



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?

small and
fragmented land
holding , seeds,
manures,
irrigation.

The
percentage
of 65% food
crops

accounted for about
25% of the total
quantity of cotton
produced, besides
being the second
highest exports of
cotton for the years.

according the
third advance
estimate a
record
production 2021-
2022

india holds the
second position
worldwide in
terms of form
output.



Markrting

Short summary of
the persona

agricultral
directly or
ordinary supports
two third of the
indian population
livehood

india rank among
the top few
countries in
various aspects
related to the
vegatables.

the
population
size of the
population .

indias is the
world largest
product of
,ilk, pulse and
jute.



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?