



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?

**WOMEN FARMERS**  
“Success Stories of 75 progressive women farmers and women entrepreneurs” to commemorate 75 years of ‘Azadi Ka Amrit Mahotsav.’ Inaugurating the webinar, Shri Kailash Choudhary stated that women’s contribution to the development of agriculture has increased manifold. Women play a decisive role in ensuring food security and preserving local agro-biodiversity and the Government of India is committed to give priority to women for bringing them into the mainstream of agriculture development.

**HORTICULTURE**  
Shri Tomar said, “India is the second-largest producer of horticulture, producing about 12% of the global fruit and vegetable production. During the year 2019-20, we recorded the highest ever production of 320.77 million metric tonnes in horticulture, while the horticulture production for 2020-21 is estimated to be 329.86 million metric tonnes, which is also higher than the previous year.”

**RICE IN PUNJAB**  
Rice is a staple food crop of Punjab and due to its high consumption by people, the crop is grown under vast cultivated area. Its production has been increasing at a fast rate due to variable soil and favourable climatic conditions despite a declining resource base particularly water table, soil fertility and pest resistance.

**STATUS**  
India is the second largest producer of rice, wheat, cotton, sugarcane, farmed fish, sheep & goat meat, fruit, vegetables and tea. The country has some 195 m ha under cultivation of which some 63 percent are rainfed (roughly 125m ha) while 37 percent are irrigated (70m ha).

**PRODUCTION OF AGRICULTURE 2021**  
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.

**GROWTH RATE**  
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.

**Persona’s name**

Short summary of the persona

**NEW THING**  
Unless you open yourself up to trying new things, you can’t find what you love.  
Life is about taking chances, trying new things, having fun, making mistakes and learning from it.

**FTSD**  
We are going to do a new project but it is new for us we does our thought ,what we feel ,what we say and what we think

**CREATIVITY**  
Creativity is thinking up new things. Innovation is doing new things. Creativity is seeing what others see and thinking what no one else ever thought.

**FARMING HOUSE HOLDS**  
The burden of inputs on farming households The performance of the farms in the Indian agriculture sector is sensitive to the scale of value and quality of inputs and gross value of outputs (GVO). GVO is a measure of sales or revenue from products and by-products. To examine GVO across production classes, we split the farming households into four quartiles based on GVO per unit of land cultivated. Box-whisker plots visualize each quartile for input and GVO.

**FERTILIZER AND LABOUR**  
The cost of fertilizer and labour are the principal ones, varying across deciles. The area of the decile depicts the share of fertilizer to the total value of inputs. We divide each decile in by the first decile. The ratio for fertilizer cost tends to decline over the first to tenth decile range. It implies that marginal farmers rely more on chemical fertilizer in production, which is the reverse for large farmers. A plausible explanation is that the knowledge of soil health through channels like formal and informal extension may not reach marginal farmers

**BIO-FERTILIZERS**  
Biofertilizers have living microorganisms that contribute to the growth of the crop, for example, Rhizobium, Bacillus sp., and Mycorrhiza. Manure is a natural substance that emerges from the waste of plants and animals, for example, cow dung. Pesticide refers to chemical plant protection material like Copper Sulphate or Lime-Sulphur. Biopesticides are non-chemical plant protection materials like Azadirachta indica (Neem oil), Brassica napus (Rapeseed oil) and Mentha piperita (Mint oil).



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?