



Says

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

Agriculture is the backbone of the Indian Economy"- said Mahatma Gandhi six decades ago.

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

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

Thinks

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



Indian agriculture began by 9000 BCE as a result of early cultivation of plants, and domestication of crops and animals.

India ranks first in milk production, second in production of fruits and vegetables, third in fish and egg production.

India also is the world's largest producer of cotton, spices and second largest in rice and wheat production. It's all possible because of our multiskilled farmers.

Persona's Name

Deepika.R
Aswinipriya.S
Yuvansansaker
Raj.G

Balarama is depicted as a farmer's patron deity, signifying the one who is "harbinger of knowledge", of agricultural tools and prosperity.

Swaminathan is known as the Father of Indian Agriculture, or the Father of Crops due to his critical role in bringing about the Green Revolution in India.

India has several national crops, but the most widely recognized and celebrated one is rice. Rice is considered the staple food of the country and is grown extensively in different parts of India.

India is the world's largest producer of milk, pulses, and jute, and ranks as the second-largest producer of rice, wheat, sugarcane, groundnut, vegetables, fruit, and cotton

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

India is the world's second-largest agriculture producer, behind only China. India produces various crops, including rice, wheat, maize (corn), millet, pulses, and sugarcane.



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