



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?



**TEAM 1**

Short summary of the persona

Agriculture analysis is a very important aspect to crop growing. To increase quality and yields, it is crucial to understand the current nutrient levels of the soil to be able to ascertain which areas require improvement. Our AquaTwin range of portable meters can provide in-field analysis in your pocket.

I've been farming, talking with farmers, or supporting those who support farmers for my entire life. From growing up on a farm to selling seed and crop protection, to education, to sustainability, and farming myself, I've had the distinct honor of being involved in just about every aspect of the farming industry

Agriculture plays a vital role in India's economy. 54.6% of the total workforce is engaged in agricultural and allied sector activities (Census 2011) and accounts for 17.8% of the country's Gross Value Added (GVA) for the year 2019-20 (at current prices).

The agriculture sector has experienced buoyant growth in the past two years. The sector, which is the largest employer of workforce, accounted for a sizeable 18.8 per cent (2021- 22) in Gross Value Added (GVA) of the country registering a growth of 3.6 per cent in 2020-21 and 3.9 per cent in 2021-22

There's never been a better, more exciting time to be in agriculture.

Behavioural and external factors influence farmers' choices regarding circular agriculture. Farmers engaged in circular initiatives are motivated more by social and environmental values. Both intrinsic and extrinsic motivation are important in circular agriculture.

Have pressure of population crops of many kinds a lot of the repording area is being used for farming .

The goal is to improve their working conditions and productivity while avoiding production loss due to bad climate conditions.

Agriculture is the art and science of cultivating the soil growing crop and raising livestock It includes the preparation of plant and animal products for people to use.

When a crop is produced for a required rate. We have invest something for the crop production so, we are not getting a maximum yield it may cause loss for us. It leads to frustration ,fear and an xieltis.

happyness would higher yield, Sentimental and emotion.

Physical environment, from business structure ,financial and time factors on farm management all of which can have impact on former behaviours.



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?