



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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



Persona’s name

Short summary of the persona

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

Agriculture is main source of income for major part of our country's population

Crop production is the process of growing crops for commercial purpose

Achieving high growth by raising productivity

Inclusiveness by focusing on lagging regions

Sustainability of agriculture

Increase agricultural productivity and household income for smallholder farmers

Implementation of land reforms

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

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.,

Soil eroison

Biocides ,fertilisers and manures

Lack of high quality seeds

Inadequate transport and irrigation problems