

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

I want to save the planet. Agricultural is the backbone of our nation.

I beleive in the future of agriculture with a faith born not of words but of deeds.

Agricuktural is the traditional work of our nation.

if agriculture goes wrong, nothing else will a chance to go right.

If you eat today thank a farmer.weeding is as neccesary to agriculture as sowing.

You cannot have happy, healthy and peaceful continent without food.



Persona's name

Short summary of the persona

Agriculture-the source of more than 20 percent of india"s incomeremains a central part of the economy.

54.6% of the total workforce is engaged in agricultural and allied sector activities (census 2011) and accounts for 17.8% of the country's Gross Value Added (GVA) for the year 2019-20 (at current prices).

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.

Agriculture is the most healthful, most useful and most noble employment of man.

The science, art, or practice of cultivating the soil, producing crops, and raising livestock and in varying degrees the preparation and marketing of the resulting products.

Connection with nature.



Does

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





What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

