Week-04-L-02

Value Engineering Agricultural Plan

Creative & Evaluation Phase

Creativity and Idea Generation

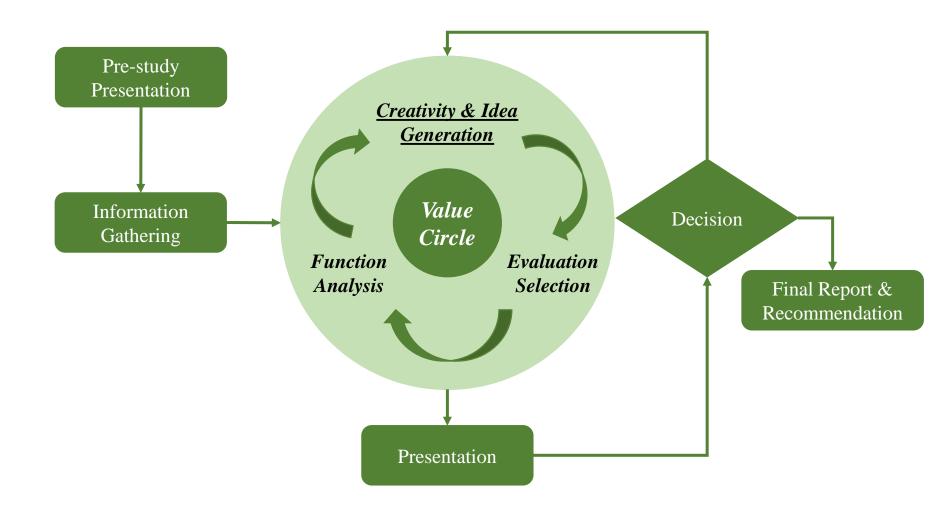
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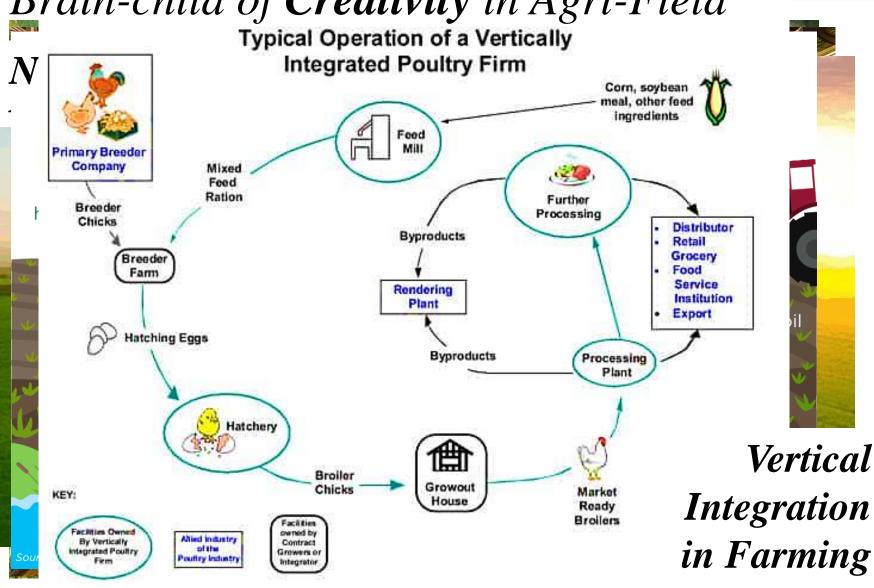


7 Phases in Value Engineering





Brain-child of Creativity in Agri-Field





Creative Thinking Process

find information

Identify

assumptions

Perceptions/Facts

Define Research

1. What 1. Review the challenges history of the are you challenge trying to 2. Find solve? solutions others 2. Observe & may have engage with created stakeholders 3. Collaborate 3. Identify with others to

questions

Who will

a solution

benefit from

Concrete Thinking

Ideas

Ideate

1. Mindmapping 2. Risk via moments of inspiration 3. Combine & expand upon ideas/research 4. Make informed decisions & draft potential solutions

Abstract Thinking

Solutions

Verify

1. Review the objective of your problem 2. Verify your solution by creating prototypes 3. Incorporate feedback from others Refine prototype

Evaluate

1. Reflect on whether or not solution solved your challenge 2. Gather additional feedback 3. Define needs of improvement Revision

Concrete Thinking



Types of Creativity

- Divergent Thinking: Enhances agricultural creativity for better crop management and pest control.
- System Thinking: Guides evidencebased 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.

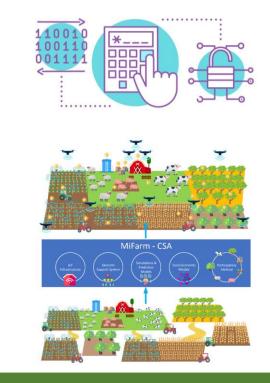




Ideation

- 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.

activationideas



Thank You

