



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

Agricultural output has been volatile over the past 10 years, with annual growth ranging from 8.6% in 2010-11 to -0.2% in 2014-15 and 0.8% in 2015-16. [2] Figure 3 shows the trend in the growth of agricultural sector over the past 10 years.

Indian agriculture began by 9000 BCE on north-west India with the early cultivation of plants, and domestication of crops and animals. Indian subcontinent agriculture was the largest producer of wheat and grain. They settled life soon followed with implements and techniques being developed for agriculture.

India's foodgrains production touched a record 315.7 million tonnes in 2021-22 despite climate change challenges says the Economic Survey 2022-23 tabled in the Parliament by the Union Minister of Finance and Corporate Affairs Smt.

Performance of Indian economy is dependent upon the growth of Agriculture sector. It contributes nearly 16% of India's Gross Domestic Product (GDP) & 13% of total exports. It provides employment to 52% of the country's work force and livelihood security to more than 620 million people.

After 2016-17, the growth fell twice consecutively to 6.6 per cent in 2017-18 and then to 2.1 per cent in 2018-19, which was again a drought year. After that, it increased again to 5.5 per cent in 2019-20. In 2020-21 and 2021-22, agriculture showed a growth rate of 3.3 and 3 per cent respectively.

Full Year GDP Growth in India decreased to 7.20 percent in 2023 from 9.10 percent in 2022. Full Year GDP Growth in India averaged 6.21 percent from 2006 until 2023, reaching an all time high of 9.10 percent in 2022 and a record low of -5.80 percent in 2021.

In terms of employment, the agriculture sector provides livelihood to over 50 million people. Approximately 60 percent of the Indian population works in the industry, contributing about 18 percent to India's GDP. This share decreases gradually with each year, with development in other areas of the country's economy.

These three states account for approximately 39% of India's total food grain production. Uttar Pradesh contributes the most, producing 18.89% of the nation's total output, followed by Madhya Pradesh and Punjab, which contribute 10.36% and 9.65% respectively.

Karnataka tops the charts as its per capita income has zoomed 204 per cent from Rs 76,578 in FY13 to Rs 3,02 lakh in FY23. Karnataka has topped this list. It posted the highest CAGR of 14.7% per capita income has surged 204 per cent from Rs 76,578 in FY13 to Rs 3,02 lakh in FY23. Madhya Pradesh is at the third spot.

Miller said some of the key advancements include: Pest management through genetically modified plants; Institution of integrated pest management programs; plant breeding that allows high yield populations; precision planting equipment; better fertilizer formulations and application equipment; global positioning system ..

The survey sees 2.5% agriculture growth in FY 12. Last year's economic survey stated the following on agriculture and Food Management: Pioneering work by agriculture scientists and the efforts of farmers had helped achieve a breakthrough in the agriculture sector in the 1980s, popularly known as the 'Green Revolution'.

In the case of farm outputs, India ranked second worldwide. 50% of the Indian workforce is part of the agriculture sector and the agriculture sector contributes around 17-18% to the country's GDP.



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?

See an example

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