

What do they  
**THINK &  
FEEL?**

Is the soil  
available with all  
macro nutrients

Inadequate of  
water of  
cultivation

Ensure the  
fertilizer level

worried about  
soil condition

Provides the  
exact soil  
condition

What do they  
**HEAR?**

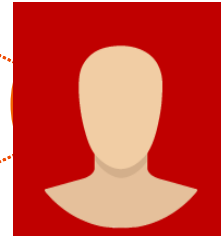
Notify the farmer if  
moisture content is  
low in soil.

What do they  
**SEE?**

Usage of Smart  
irrigation System

Has a real time soil  
analyzer

Measured soil data  
will be stored in  
database



What do they  
**SAY & DO?**

To track the soil  
parameters

notify when the  
soil moisture is  
low

Farmer can also  
initiate irrigation using  
mobile application

Monitoring of field

**PAIN?**

Soil tests are  
expensive

Go to field  
everyday to  
on/off the pump

**GAIN?**

Can track the  
soil  
parameters

remotely  
monitoring of  
irrigation