



Says

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

India's agriculture is composed of many crops with the fore most food staples being rice and wheat

India's farms also grow pulses, potatoes, sugarcane, oilseed and such nonfood items as cotton, tea, coffee, rubber and jute

It is estimated that as much as one-fifth of the total agricultural



Thinks

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

Despite high level of production agricultural yield in India is lower than other large producing countries

Agricultural yield is the quantity of a crop produced on one unit of land

Agricultural yield of food grains has increased by more than four times



Short summary of the persona

Traditional farming is mainly based on labour-intensive

Modern farming is entirely based on capital intensive

Agriculture is our own wisest pursuit because it will in the end contribute most to real wealth, good morals and happiness

The ultimate goal of farming is not growing of crops but cultivation and perfection of human beings

Farming is a profession of hope

Under modern farming low input are required



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?