



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?



Persona's name

Short summary of the persona

See an example



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?

India has the highest number of organic farmers in the

organic farming by 2021-22, says the survey, organic and natural

world at 44.3 lakhs, and 59.1 lakh have been brought under

farming provides chemical and pesticide free food grains and crops, improves soil health and reduces environmental pollution.

It also plays an important role in international business in import and export activities.

It is the primary activity of the nation.

it provides employment opportunity to the rural agriculture as well as non-agricultural labourers.

It is the source of food and fodder.

The agriculture sector is one of the most important industries in the Indian economy

its contributing about 18 percent to India's GDP

the agriculture sector livelihood over 151 million people.

About two-third of population is dependent on sector.

Agriculture is a crucial sector of the Indian economy.

The agriculture sector is one of the major contributors to GDP

The agriculture innovation can help India cut emissions, improve energy security and boost farmers' income.