



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?

Agriculture impacts society in many ways, including:supporting livelihoods through food,habitate,and jobes; providing raw materials for food and other products; and building strong economies through trade.

It provides employment opportunity to the rural agricultural as well as non-agriculture labourers

Major crops grown in India are rice, wheat, millets, puses, tea, coffe, sugarecane, oil seeds, cotton and jute, etc.

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 2015-2016.

The contribution of agriculture to GDP rose to 19.9% in 2020-21, up form 17.8% in 2019-20. The last time the agriculture sector accounted for 20% of GDP was in 2003-04. Key facts about Indian agriclture: India is the world's largest exported of cotton.

India has shown a steady average nationwide annual increase in the mass-produced per hectare for some agricultural items, over the last 60 years.

Persona's name

1. Sakthivel S

2. Sriram Y

3. Thirumalaivasan A

4. Vignesh R

The national governmental, national research organizations, and companies or corporations involved in agriculture research.

It provides food materail for industries and product for export. In their agricultural growth.

Agriclture is the main source of income for major part of our country's population.

It ensures the country food security and produce a variety of industrial raw materials.

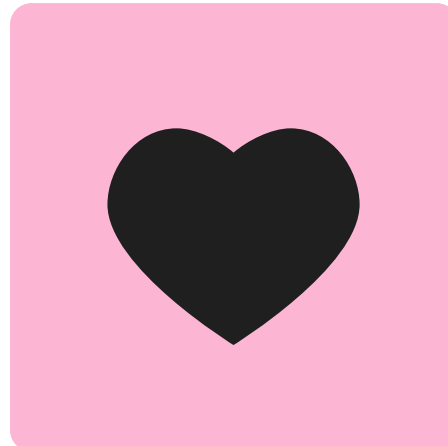
Indian agriclture began by 9000 BCE on north-west India with the early cultivation of plants, and domastication of crops and animals.

Agriculture in India is important for the development of the industrial sector and for trading purpose.



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?