

## PROBLEM – SOLUTION FIT

<p><b>1.CUSTOMER SEGMENT(S)</b></p> <p>One common practice adopted by many bands is to broadly segment the agriculture market into three groups : corporate, SME , and farmer. This segmentation is undertaken based on the bank's loan exposure to the client, the clients profile,asest size, or turn over.</p>	<p><b>6.CUSTOMER LIMITATIONS</b></p> <p>One huge disadvantage of smart farming is that it require and unlimited or continuous internet connections to be successful. Thus means that in rural communities, especially in the developing countries where we have mass crop production , it is completely impossible to operate this farming method.</p>	<p><b>5.AVAILABLE SOLUTION</b></p> <p>It is a high tech system to grow crop cleanly and sustainable for a masses. It is the application of modern information and communication technologies in agriculture.Higher crop yield,better quality ,understand which factors govern crops growth and yields,guaranteeing food security.</p>
<p><b>2. PROBLEM / PAINS</b></p> <p>Smart farming based equipment's requires farmer to understand and learn the use of technology. availability of internet continuously.</p>	<p><b>9.PROBLEM ROOT / CAUSE</b></p> <p>The earliest source of pollution has been pesticides and fertilizers. Modern day pesticides and fertilizers have to deal with the local pest that have existed for hundred's of years along with the new invasive species and so they are laden with chemicals that are not found in nature.</p>	<p><b>7.BEHAVIOR</b></p> <p>While sectors in different areas are diminishing , one industry that will continue to grow is agriculture. We all need to eat , and the demands on agriculture are increasing at a steady pace. A global population of 9.8 billion is predicted by 2050,and experts predicts over all food demand and animal based food demand to increase by more than 50% and 70% respectively. Solutions are being developed to help solve this problems.</p>
<p><b>3. TRIGGERS TO ACT</b></p> <p>The triggers of a smart agriculture system include the integration of this sensor and tying the sensor data to the analytics driving automation and response activities.</p>	<p><b>10.YOUR SOLUTION</b></p> <ol style="list-style-type: none"> <li>1. Awareness</li> <li>2.Education</li> <li>3.Preparedness</li> <li>4.Prediction</li> </ol>	<p><b>8.CHANNNELS OF BEHAVIOR</b></p> <p>Online</p> <p>The farmers of agricultural farm manage and monitor different types livestock. The manual inspection and monitoring of livestock are tedious do not stay at fixed location.</p>
<p><b>4. EMOTIONS</b> Before / After</p> <p>Most consumers have never shaken hands with a farmer. But based upon what they might know ,they probably trust farmers. They don't trust farming , however to reach this audience with agriculture positive message. people will forget the way that we farm, but people will never, ever forget the way that we make them feel .Most of these consumer only want to keep the children safe and protect them</p>		<p>Offline</p> <p>The basic objectives of the farmer awareness program was to give exposure to the Indian farmers on various agricultural marketing reforms, modern marketing methods , direct marketing, group marketing.</p>

from something they have been led to believe might harm them.		
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