



**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?

Organic agriculture is a production system that sustains the health of soils, ecosystems and people.

The fertility of the soil is improved by using organic farming methods.

Organic farming is the healthy method of crop production.

India is the land of agriculture.

They allow for the restoration of soil fertility and microbial population through natural cycles.

The crop we receive is also chemical free.



**ORGANIC FORMING IN AGRICULTURAL CROP PRODUCTION**

Organic farming reduces greenhouse gases. Because fossil fuel-based fertilizers and most synthetic pesticides are prohibited in organic farming, it has a significantly lower carbon footprint.

Seedbed preparation.

It helps in keeping agricultural production at a sustainable level.

Adoption of best crop management practices improves crop productivity and can contribute to greater yields with improved quality.

It reduces human and animal health hazards by reducing the level of residues in the product.

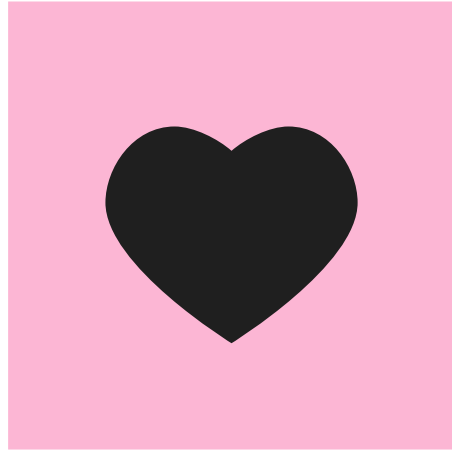
Pest management.

It reduces the cost of agricultural production and also improves the soil health.



**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?

[See an example](#)