



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



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?

Pulses and Oilseeds: Pulses and oilseeds gained attention, contributing to protein and oil production and enhancing crop diversity

Green Revolution Impact: The Green Revolution's effects continued during this period, leading to increased production of staple crops like rice and wheat.

Crop Fluctuations: Crop yields fluctuated due to factors like monsoon variability, droughts, floods, and pest outbreaks, affecting food security and prices

Increased Productivity: India's agriculture sector wants sustained and increased crop productivity to meet the growing food demand of its population.

Market Access: There's a desire for improved market access, reducing post-harvest losses and enabling fair prices for farmers.

Diversification: The sector aims for a more diverse range of crops, including high-value crops, to reduce dependency on a few staples.

Farmers might align their production with export trends, focusing on crops that have demand in international markets to enhance profitability

Armed with knowledge of technological advancements, farmers might invest in modern farming tools, such as improved seeds, machinery, and precision irrigation systems

Farmers could diversify their crop choices based on historical production trends to mitigate risks associated with climate variability and market fluctuations

In response to the analysis, policymakers and agricultural experts collaborate to promote sustainable crop diversification. This includes offering incentives and support to farmers to grow a wider variety of crops, including climate-resilient and high-value crops.

Research institutions prioritize developing new crop varieties suitable for changing climate conditions

Farmers across regions gradually adopt these practices, leading to reduced reliance on a few staple crops, enhanced resilience against climate shocks, and improved rural livelihoods.