**The biologists** need information about plant developmental features such as plant height, branching, size & structure of leaf, vein structure inside the plant. Using this information, they can do genetic and molecular alteration to produce a rice plant with higher crop yield and biomass.

**The Breeders** useinformation about plant hormones, proteins and their effects to modulate plant height, branching, tiller size and canopy features. So that a resultant modulated rice plants with higher yield can be produced.

Availability of accurate information is very critical for **farmers** because this can not only help them better plan the crops but also improve efficiency for the same amount of time, input efforts and material. **The farmer** require information about soil, weather pattern, planting distance, water management, nutrient management, control methods, and equipment to optimize production.

Rice has been staple food source in human societies around the world since thousands of years. It has woven in social fabric so intrinsically now that **sociologists** use information about rice cultivation, produce and its usage across demographic to provide political, social, cultural, economic and ideological outlook.

The **trader** needs access to information about various factors capable of affecting rice price such as global production, climate change, global economic highs and lows, change in consumption in China and India, inventories, legislations, fuel and fertilizer costs.

The **food manufacturer** need to take into account the information about wholesale price, shelf life, target demographic, governing body’s regulations, quality factors such as grain length, aroma, flavour.

A **nutritionist** need to know the food composition and different health benefits associated. They also need accurate and detailed information about patient’s life style habits and goals.

The **chef** requires information about the availability and prices of raw materials, quality, variety, different quality norms to be followed, recipes, nutritional sensitivities, different consumer segments and their food preferences, various local festivities and particular dishes associated.

Combination of a lot of factors such as origin, variety, quality, nutritional benefits, growing methods, cooking methods, time taken to cook and price affect the decision making of **consumer**.