

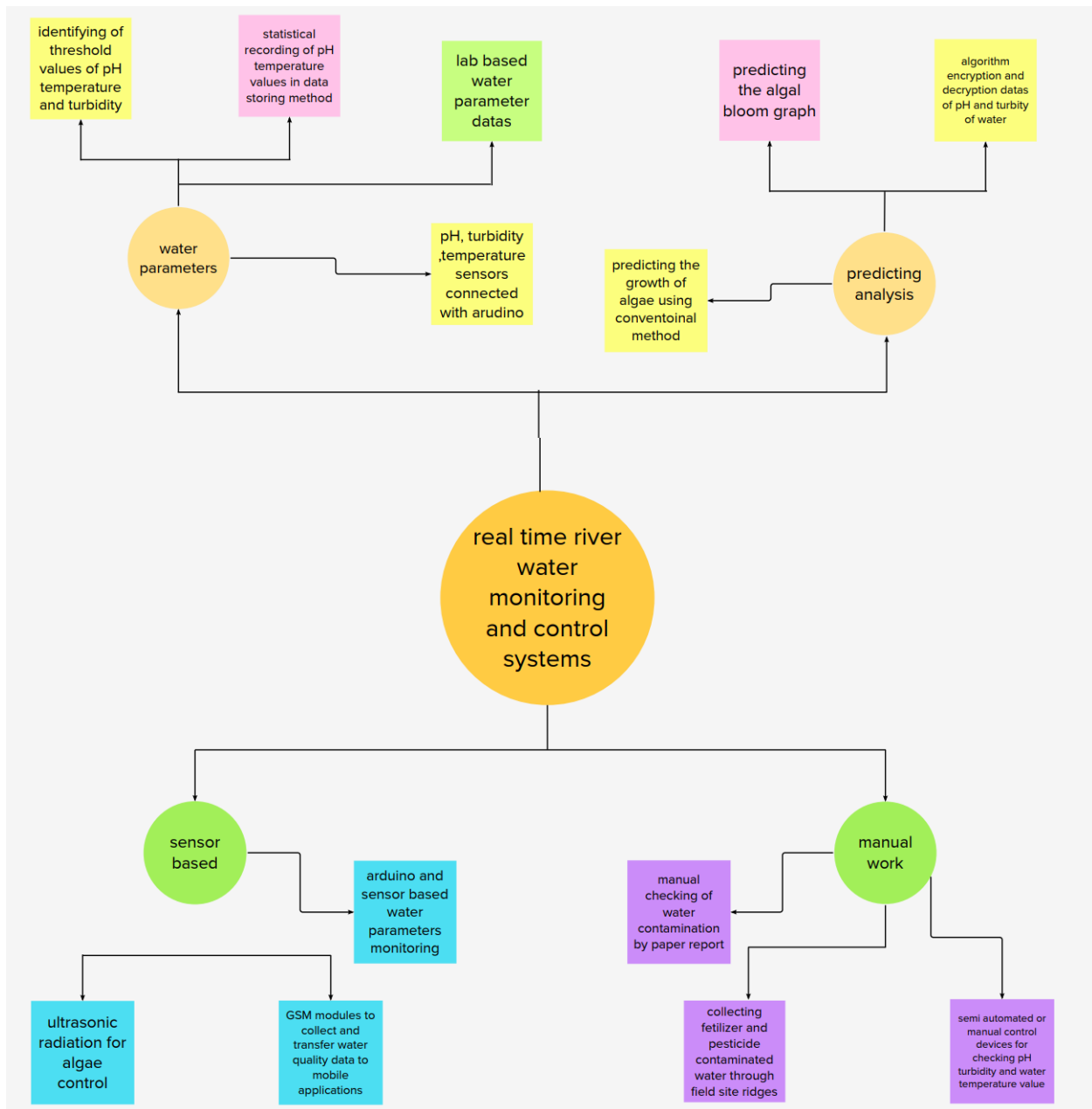
BRAIN STORMING

MEMBERS OF IDEATION PROCESS	
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Problem statement :

- Farmers put fertilizers and pesticides on their crop so that they grow better but these fertilizers and pesticides can be washed through the soil by rain to end up in the rivers.
- If the large amount of fertilizers or the farm waste drain into river the concentration of nitrate and phosphate in the water increases considerably algae uses these substances to grow and multiply rapidly turning the water green
- The massive growth of algae called Eutrophication ,that leads to pollution .When the algae die they broken down by the action of bacteria which quickly multiply using up all the oxygen in the water which leads to the death of many animal .

Group Ideas :



Prioritize :

