



Says

What have we heard them say?
What can we imagine them saying?

India ranks second worldwide in farm

The agricultural crop year in inda is from july to june

West Bengal is the second largest food grain producing state in india



Persona's name

Short summary of the persona



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Grains, Commerical crops, Plintation crops, Horticulture crops are the four primary crops in india

India is the second largest producer of Rice, Wheat, Sugarcane, Groundnuts Fruits and Vegetables

India is an agricultural nation as 75% of the population depends on agriculture

The indian cropping season is classified into two main seasons -
1) Kharif
2) Rabi based on the monsoon

KHARIF
• The season considered to start in June and end in October
• Kharif crops are usually sown at the begining of the first rains during the edvent of the SOUTH - WEST monsoon

RABI
• Rabi crops or Rabi harvest, also known as Winter crops
• Rabi crops are usuallu sown in winter and harvested in the spring in India, Bangladesh and Pakistan

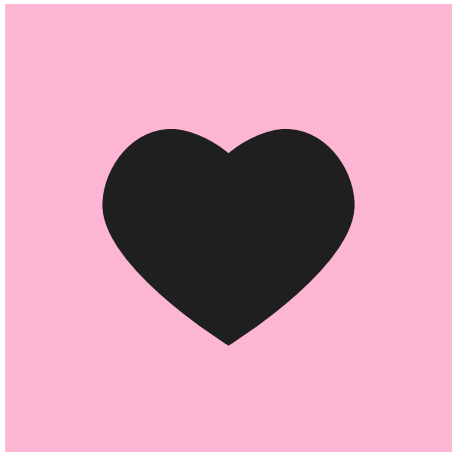


Does

What behavior have we observed?
What can we imagine them doing?

Irrigation augmentation and management

Adoption of new technologies



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?