

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Farmers and Agriculturalists</div>	<div>6. CUSTOMER</div> <div>Low fertilizer use .poor, market access, poverty,particular mixture of nutrients needed for the crop.</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Use of organic fertilizers The application of chemicals available in local market cultivation of disesease resistant species</div>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Water eutrophication,Green house gas emission, soil acidification and degradation,knowledge about correct diseases.</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>Alterations of ecosystems,losing soil fertility,crop damage,usage of wrong fertilizers for wrong diseases.</div>	<div>7. BEHAVIOUR</div> <div>What does your customer do to address the problem and get the job done? Having accurate soil sample results Usage of organic fertilizers, get help from agricultural policies and officers</div>		Focus on J&P, tap into BE, understand RC
	<div>3. TRIGGERS</div> <div>Adapt to climate change and operate in water scarce environment and intensifying agriculture on existing land, reversing soil degradation .</div>	<div>10. YOUR SOLUTION</div> <div>An automated system is introduced to identify different diseases on plants by checking the symptoms shown on the plant. Deep learning techniques are used to identify the diseases and suggest the precautions that can be taken for those diseases and suggest correct fertilizers</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>ONLINE Agriculture apps of government PM kisan samman nidhi yojana schemes OFFLINE Government offers seeds fertilizers and pesticides on subsidized rates Eradications</div>		
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Ignorant,fear of crop damage / cautious and preventive i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div>					