

Ideation Phase
Brainstorm & Idea Prioritization

Team ID	NM2023TMID02641
Project Name	Empowering the Future: A Literacy Rate Analysis for a Better Tomorrow

Brainstorm & Idea Prioritization:

Brainstorming is a creative problem-solving technique that involves generating a large number of ideas in a short amount of time. The goal is to come up with as many ideas as possible, without worrying about their feasibility or practicality. Brainstorming can be done individually or in a group, and can be used to generate ideas for a wide range of problems or challenges.

Idea prioritization is the process of evaluating and ranking ideas based on their importance, feasibility, and potential impact. Once a large number of ideas have been generated through brainstorming, it's important to identify the most promising ideas and focus on those that are most likely to succeed. This can be done through a variety of methods, such as voting, ranking, or scoring ideas based on predetermined criteria. Idea prioritization helps to focus resources and efforts on the most important and impactful ideas, and can increase the likelihood of success in implementing those ideas.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

1

Problem Statement

Low literacy rates remain a significant global challenge, hindering social and economic development in many countries. Limited access to education, inadequate teaching methods, and a lack of resources are some of the factors that contribute to low literacy rates.

In this context, this project aims to conduct a thorough analysis of the current state of literacy rates worldwide and identify the key factors that contribute to low literacy rates.

By doing so, this project seeks to highlight the urgency of the literacy problem and provide insights into potential solutions. The findings of this project could inform policies, programs, and interventions that can improve literacy rates and help individuals and communities overcome the challenges associated with low literacy levels.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

NIVAASHINI S

Identifying
Literacy
gaps.

Understanding
Underlying
causes.

Increasing
Funds for
Education.

Providing
Educational
Centers in all
rural areas.

MYTHRAYAN O N

Leveraging
Technologies to
connect with
Educational
Organizations.

Setting up
libraries
even in rural
areas.

Provide
Education
irrespective
of Gender
Inequalities

Collaboration
with different
organizations
to share
resources.

KRISHNA PRASAD S

Community
Involvement for
a supportive
learning
environment.

Providing
Financial
Support for
education.

To provide
On-Field
Education to
enhance
children's interest
in learning.

Standardized
Education.

PAVITHRA S

Multilingual
Education.

Parental
Involvement
programs to
improve their
children's Literacy
Development.

To participate in
Internships for
both educational
and financial
support in leisure
time.

Providing an
unpressurized
educational
environment

3

Group ideas

CAUSE

Identifying
Literacy
gaps.

Understanding
Underlying
causes.

FINANCIAL SUPPORT

Increasing
Funds for
Education.

Providing
Financial
Support for
education.

INFRASTRUCTURE SUPPORT

Setting up
libraries
even in rural
areas.

Collaboration
with different
organizations
to share
resources.

Providing
Educational
Centers in all
rural areas.

Community
Involvement for
a supportive
learning
environment.

EDUCATIONAL SUPPORT

Parental
Involvement
programs to
improve their
children's Literacy
Development.

Leveraging
Technologies to
connect with
Educational
Organizations.

Standardized
Education.

Multilingual
Education.

EDUCATIONAL ENHANCEMENT

Provide
Education
irrespective
of Gender
Inequalities

To provide
On-Field
Education to
enhance
children's interest
in learning.

Providing an
unpressurized
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To participate in
Internships for
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and financial
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time.

Step-3: Idea Prioritization:

