



3. TRIGGERS ★ The farmer can get inspired by his neighbour's land practices like; usage of fertilisers,pesticides and modern tools. ★ The newspapers and articles about the benefits of fertilisers, artificial intelligence in agriculture and modern practices.	10. YOUR SOLUTION By using AI technology or AI powered machines to determine the soil and crop health, provide fertiliser recommendations, monitor the weather, and to determine the quality of the crop.	8.CHANNELS of BEHAVIOUR 8.1 ONLINE Farmers can use recommended prediction system to detect the disease in the plant. 8.2OFFLINE Can get advice from local agriculturalists.
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	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Farmers feel a little sad and scared when they face problems. When they find the solution they feel very much contented, fortunate, and peaceful.</div>		
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