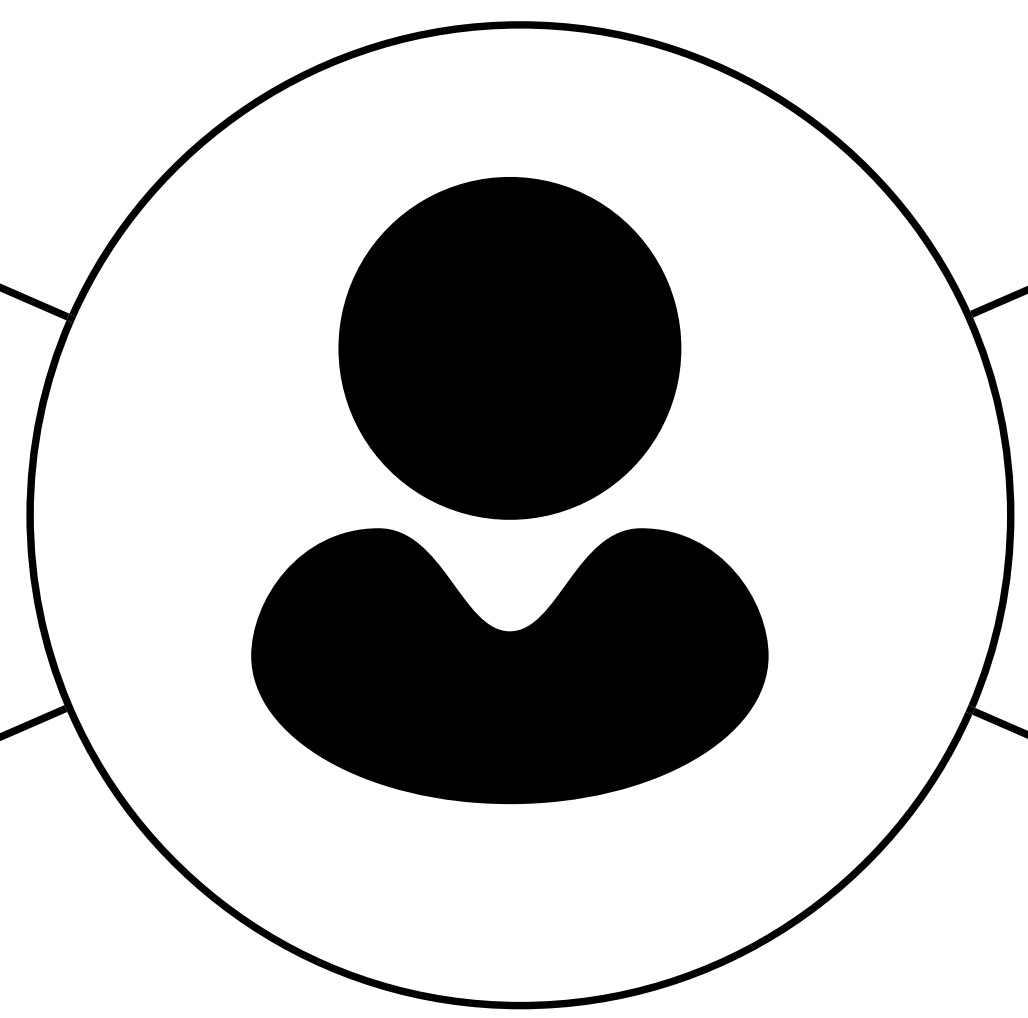


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SEE?**

environment  
friends  
what the market offers

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

attitude in public  
appearance  
behavior towards others

India is an agricultural country and secondary agro based market will be steady with a good monsoon.

The economic growth of each year depends on the amount of duration of monsoon rain, bad monsoon can lead to destruction of some crops, which may result in scarcity of some agricultural products which in turn can cause food inflation, insecurity and public unrest.

In our analysis we are trying to understand the behavior of rainfall in India over the years, by months and different subdivisions.

The results show that India has two main rainfall season: one is southwest monsoon(advancing monsoon) and other is Northeast monsoon(retreating monsoon). Advancing monsoon contributes almost 80% of the rainfall

The trend analysis of Annual rainfall considering India as whole show decreasing trend however when trend is analysed for all subdivision individually we can see some division showing increasing trend and some showing decreasing trend

Critical wet periods for each year are determined by sliding a 90 and 120 day window along the time axis and recording for that year the highest rainfall for that 90 and 120 day period. The result is 104 critical period rainfall values for each of the 90 and 120 day analyses.

In tropical seasons we can predict the rainfall for agriculture

this would apply in rural areas and urban areas at any time

they could see what time the rainfall would happen

we would give back the expenses if the program is flawed

we would predict it accurately

this program would prevent excess damages from rainfall (eg:flood)

**PAIN**

fears  
frustrations  
obstacles

Soil crusting and compaction

Deforestation and weed infestation.

Total root loss would result in plant death and total crop failure.

**GAIN**

"wants" / needs  
measures of success  
obstacles

Rain has numerous implications for the environment

notably replenishing wild vegetation, moistening the air, forming streams and rivers, refilling the water table

A good balance of rain and proper irrigation can lead to faster-growing plants