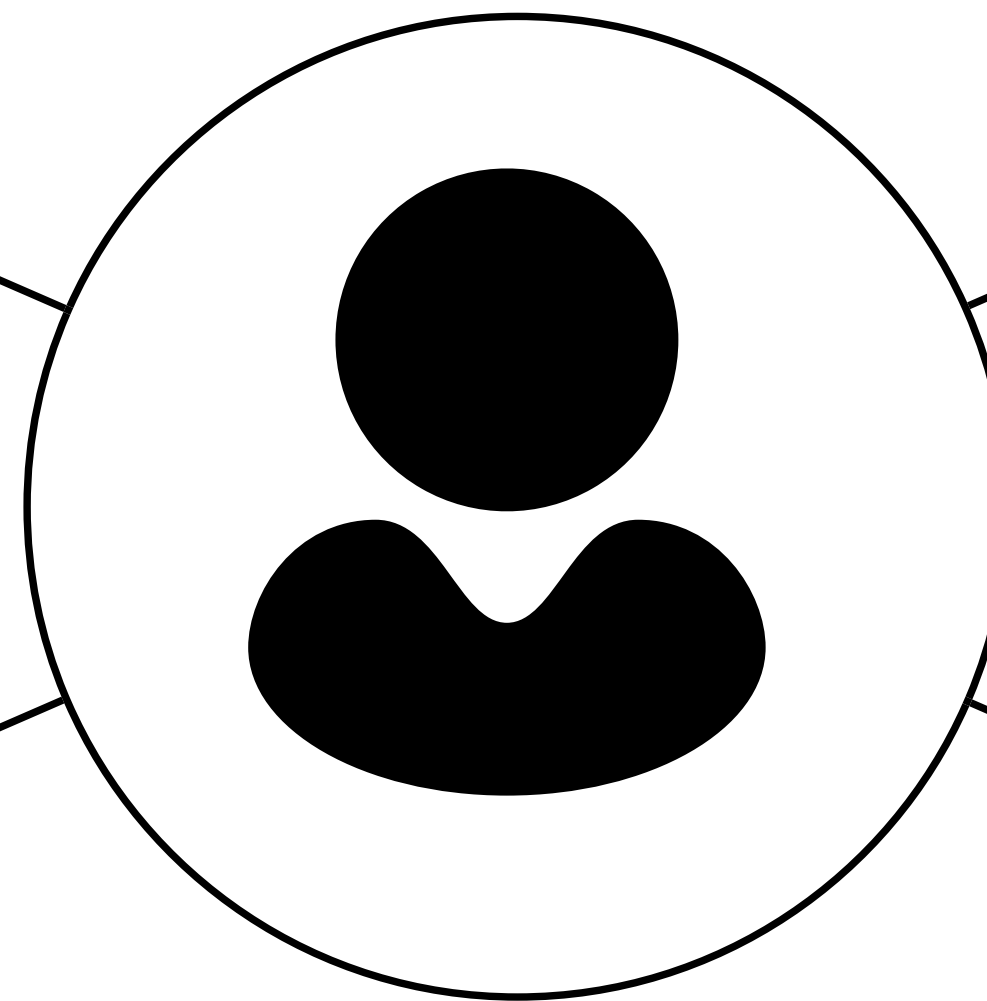


# THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they HEAR?

what friends say  
what boss say  
what influencers say

diseased crop can spread the infection to the whole crop

need to boost feasible economic advantages for the forming network to alleviate social consequences of unforeseen weather extremes

our work helps farmers in cultivating the best seed based on soil requirements so productivity increases and acquire profit with the support of big data analytics.

improved crop prediction, opportunity to forward - and the help of weather forecasts to improve production at field and income rates.

uses SVM to classify tree leaves, identify the disease and suggest the fertilizer. The proposed method is compared with the existing CNN based leaf

Criteria like pH, nitrogen , potassium, phosphate, Depth, Temperature, Precipitation.

The method of crop yield prediction is used to predict the exact crop by sensing various soil and soil profile

The cost-effective Home kits help in data processing for farmers from diverse demographic dimensions It allows farmers to have access to real time.

moisture sensor

Soil Moisture Sensor Interface with Controller:

pH Sensor

pH Sensor Interface with Arduino

## What do they SEE?

environment  
friends  
what the market offers

# SAY AND DO?

attitude in public  
appearance  
behavior towards others

study on the prognostication of crop diseases using artificial intelligence

identify different diseases on plants by checking the symptoms shown on the leaves of the plant

Recommend the fertilizer for affected leaves based on severity level. Fertilizers may be organic or inorganic.

The measurements of fertilizers suggested based on disease severity.

## PAIN

fears  
frustrations  
obstacles

They get washed away by water easily and cause pollution.

They provide only short term benefits.

They change the nature of soil, making it either too acidic or too alkaline.

They harm the microbes present in soil.

## GAIN

"wants" / needs  
measures of success  
obstacles

They are quick in providing plant nutrients and restoring soil fertility.

It helps the farmers to yield a good crop

It reduces the time of a farmer

gives a better result when compared to existing CNN.

Fertilizers improve and increase the productivity of many crops such as wheat, maize, and rice.