



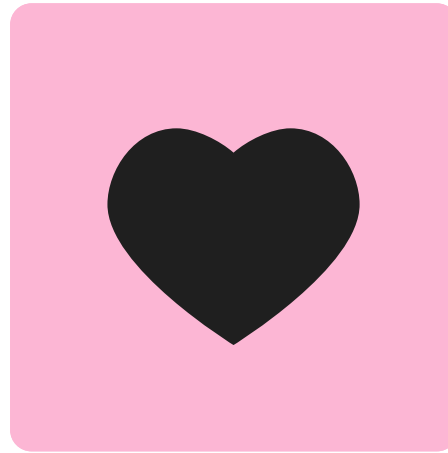
Says

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?

 See an example



kishore s

Short summary of
the persona

india's agricultural
crop production
has increased
significantly over
the past two
decades

The total production of
food grains increased
from 202 million tonnes
in 1997 to 311 million
tonnes in 2021. This
represents an increase
of over 50% during this
period.

Monsoon: The
monsoon is the main
source of irrigation for
agriculture in India. A
good monsoon
season is essential for
a good harvest.

Crop technology: The
adoption of improved
crop varieties and
technologies has
helped to increase
crop yields in recent
years.

Input costs: The cost of
agricultural inputs, such
as fertilizers, seeds, and
pesticides, has
increased significantly
in recent years. This
has put a strain on
farmers' incomes

Market prices: The
prices of agricultural
products fluctuate from
year to year. This can
make it difficult for
farmers to plan their
production and
marketing decisions.

Climate change: Climate
change is leading to
more extreme weather
events, such as droughts
and floods. This is
making it difficult for
farmers to produce crops
reliably.

Water scarcity: Water
scarcity is another
major problem in
India. This is affecting
agricultural
production in many
parts of the country.

Land degradation:
Land degradation is
a major problem in
India. This is
reducing the amount
of land available for
agriculture

Growing demand for food:
The growing population of
India and the world is
increasing the demand for
food. This presents an
opportunity for Indian
farmers to increase their
production

Export potential: India
can export a variety of
agricultural products to
other countries. This
can help to boost the
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