



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

economic reforms affected indian agriculture indirectly

prodctivity is too low

second largest producer of wheat and rice

during2011-12 to 2019-20 ,the agricultral gross value (AgGVA) in the country showed an increasing trend and grew at the rate of 3.63 per cent per annum

the new agricultral strategy involves heavy investment in seeds ,fertilisers,pesticides and water

rice remains india's most widely grown crop

the agricultre indstry contribtes to arond 16.5% of india's GDP

67.5 per cent in 1950 to 64.9 per cent by 1990

257.44 million tonnes

indian's agriculutre sector has been witnessing robust growth with an average annal growth rate of 4.6 per cent over the last six years

it is the second largest producer of rice,wheat,cotton,sugarcane,farmed fish,sheep& goat meat, fruit,vegetables and tea

indian agricultre witnessed a small acceleration in the growth rate



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?