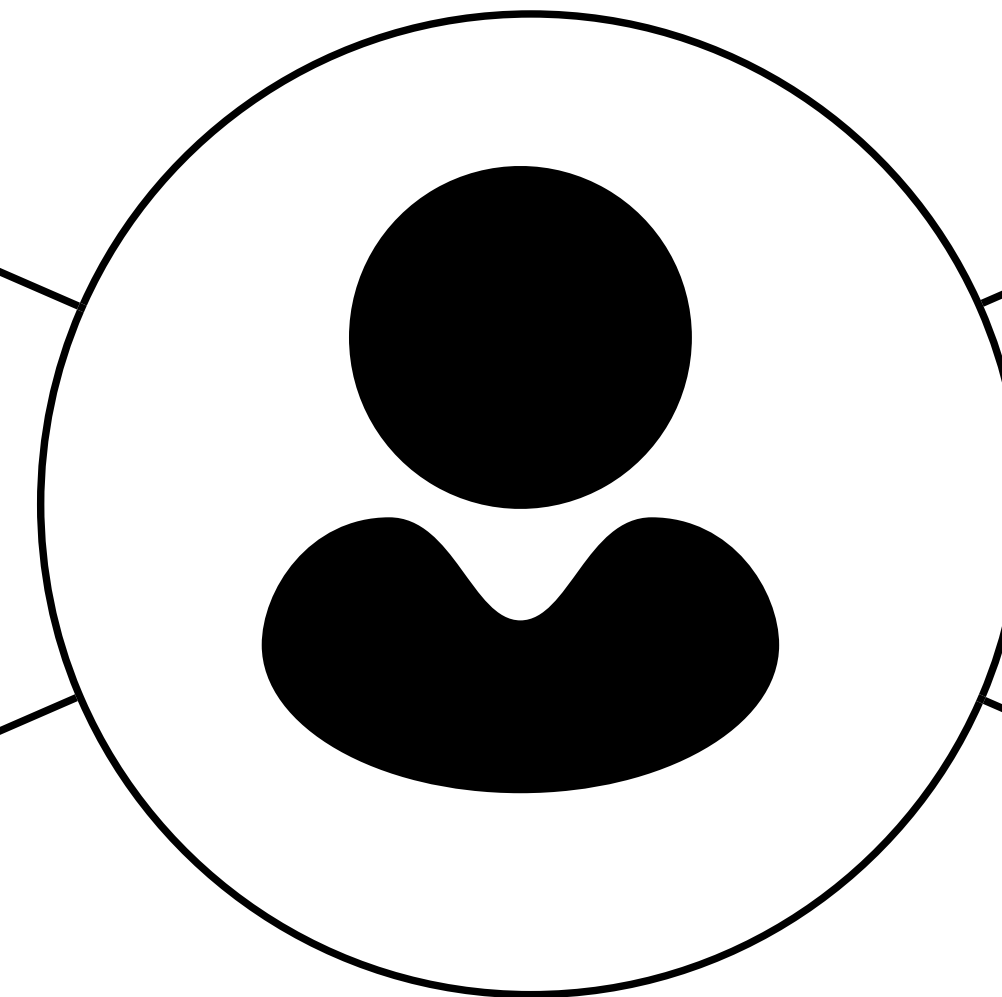


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Indian
agriculture
depends
heavily on
rainfall

Irregular
rainfall can
have many
impacts

What do they
HEAR?

what friends say
what boss say
what influencers say

Using
concept of
**MACHINE
LEARNING**

It may help
us to
predict
rainfall

Increased
accuracy
of rainfall

It
involves
engineer

For creating
the
infrastructure
and products

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

By drawing
a flow chart

We can
find a easy
path

What do they
SEE?

environment
friends
what the market offers

It will yield
more
income

Ready for
harvesting

Increase in
crop
production

Prediction
may go
wrong

PAIN

fears
frustrations
obstacles

Time
consume

Resource
intensive

High
cost

It helps
farmers to
take
preventive
measures

GAIN

"wants" / needs
measures of success
obstacles

To
minimize
losses

Managing
agricultural
form in a
better way

Better
managing
their crops