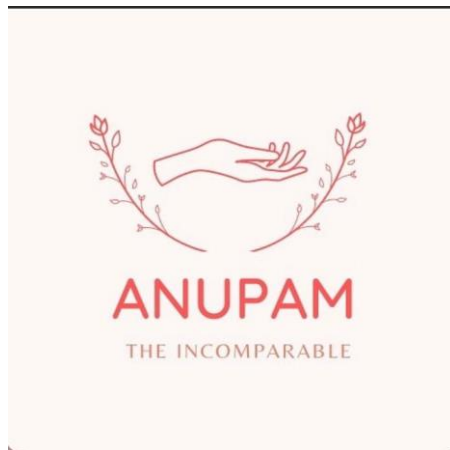


Project Anupam



ProjectAnupam is an initiative taken by IMPRENEURS - The Entrepreneurship Cell of Janki Devi Memorial College. It was started in April 2021.

Project Anupam was started to facilitate and empower young women entrepreneurs. Project Anupam not only supports women entrepreneurs but also promotes originality and authenticity.

We started this initiative to support the people who were working hard on their products but unable to reach the maximum number of people. We at Anupam, aim to bridge the gap between seller and consumer, and assist students to start their own business and to create a platform for business owners to expand their consumer base. We aspire to create a society in which individuals can become entrepreneurs without sacrificing their time or talent.

Conveners:- Dr. Madhu Gupta and Dr. Manisha Sinha

Members:- Mrs. Richa Sharma, Mrs. Asma Anjum, Ms. Shivani Thakur, Dr. Rashmi, Mr. Ravindar Meena

Project Head:- Nitika Sharma [B.Com. {H} 3rd year]

Media and marketing oordinator:- Yashi Bisht [B.Com. {H} 3rd year]

PR and Outreach Coordinator :- Palvi Batra [Eco {H} 2nd year]

Logistics Coordinator :- Anisha Sharma [Pol science {H} 2nd year]

OUR MISSION

The mission of Project Anupam has been set up with the idea of incubating innovators of tomorrow who desire to challenge themselves and also become employers for many who aren't graded for their skills.

OUR VISION

The vision of Project Anupam is to provide the best from the best and to create a platform that provides business owners with an opportunity to expand their consumer base by transforming their passions into revenue-generating models and take their creativity to the next level.

OUR LOGO

Our logo paints a brief picture of the promises Anupam has to offer. The hand in the logo signifies the hard work of small business creators who put their love and efforts into it and work diligently to provide their best to their customers.

Whereas the leaves signify the innovativeness, creativity, and ingenuity behind the product.

Inauguration

On 29th October 2021, IMPRENEURS - The Entrepreneurship Cell of Janki Devi Memorial College launched Project Anupam by the hands of our principal prof Swati pal. To make our moment worth remembering we had an inauguration ceremony. We had our convenor Dr. Manisha Sinha along with other teachers of Impreneurs and student Office Bearers.

Anupam's First sale

On the same day i.e 29th October we had our first sale where Principal Prof. Swati Pal along with Dr. . Manisha Sinha, convenor of Impreneurs, showed their great support by purchasing from Anupam's creators.



Our beloved Principal bought a nut chocolate jar from Chocosparkle and a total of 4 handmade painted bottles from the creator Acrylic abode.



On the other hand our convenor Dr. Manisha Sinha bought a beautiful ganesh painting from the creator artistic affair by aarushi.



Webinar

Project Anupam hosted its first webinar on 7th February, 2022 on the topic - **“How to start a small business with less resources.”** The webinar was presided over by **Ms. Savitha Nanjappa**, founder and CEO of Easy To Pitch, a business coach and host of the podcast- Success with Savitha.

A promotional poster for a webinar. The background is a gradient of pink and red. At the top, it says 'JANKI DEVI MEMORIAL COLLEGE IMPRENEURS THE ENTREPRENEURSHIP CELL'. Below that, it says 'presents WEBINAR ON HOW TO START BUSINESS WITH LESS RESOURCES under Project Anupam'. A circular portrait of Savitha Nanjappa is on the left. On the right, it lists the speaker 'Savitha Nanjappa', the date '7th February, 2022', and the time '3 pm to 4 pm'. At the bottom, there is a 'REGISTER NOW' button and a list of organizers: Dr. Madhu Gupta and Dr. Manisha Sinha (Convenors), Ritika Aggarwal (President), Khushi Jaluka (Vice-President), Nitika Sharma (Project Head), and Prof. Swati Pal (Principal).

IMPRENEURS CELL

ANUPAM

JANKI DEVI MEMORIAL COLLEGE
IMPRENEURS
THE ENTREPRENEURSHIP CELL

presents
WEBINAR ON
**HOW TO START
BUSINESS WITH
LESS RESOURCES**
under Project Anupam

Savitha Nanjappa

7th February, 2022

3 pm to 4 pm

> REGISTER NOW

Dr. Madhu Gupta
Dr. Manisha Sinha
Convenors

Ritika Aggarwal
President

Khushi Jaluka
Vice-President

Nitika Sharma
Project Head

Prof. Swati Pal
Principal

The event drew more than 80 people and was a huge success. Ms. Savitha discussed the importance of having a clear and optimistic perspective. She emphasised specific techniques for launching a business and covered all of the nuances of doing so. From funding to research

and marketing, all key points were thoroughly explained in the webinar. Participants responded well to the session.