



Says

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 non-agricultural labourers.



Persona’s name
Short summary of the persona

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.



Does

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

 See an example

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.

2.It account for about 25% of the gross domestic protduct.

3.Nearly two-thirds of its population depends directly on agriculture for its livelihood.

1. Crops are plants grown by the farmers.

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

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

Feels

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

