

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 is the backbone of our country's economy

Agriculture is the art and science of cultivating the soil, growing crops, and raising livestock.

It is the main traditional occupation of our country.

The main crops produced in India are rice, wheat, maize, jute, sugarcane, other cereals, pulses, spices, cotton, tea, coffee, etc.

Agriculture provides occupation to a huge Indian population.

Agriculture impacts society in many ways, including: supporting livelihoods through food, habitat, and jobs; providing raw materials for food and other products; and building strong economies through trade.



Persona's name

FARMER

India is currently the world's second largest producer of several dry fruits, agriculture-based textile raw materials, roots and tuber crops, pulses, farmed fish, eggs, coconut, sugarcane and numerous vegetables.

Agriculture continues to be the prime pulse of the Indian economy and is at the core of the socio-economic development of the country

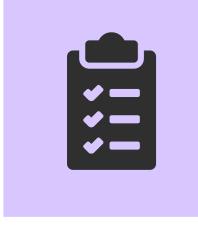
It accounts for around 19 per cent of the GDP and about two-thirds of the population is dependent on the sector.

Agriculture plays a vital role in India's economy. **54.6**% of the total workforce is engaged in agricultural and allied sector activites (Census 2011) and accounts for 17.8% of the country's Gross Value Added (GVA) for the year 2019-20 (at current

the agricultural sector is one of the major contributors to Gross Domestic Product (GDP) and national income of the country.

Process of growing crops is agriculture

Agriculture is the source of food.



Does

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



See an example

Feels

