

Week-04-L-02

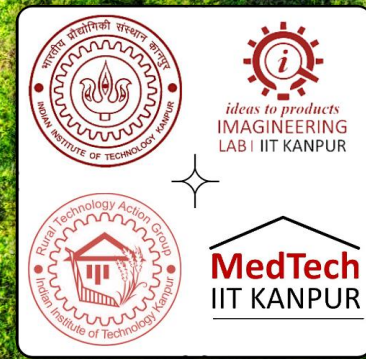
Value Engineering Agricultural Plan

Creative & Evaluation Phase

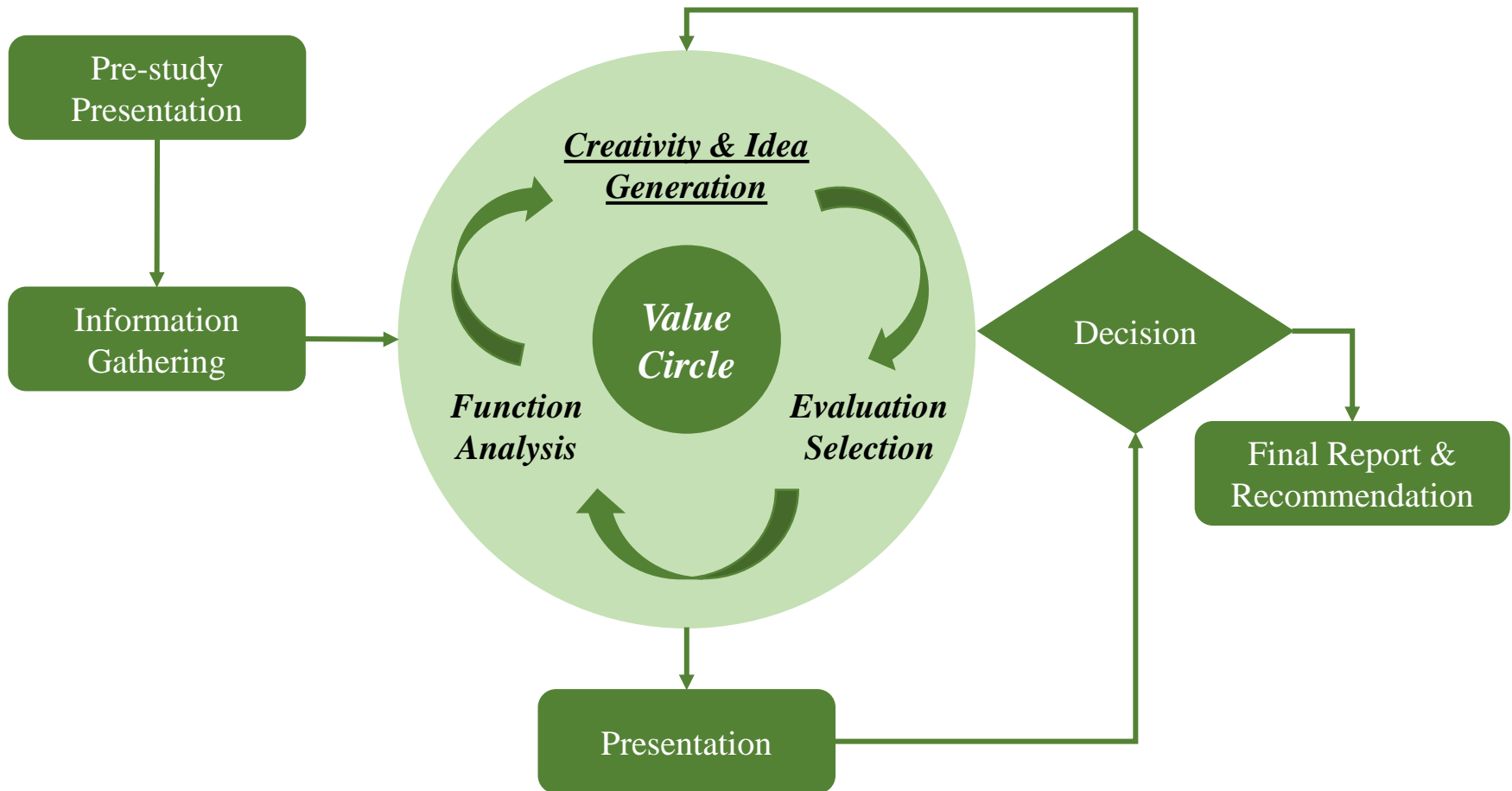
Creativity and Idea Generation

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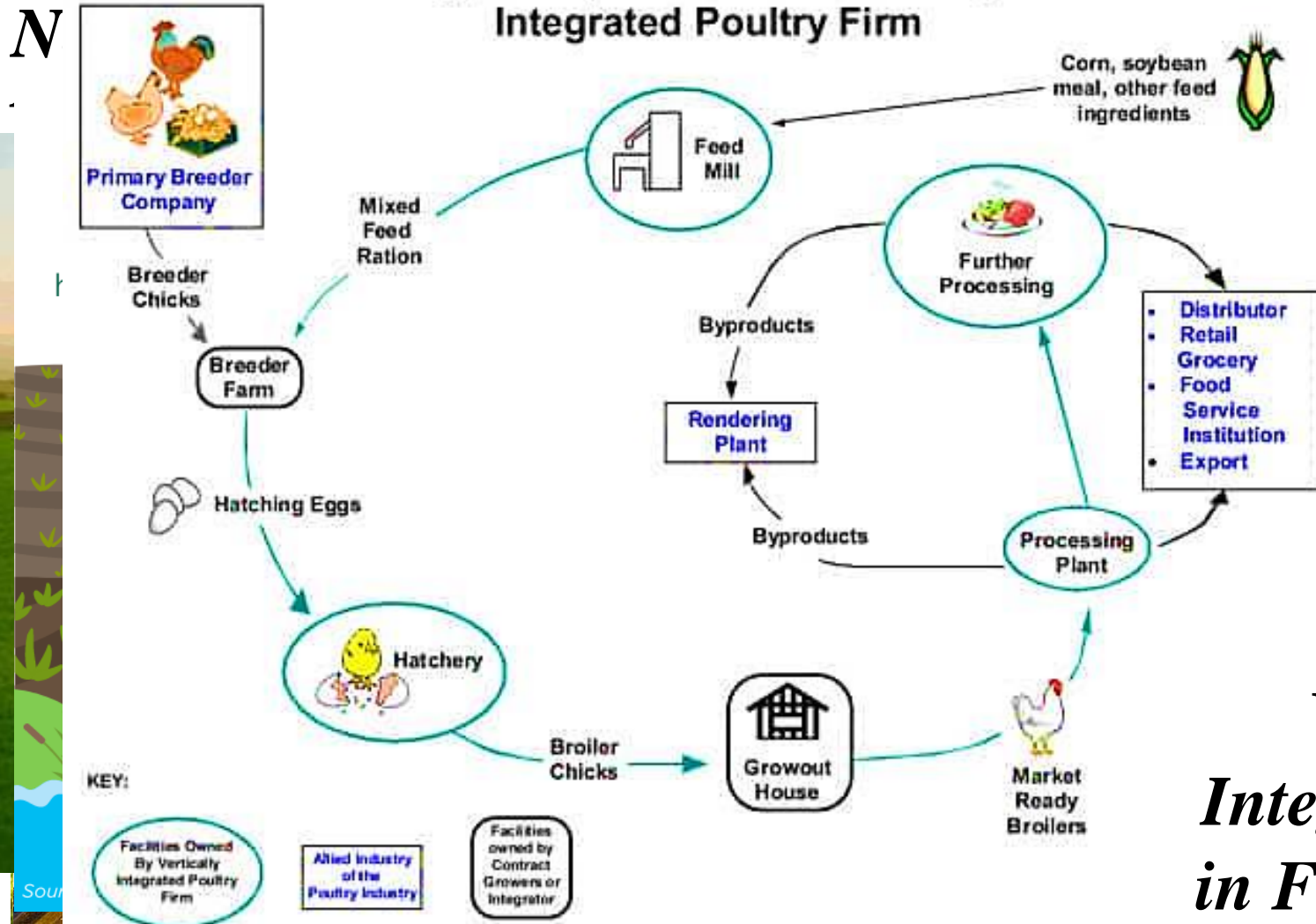


7 Phases in Value Engineering



Brain-child of Creativity in Agri-Field

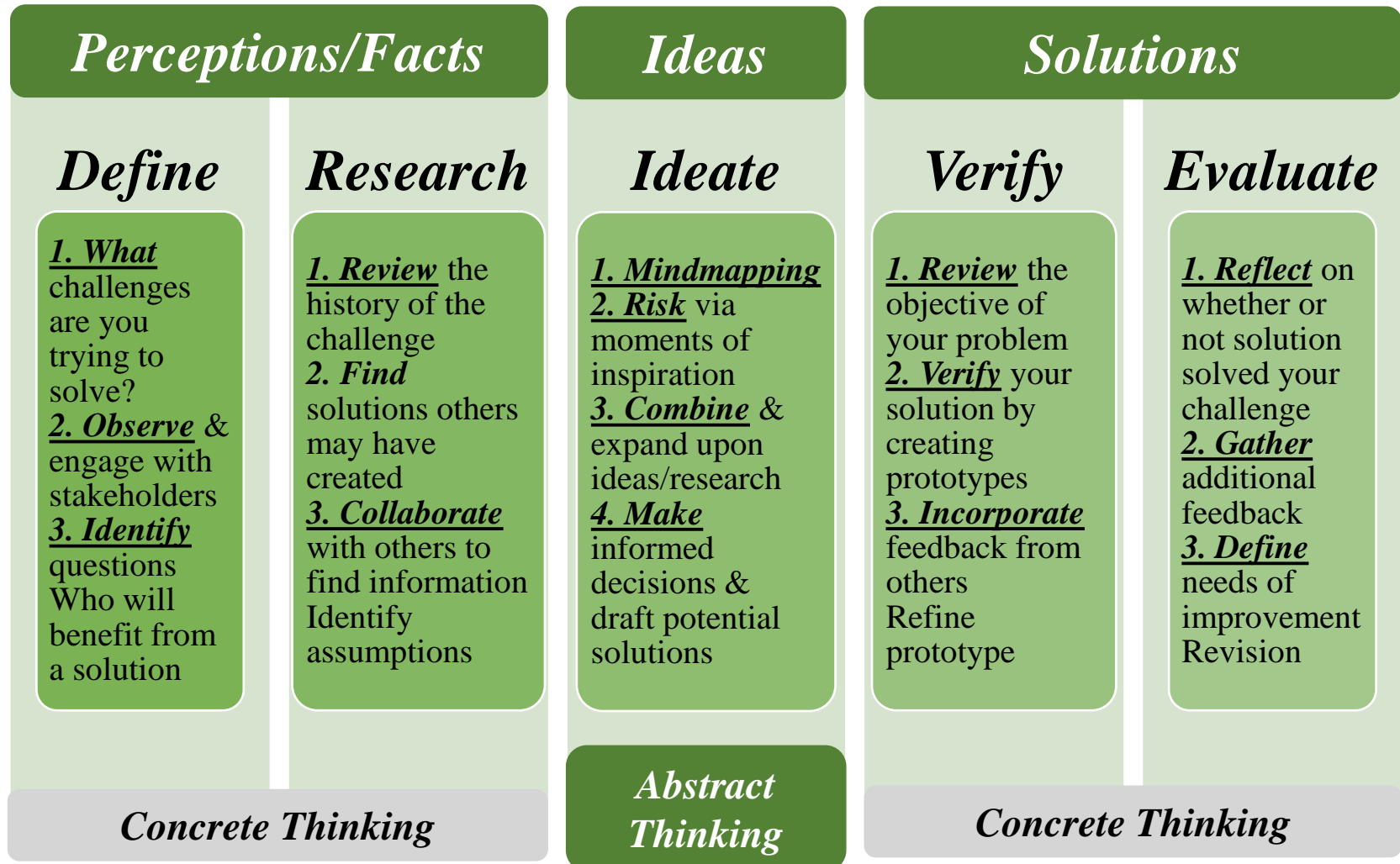
Typical Operation of a Vertically Integrated Poultry Firm



*Vertical
Integration
in Farming*

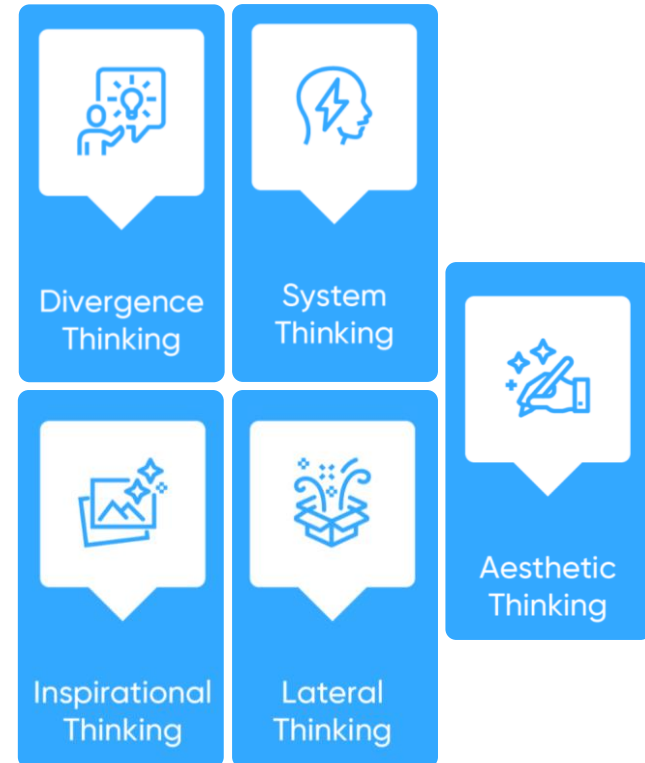


Creative Thinking Process



Types of Creativity

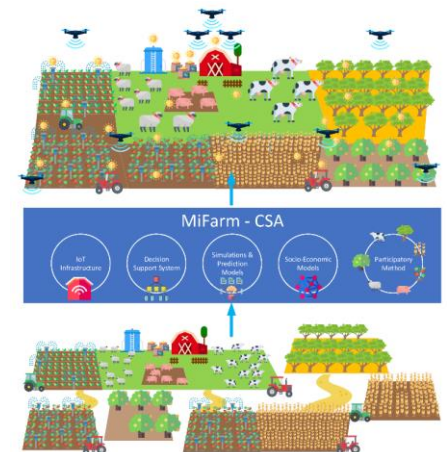
- Divergent Thinking: Enhances agricultural creativity for better crop management and pest control.
- System Thinking: Guides evidence-based decisions for optimal agriculture.
- Inspirational Thinking: Drives innovation in agriculture for improved yields.
- Lateral Thinking: Encourages unconventional problem-solving in farming.
- Aesthetic Thinking: Boosts creativity in farm design and product presentation.



Ideation

- **Idea Activators:** Rules like "Rule of 24," "25," and "26" prompt creative thinking in agriculture. Generate 25 ideas for each problem, useful for diverse farming solutions.
- **Idea Needlers:** Ask probing questions pertinent to agriculture. "Compactness" and altering dimensions spark unconventional farming approaches.
- **Idea Simulators:** Experiment with dimensions, quantities, and conditions in agriculture. Enhance farming practices by simulating changes, fostering innovation.

activation ideas



Thank You

