

## Says

What have we heard them say? What can we imagine them saying?

It is not wrong to say

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

**Thinks** 

Agriculture is the backbone of our country's economy. It is the main traditional occupation of our country

38% of the world's land surface is agricultural and can be part of the solution

that the food we eat is the gift of agriculture activities and Indian farmers who work their sweat to provide us this food.



Agriculture is the source of food. It provides employment to a large population.



Persona's name

Short summary of the persona

This goes beyond the obvious connection here that we would not be very healthy without food and other nutritional products.

It is not wrong to say that the food we eat is the gift of agriculture activities and Indian farmers who work their sweat to provide us this food.

so, we don't cut trees and we must save water...

> "Agriculture is the most healthful, most useful and most noble employment of man." – George Washington.



**Feels** 

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





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

