



THINK

Farmers are losing hope on the yields produced after strenuous work

Cunsumers require better yield at better price

More people need to come up with effective soll\utions for farming

Goes to famrmers markets

The yield is disappointing even after so much efforts

FEEL

Love farming

Buys crop yields and plans for next harvest season

DO

Helps mainatain soil quality

Provides facilities mainatenance

Hardwork pays them less returns

Love problem solving aspect of farming

Enjoys building richness of soil

SAY

Need better irrigation system

Efficvient way to iincrease their yield

PAIN

They are working very hard

A lot of research and learnings go into harvesting

GAIN

Better gains

Good yield