| SAYS | THINKS |
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| • To monitor different parameters such as soil moisture, temperature and humidity.<br>• Using web or mobile application, farmers can easily monitor the crop field.<br>• According to the need, mobile application takes decision to water the crop. | • To reduce production risks.<br>• Enhances the ability to foresee production results.<br>• For better cost management and waste reduction.<br>• All the data collected is stored and located on a digital platform for monitoring and forecasting. |
| **DOES** | **FEELS** |
| • Soil moisture monitoring (including conductivity and pH).<br>• IoT irrigation control. Activate irrigation valves when the soil moisture drops below a certain level.<br>• Soil nutrient analysis. There are a range of emerging sensors that can monitor NPK levels in soil. | • Increased production.<br>• Lower production costs.<br>• Operational efficiencies.<br>• Real-time and intelligent cost management. |
| **PAINS** | **GAINS** |
| • If the farmer is far from the crop field, it is difficult for him to monitor and control.<br>• Farmers cannot know if the application does not work properly.<br>• Farmers cannot detect if any sensors are damaged. | • Can monitor from anywhere.<br>• Easy to control the motor pump to water the crop as per the need.<br>• Easy to sense soil moisture, temperature and humidity by using the sensors. |