

	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Agriculture in most of the countries are totally dependent upon the migrant labors and due to strict lockdowns for past two years and social distancing; labors are shifted to their places. Therefore, many farmers are adopting smart agriculture techniques such as precision farming to monitor the activities of crops.</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>The smart agriculture need availability of internet facility continuously. The smart based equipments require farmers to understand and learn the use of technology. This is the major challenge in adopting this technology at large scale.</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <ul style="list-style-type: none"> ● Livestock tracking and Geo fencing. ● Smart logistics and warehousing. ● Smart pest management. ● Climate monitoring and forecasting. ● Predictive analytics for crops and livestock. 	
Focus on J&P, tap into BE, understand RC	<p>2. PROBLEMS IN THE SYSTEM J&P</p> <ul style="list-style-type: none"> ● Cope with climate change, soil erosion and biodiversity loss. ● Meet rising demand for more food of higher quality. ● Invest in farm productivity. ● Adopt and learn new technologies. 	<p>9. PROBLEM ROOT CAUSE RC</p> <ul style="list-style-type: none"> ● Manual work consumes more time and it is error prone ● Periodic change in climate ● Hardware cost is high 	<p>7. BEHAVIOUR BE</p> <p>Increased production: the optimisation of all the processes related to agriculture and livestock-rearing increases production rates.</p> <p>Water saving: weather forecasts and sensors that measure soil moisture mean watering only when necessary and for the right length of time.</p>	Focus on J&P, tap into BE, understand RC
	<p>3. TRIGGERS TR</p> <ul style="list-style-type: none"> ● lack of information, ● high adoption costs ● security concerns <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before: Unable to monitor crops, periodic updations about climate changes cannot be done, hardware cost is high.</p> <p>After: Now everything is made easy and customers are happy with this application</p>	<p>10. YOUR SOLUTION SL</p> <p>Smart farming, which involves the application of sensors and automated irrigation practices, can help monitor agricultural land, temperature, soil moisture, etc. This would enable farmers to monitor crops from anywhere. The challenges of a smart agriculture system include the integration of these sensors and tying the sensor data to the analytics driving automation and response activities. The above challenges are overcome and provide efficient solution to customers.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>It captures data and updates periodically. This would enable farmers to monitor crops from anywhere</p> <p>8.2 OFFLINE</p> <p>Utilizing information and communication technologies to make agricultural cultivation and production efficiently.</p>	

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