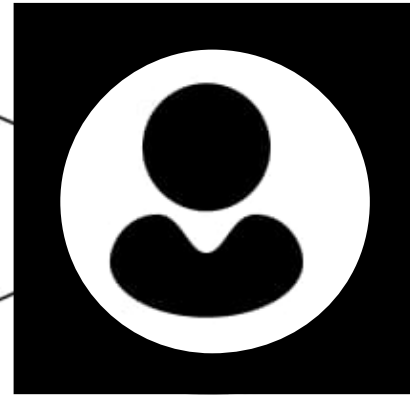


IBM PROJECT

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Indian
agriculture
depends
heavily on
rainfall

Irregular
rainfall can
have many
impacts

What do they HEAR?

what friends say
what boss say
what influencers say

Using
concept of
MACHINE
LEARNING

It may help
us to
predict
rainfall

Increased
accuracy
of rainfall

It
involves
engineer

For creating
the
infrastructure
and products

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

By drawing
a flow chart

We can
find a easy
path

What do they SEE?

environment
friends
what the market offers

Increase in
crop
production

It will yield
more
income

Ready for
harvesting

Prediction
may go
wrong

High
cost

PAIN

fears
frustrations
obstacles

Time
consume

Resource
intensive

It helps
farmers to
take
preventive
measures

GAIN

"wants" / needs
measures of success
obstacles

To
minimize
losses

Managing
agricultural
form in a
better way

Better
managing
their crops