

## **IoT BASED SMART FARMING**

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**BACHELOR OF ENGINEERING IN COMPUTER SCIENCE AND ENGINEERING**

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Cope with  
climate change,  
soil erosion and  
biodiversity  
loss.

Accurate  
and precise  
monitoring

Environmental  
friendly

Almost  
Evolved into  
modern  
agriculture

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Monitors  
temperature, humidity  
and climatic condition

Keep track  
of soil  
parameters

Farmer and  
environmental  
assert

A step forward  
toward  
modern  
agriculture

Implementation  
difficulties

Boon for the  
farmers.

# What do they HEAR?

what friends say  
what boss say  
what influencers say

## PAIN

fears  
frustrations  
obstacles

need for every soil  
type to be  
calibrated. So it  
may take time to  
analyse the things  
and cost more  
than usual

Farmers do not  
understand  
computer  
language or the  
artificial  
intelligence.

smart farming is  
that it requires an  
unlimited or  
continuous  
internet  
connection to be  
successful

## GAIN

"wants" / needs  
measures of success  
obstacles

allows farmers  
to monitor  
their product  
and conditions  
in real-time

reduction of  
resources  
and cost,  
automation

smart farming  
solution keeps  
an eye on every  
activity of crop  
production