

Brainstorm & Ideation
Phase Brainstorm & Idea
Prioritization

Date	26 OCTOBER 2023
Team ID	NM2023TMID03759
Project Name	FARMER INSURANCE CHAIN
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization**Brainstorm & Idea Prioritization**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



Person 1

Create customizable insurance packages that cater to different types of farming operations

Develop a mobile app or web platform for easy policy management, claims submission, and access to educational resources on risk management.

Offer specialized coverage for specific risks like crop failure, livestock health, equipment breakdown, and natural disasters.

Person 2

Implement IoT (Internet of Things) technology for real-time monitoring of agricultural assets

Provide on-site risk assessments and consulting services to help farmers identify and mitigate potential hazards and vulnerabilities on their farms.

Introduce policies linked to weather data that automatically trigger payouts in case of adverse weather conditions affecting crops or livestock.

Person 3

Facilitate farmer networks or co-operatives that pool resources and knowledge to collectively manage risks and negotiate better insurance rates.

Offer discounts or incentives for farmers who implement diversified planting strategies to reduce the impact of crop-specific risks.

Organize workshops, webinars, and training sessions on sustainable farming practices, risk management, and insurance literacy for farmers.

Person 4

Collaborate with agricultural associations, cooperatives, and research institutions to gain insights into emerging risks and best practices in the industry.

Offer incentives or discounts for adopting environmentally-friendly farming practices, such as organic farming, conservation tillage, and renewable energy use.

Provide coverage for veterinary care, vaccinations, and other preventive measures to ensure the health and well-being of livestock.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP



Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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4

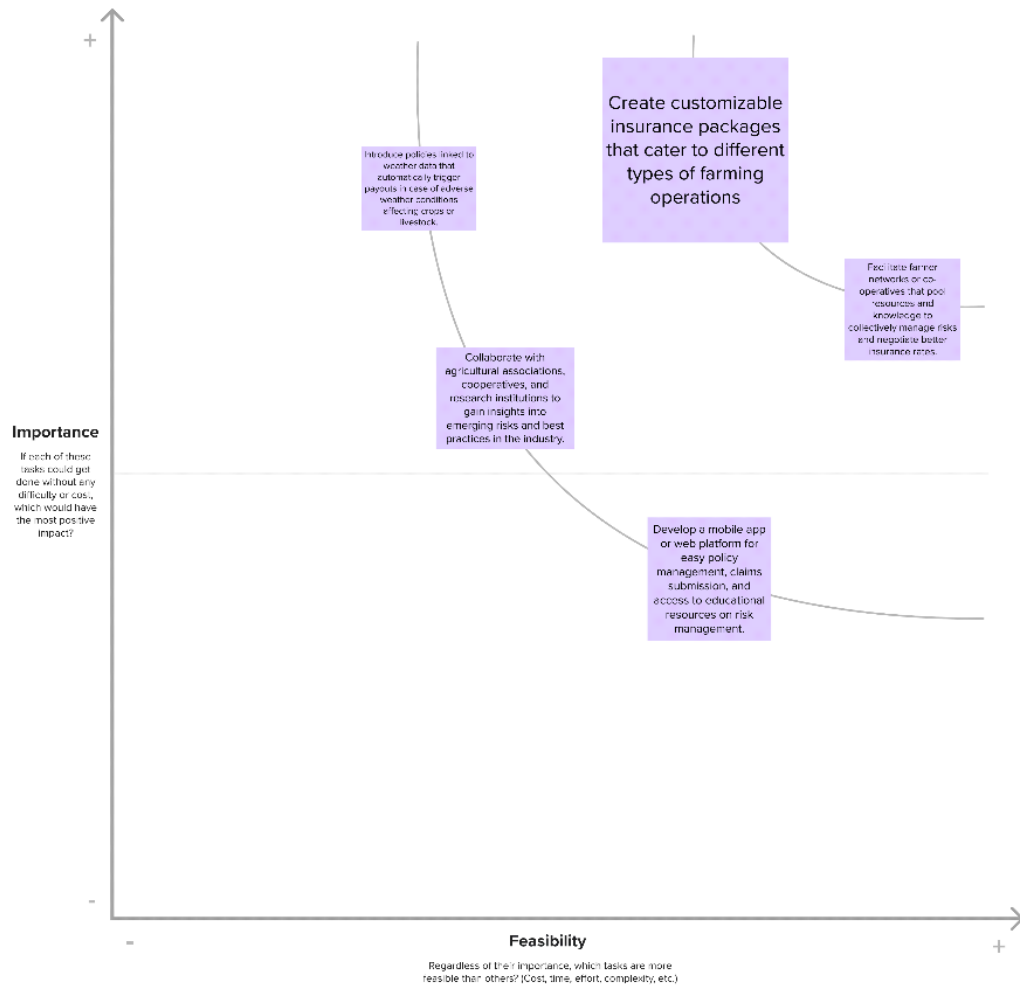
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



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