

## Says

Agriculture is

part of our

population

country's

main source of

income for major

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?



The slow-down in a agricultural growth has become a major cause for a

concern

Crop production is the process of growing crops for commercial purpose

Achieving high growth by raising producivity

Inclusiveness by focusing on lagging regions

**Thinks** 

Sustainability of agriculture Increase agricultural producitivity and household income for smallholder farmers



## Persona's name

Short summary of the persona

Implementation of land reforms

India's provide remunerative prices for farmers in order to increases the incomes of farmers

Soil eroison

Biocides ,fertilisers and manures

India's contributes is must to be the Domestic product in total experts

India is the second largest producer of rice,wheat fruits,vegetables and etc.,

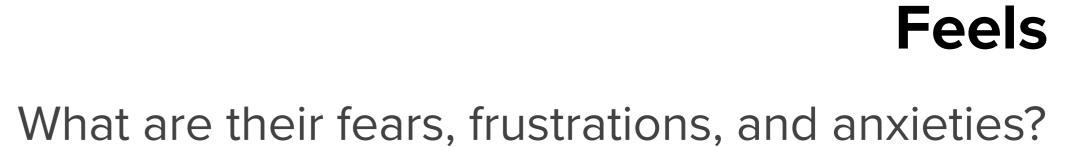
Lack of high quality seeds

Inadequate transport and irrigation problems

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## Does

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



What other feelings might influence their behavior?



