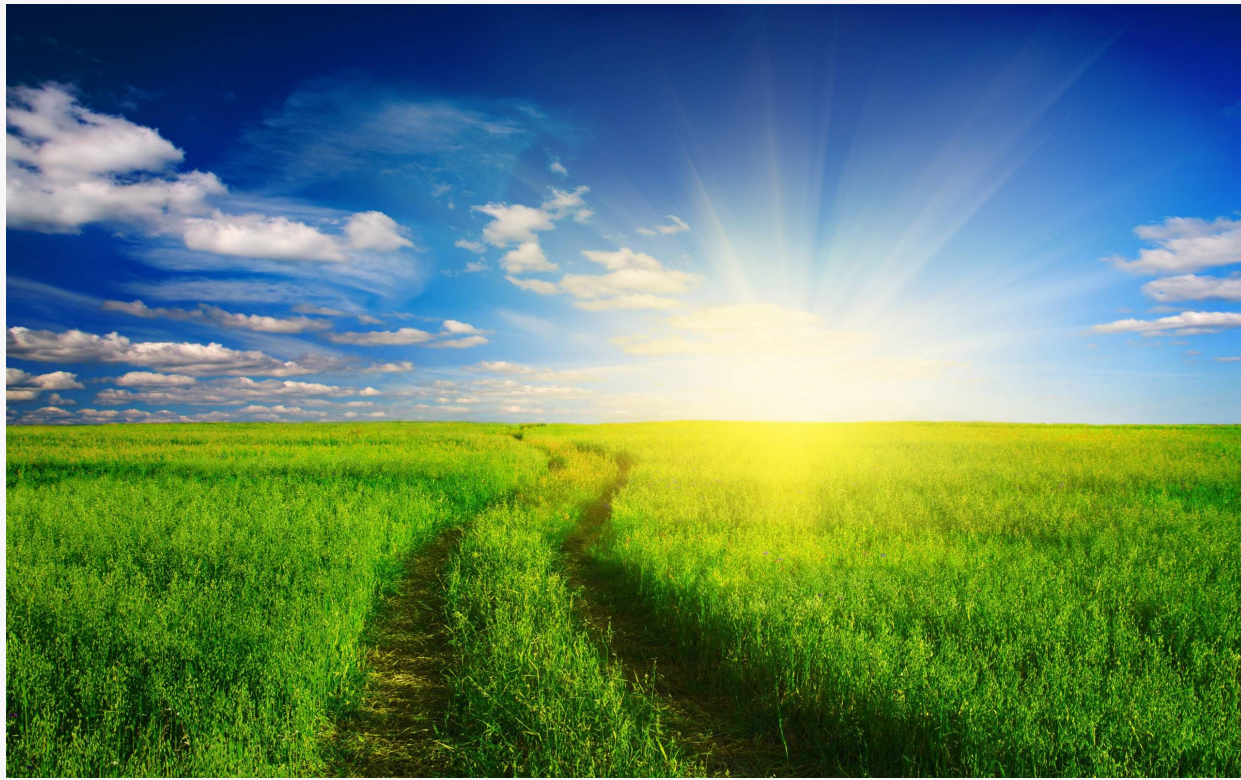
**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

agriculture encompasses crop and livestock production aquaculture fisheries and forestry for food and non food products.

agriculture provides most of the world food and fabrics

agriculture is the backbone of our country,s economy

the cultivation of crops for food and fiber



**INDIA,S AGRICULTURE**  
Short summary of the persona

Mind map

food security, energy security and decarbonization

satisfy human food and clothing

shifting cultivation, subsistence farming, pastoralism

achieving high growth by raising productivity

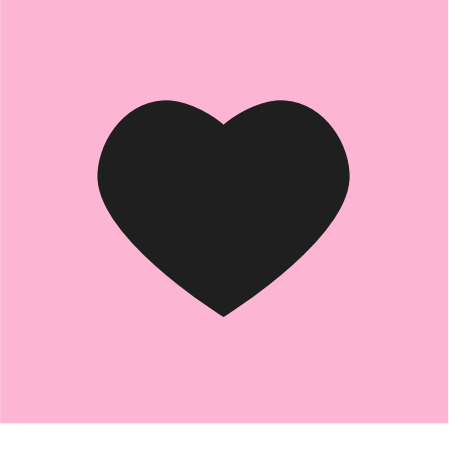
the science or occupation of cultivating the soil, producing crops, and raising livestock

Natural resources (land, water, soil, rainfall), labour and capital.

Climate, irrigation, type of soil, density of population, and technology



**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](#)