



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?

india's food securities depend on producing cereal crops as well as increasing its production of fruits,vegetables,and milk for growing population.

the goal is to improve their working condition and productivity while avoiding production losses due to bad climate condition.

the country has some 195m ha under cultivation of with some 63% are rainfed.

enhancing agricultural productivity, competitiveness and rural growth.

about 60% of our population depends directly or indirectly on agriculture.

agriculture requires understanding of basic concepts related to agriculture and their impacts on social and economic life of the society.



Persona's name

Short summary of the persona

implimentation of land reforms, it is the first and most importand point for improving productivity.

interplanting is a great way to maximize crop productivity.

the factors consist of push factors such as the increasing scarcity of agricultural lands.

manure is a decomposing product of plant and animal waste.

lack of marketing and storage facilities reduce farming in india.

depletion of groundwater table is a major factor affecting agriculture.



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?