



**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?

Creating a strong supply chain

To provide organic farm products for rural and urban

To sale hygienic and nutrition products

Contribution to GDP

In a direct farm marketing at affordable price

We distribute authorized products

INDIA'S AGRICULTURE CROPS

Minimizing pollution

Helps preserve valuable ecosystem.

Employment opportunity

Economic development

Improving standards of living.

International trade

Absorb heat

Organic supermarkets promote it.

I feel wholesome



**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?