

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

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.

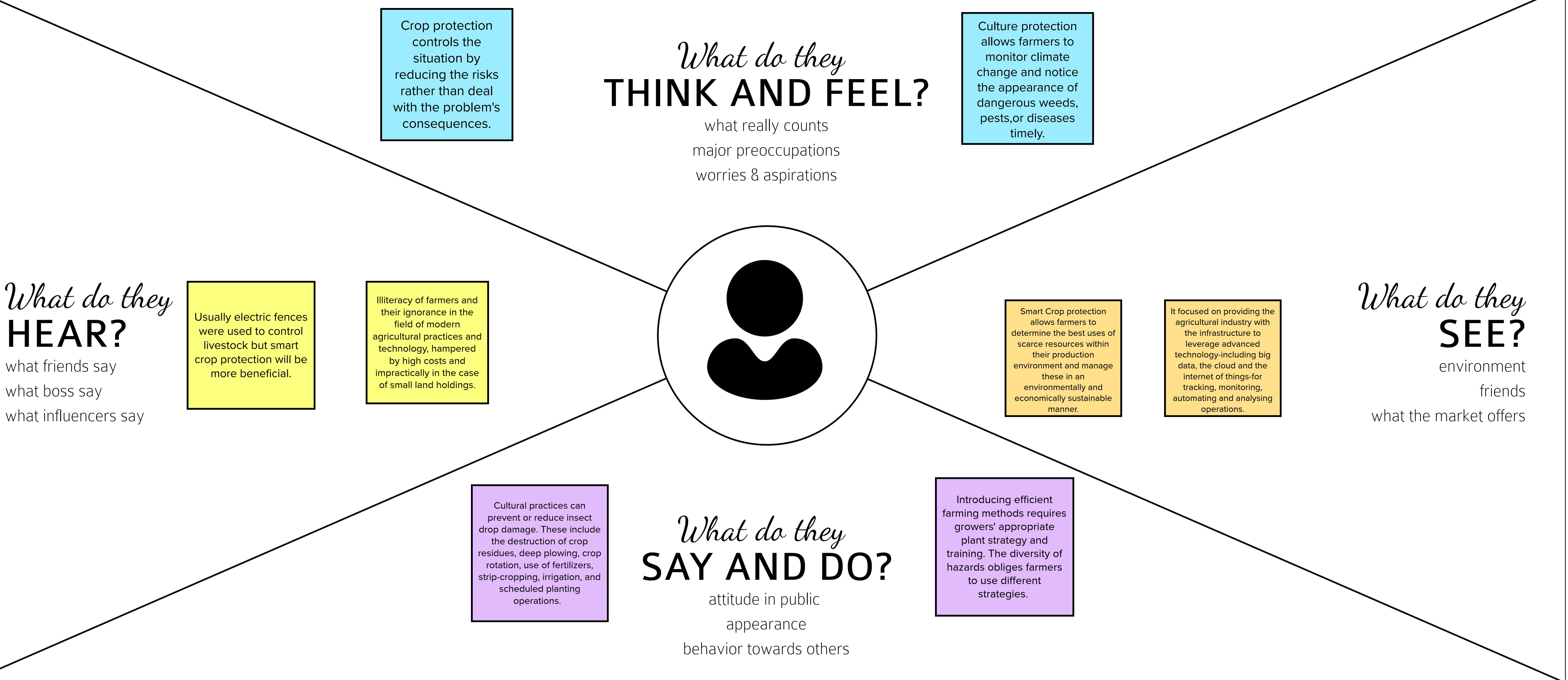
Culture protection allows farmers to monitor climate change and notice the appearance of dangerous weeds, pests, or diseases timely.

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.

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.

What do they SEE?

environment
friends
what the market offers



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.