

## Says

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?



**Thinks** 

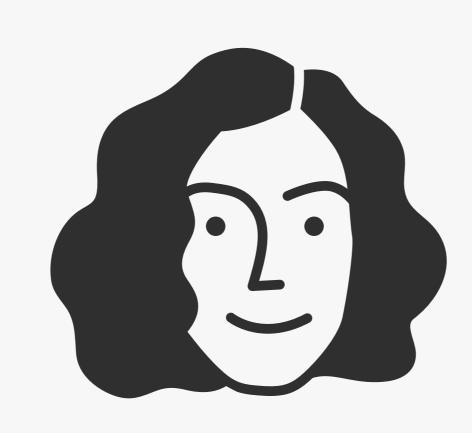
India's production of food grains has been increasing every year, and India is among the top producers of several crops such as wheat, rice, pulses, sugarcane and cotton.

It is the highest producer of milk and second highest producer of fruits and vegetables.

India largely uses the technique of flood irrigation, where water is allowed flow in the field and seep into the soil economy has progressively declined to less than 15% due to the high growth rode of the industrial and service sectors

GDP is steadily declining with the country's broad based economic growth

There is a need to provide remunerative prices for farmers in order to increase the income of farmers



## **AGRICULTURE**

Short summary of the persona

India trade policy is affected by factors such as domestic availability of commodities, cost of production as well as global price levels

Agriculture is prone to several risks which affect both producers and consumers

Investment and achieve a sustained increase in production and coherent

Indian soil consists of primary nutrients such as nitrogen, phosphorous and potassium, secondary nutrients such as sulphur, calcium and magnesium, and micronutrients such as zinc, iron, and manganese.

the levels of food production have increased over the past few decades, it has also led to issues such as an imbalance of nutrients in the soil

Agriculture is demographically the broadcast economic sector



## 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?

