**Thinks** 

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

1.Agriculture

provide food,

raw material for

industries and

some product for

export.



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

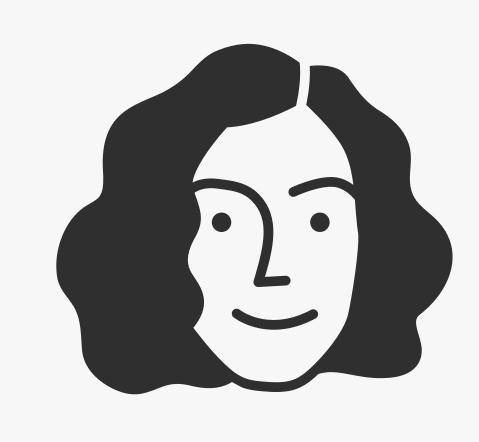
> 1.Agriculture is the primary activity of the nation.

3. It also plays an important role ininternational business in import and export activities.

2. It provides employment opportunity to the rural agriculture as well as nonagricultural labourers.



3.Nearly twothirds of its population depends directly on agriculture for its livelihood.



Persona's name

Short summary of the persona

1. Crops are plants grown by the

farmers.

1. India is the second largest producer of wheat and rice the world's major food staples.

2. India is an agricultural country and possess fertile plains and numerous perennial rivers.

3. Agricultural crops utilization for industrial value-added products.

2. 70% of the indian population depends on agriculture for food and money.

3. Agriculture plays a very important role in the indian economy.



## Does

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



See an example

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



