

*Week-04-L-03*

# Value Engineering Agricultural Plan

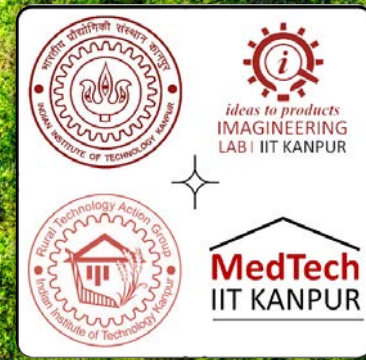
## Creative & Evaluation Phase

## Brainstorming & Gordon Technique

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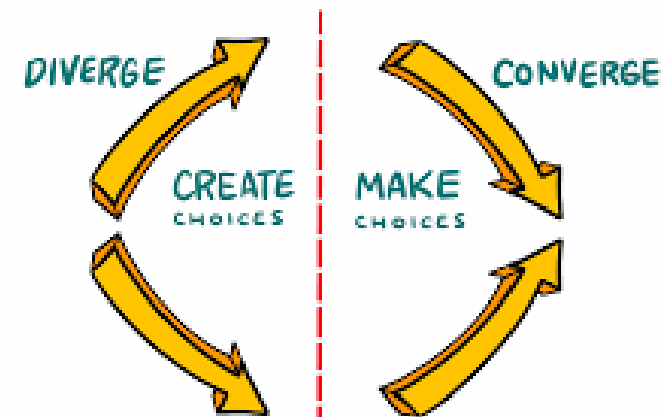
**Prof. J. Ramkumar &  
Dr.Amandeep Singh**

Dept of Mechanical Engineering & Design  
Indian Institute of Technology Kanpur



# Brainstorming

- VE brainstorming is group idea generation technique with two phases:
  1. Divergent
  2. Convergent
- A leader facilitates process, & one member records all ideas.
- In 'divergent' phase, group aims to generate large quantity of ideas without criticism, encouraging acceptance of all contributions.



# Brainstorming Utility

- The agriculture team leader ensures active participation and introduces different roles (e.g., farmer, distributor, researcher) to enhance idea generation.
- In the 'convergent' phase, the team evaluates and prioritizes agricultural solutions using techniques like the 'Feasibility Ranking Matrix.'

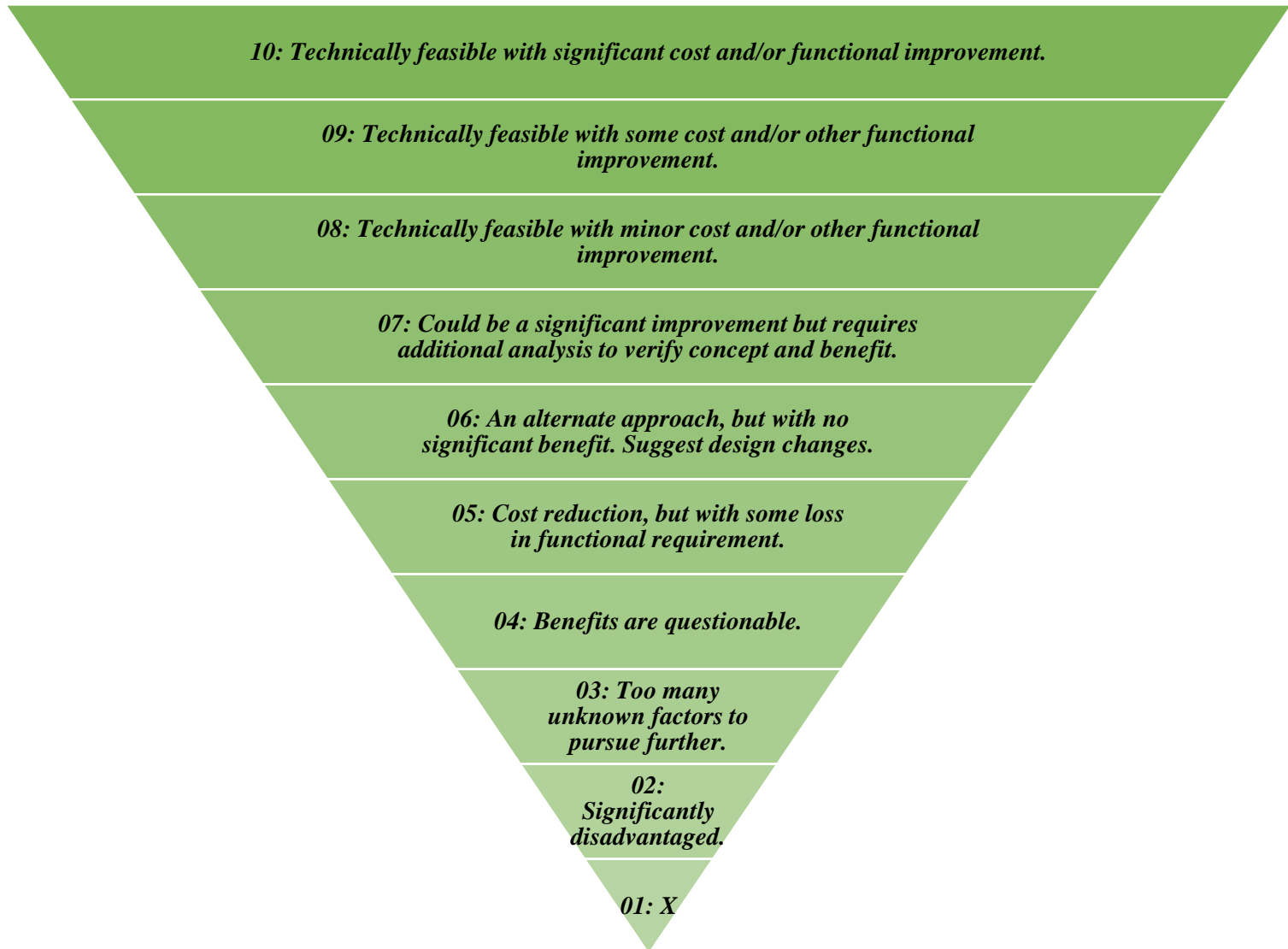




# *Understanding the process*

- Ideas should be evaluated in the 'state of the art' and compared simultaneously.
- Evaluation should be done vertically against one parameter for each idea.
- A rating index scale is used for evaluating ideas, ranging from 1 (does not meet requirements) to 10 (technically feasible with significant cost/function improvement).

# Rating Index



# Rules of the Brainstorming technique

- In brainstorming, all ideas are encouraged without judgment, prioritizing quantity over quality, promoting creativity and idea combination, & prohibiting criticism or ridicule.

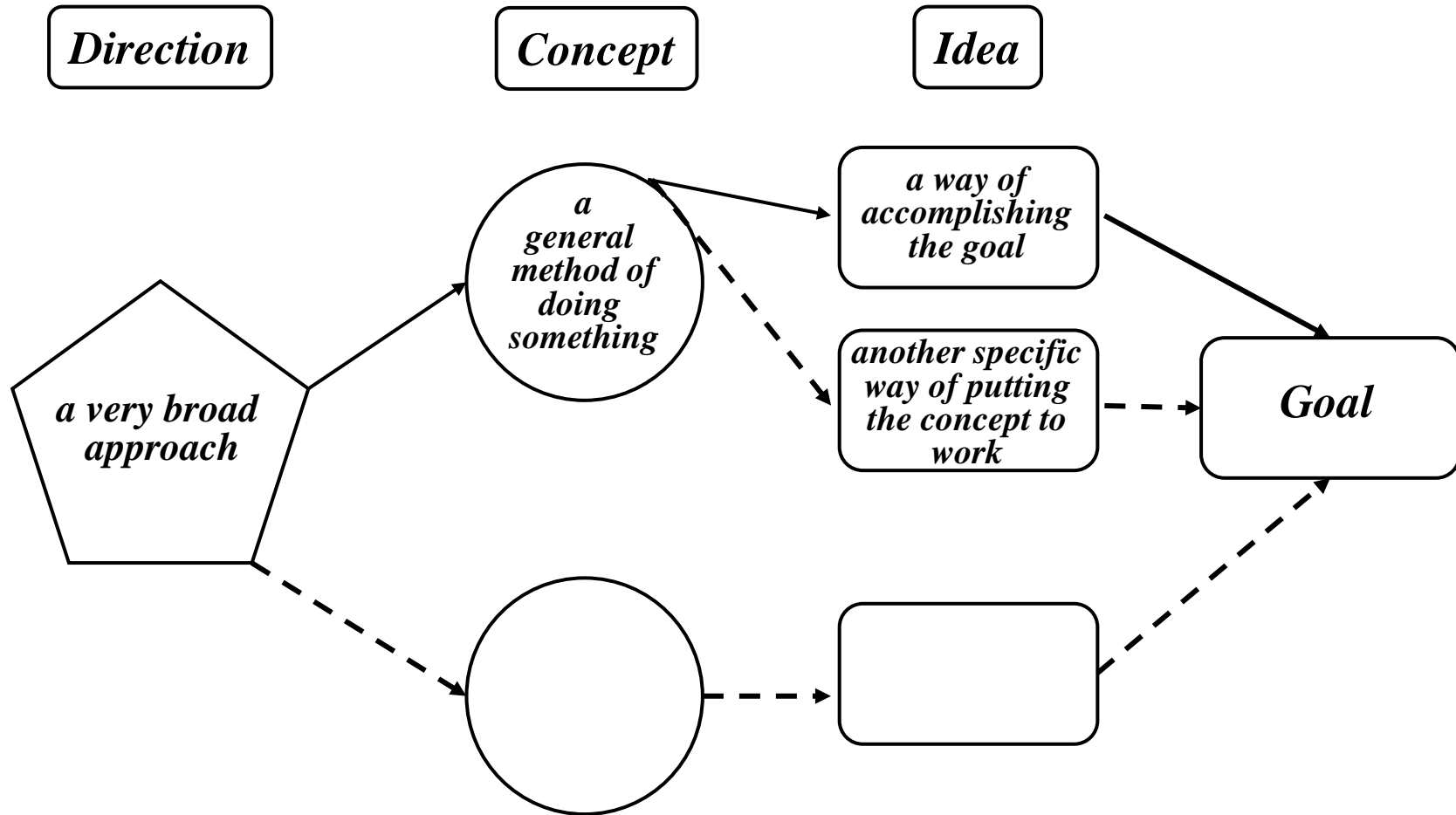


- 1. defer judgment** 
- 2. built on the ideas of others** 
- 3. encourage wild ideas** 
- 4. go for quantity** 
- 5. stay focused on the topic** 
- 6. one conversation at a time** 
- 7. be visual** 

## Osborn's 4 Rules of Brainstorming

<b>Focus on Quantity</b>	<b>Withhold Criticism</b>	<b>Encourage Wild Ideas</b>	<b>Build on Ideas</b>
			
Focus on generating large number of short ideas.	Don't criticize others' ideas, any idea is welcome.	No idea is ridiculous or bizarre, the wilder the better!	Transform wild ideas into viable solutions.

# Gordon Little Technique





# *Gordon Little Technique*



*What are primary challenges farmers face in crop cultivation?*

*How do environmental factors & climate change impact crop health & yields?*

*What are common types of pests that affect crops, & what methods are used to combat them?*

*In what ways can farmers optimize pest control strategies to ensure the best crop health and yield outcomes?*



Thank You

