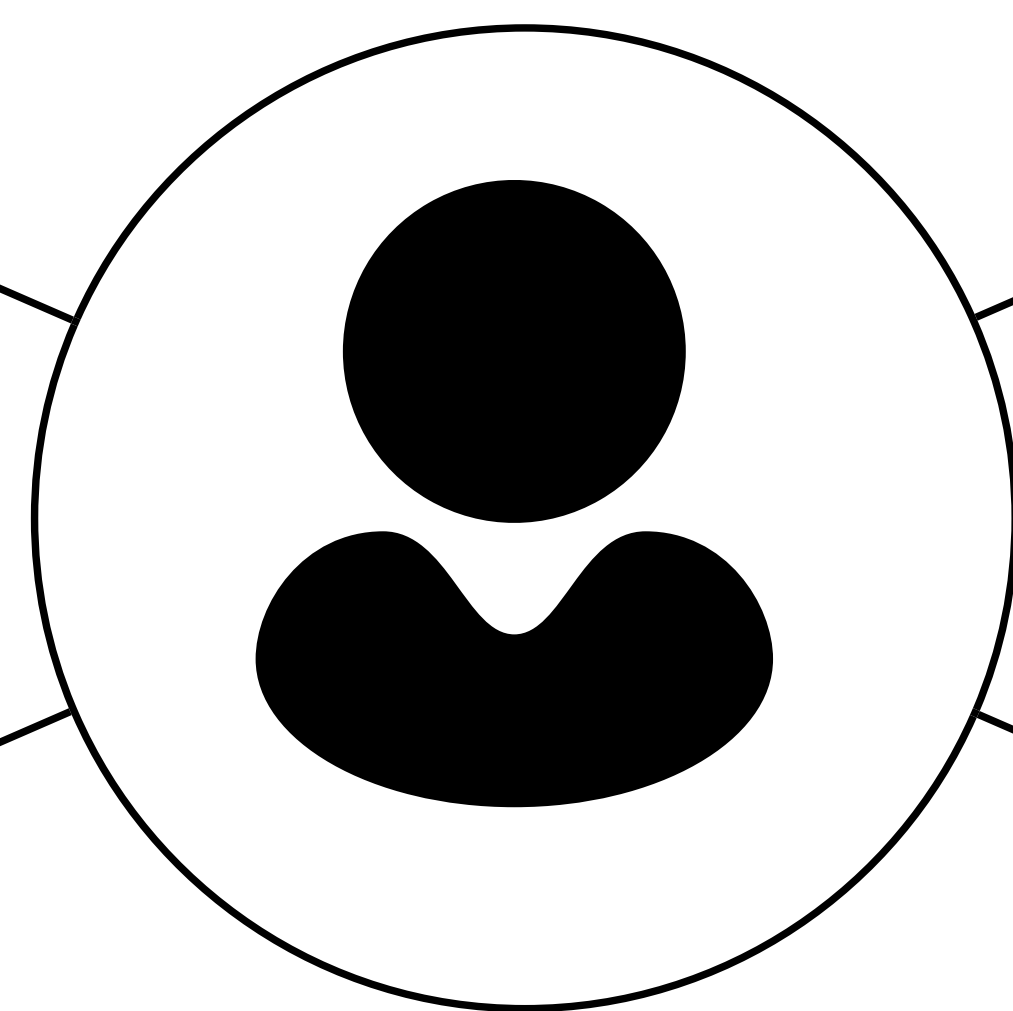


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



Crop protection controls the situation by reducing the risks rather than deal with the problem's consequences.

Culture protection allows farmers to monitor climate change and notice the appearance of dangerous weeds, pests, or diseases timely.

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Usually electric fences were used to control livestock but smart crop protection will be more beneficial.

Illiteracy of farmers and their ignorance in the field of modern agricultural practices and technology, hampered by high costs and impractically in the case of small land holdings.

*What do they*  
**SEE?**

environment  
friends  
what the market offers

It focused on providing the agricultural industry with the infrastructure to leverage advanced technology-including big data, the cloud and the internet of things-for tracking, monitoring, automating and analysing operations.

Smart Crop protection allows farmers to determine the best uses of scarce resources within their production environment and manage these in an environmentally and economically sustainable manner.

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Cultural practices can prevent or reduce insect drop damage. These include the destruction of crop residues, deep plowing, crop rotation, use of fertilizers, strip-cropping, irrigation, and scheduled planting operations.

Introducing efficient farming methods requires growers' appropriate plant strategy and training. The diversity of hazards obliges farmers to use different strategies.

**PAIN**

fears  
frustrations  
obstacles

It is very expensive to buy the equipment and pesticides and it also harmful to environment.

Improper implementation can cause much more harm than good and obligatory crop diversification

**GAIN**

"wants" / needs  
measures of success  
obstacles

This crop protection cause the farmers to fend off wild animals from the farm lands and it is additionally an mechanized relying upon the need so that there is no manual work,subsequently saving time and forestalling the deficiency of harvests.

It reduces the waste, improve productivity and enable management of a greater number of resources through remote sensing.