



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

Agriculture is art and science of cultivating the soil, growing and rising livestock.

Agriculture education provision of better manure seeds.

Increasing agriculture yield per unit of land.

Erosion of soil by heavy rains, floods reduces farm productivity.

Poor water system can leads to crop loss.

Farming and the unique challenges it poses can lead to issue like chronic stress, anxiety and depression.

The demand for organic products in the Indian market is growing and its anticipated to rise with a annual growth rate of 25% for 5 years.

The Agriculture sector employs nearly half of the workforce in the country.

India's Agriculture is one of the world's five largest producers of livestock.

It plays an important role in International Business in import and export activities.

Agriculture plays a crucial role in indian economy.

It is the primary activity of the nation.



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?