



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

*Helps
farmers to
increase
productivity*

*Maximum use of
resources and
minimizing the
environmental
impacts*

*It helps farmers to
know about
various factors
like temperature,
soil quality ,etc*

*Soil and
season
based
farming*

*Pest
control*

*Reduces
man power
and time*

What do they SEE?

environment
friends
what the market offers

*Effective
use of
technology*

*Increase in
quantity*

*Increase
quality*

*Results
Climate
smart
agriculture*

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

*Crop
management*

*Increases
profit and
maintains
environment
quality.*

*Better in
season
yield*

*Manage
farms with
technologies*

*Improved
resource
management*

What do they HEAR?

what friends say
what boss say
what influencers say

*It remains
effective
and
efficient*

PAIN

fears
frustrations
obstacles

*Unavailability
of proper
network in
rural areas*

*Unemployment
of daily wages.*

*Implementation
cost is High*

*Habitat
destruction*

GAIN

“wants” / needs
measures of success
obstacles

*Enhance
farm
efficiency*

*Reduce
agriculture
pollution*

*Remote
Monitoring*

*Waste
reduction*