

## **PROJECT ANUPAM**

Project Anupam under the Incubation program initiated by IMPRENEURS - The Entrepreneurship Cell of Janki Devi Memorial College which aims to provide a platform to those who want to begin their enthralling journey of becoming an entrepreneur or those who want to create something of their own by assisting them in every manner to make them believe that dreams do come true if you start acting now. Project Anupam is like that foundation stone open to all aspiring creators where talent is welcomed and skills are appreciated.

**Conveners** - Prof. Manisha Sinha and Prof. Madhu Gupta

**Members**: Ms. Richa Sharma, Mrs. Asma Anjum, Ms. Shivani Thakur, Mr. Ravinder Meena, Ms. Shalini Singh

**President**: Mansha Mathur [B.com (H), 3rd Year]

**Vice-President**: Ananya Aggarwal [B.com (H), 2nd Year]

**Project Head** - Palvi Batra [Economics (H) - 3rd year]

**Finance Head**- Deepanshi Singhal {B.com (P) 3rd year}

**Treasurer**- Anushka Vij {B.com (H) 2nd year}

**Media and Marketing Head**- Itishree Vats {English (H) 2nd year}

**Content Head**- Rochika Malhotra {Economics (H) 2nd year}

**Sponsorship Head**- Ananya Narang {B.com (P) 3rd year}

**Research Head**- Harshita Gera {BA (P) 3rd year}

**Events Head**- Khushi Mathur {B.com (H) 3rd year}

**Project Coordinators :**

**Teacher coordinator** - Ms. Shivani Thakur

**Finance and Sponsorship** - Anisha Sharma {Political Science (H) 3rd year}

**Logistics** - Bani Walia {Economics (H) 2nd year}

**Media and Content** - Sukhda {B.com (P) 2nd year}

**PR and Outreach** - Gunjan Mittal {Economics (H) 3rd year}

**ALUMNAE MEET, 2023**

Project Anupam - An initiative by Impreneurs, the Entrepreneurship Cell set up its offline store on 11th February 2023 on the occasion of Alumnae Meet, 2023 organised by the Students Union of Janki Devi Memorial College. The store was set up in the college ground from 3 PM to 5 PM.



**Team Anupam with the creators**

The exceptional products by our talented creators were loved by all. JDMC Alumni were amazed by the artistic capabilities of our creators. Our enthusiastic team volunteered the creators and together Project Anupam Offline Store generated a revenue of Rs. 11,460.



**Core members of Team Anupam**

The chocolates by Glamity and Kanishka, our creators, were loved by the customers. The Mandala mugs by Shruti enthralled the students and alumni of JDMC. The stunning crochets by Sejal were impressive. Face painting by Shivani and Mansi was the highlight of the offline store.



**Products by the creators of Project Anupam**

Project Anupam stood up to its objective of giving a platform to small creators to showcase their exclusive products and introduce the talented students of our college to the

entrepreneurial world. Team Anupam will strive to fulfil its goals and will continue to organise offline stores in the future.

## **RAMANUJAN COLLEGE,DU**

### **ILLUMINATE'23**



**Team Anupam with the team of Ramanujan College**

The team of Project Anupam visited Ramanujan College on 1st February 2023. It started with a brief introduction of Dr. Rajeev Nayak. He welcomed all the invitees and participants. The event began with a melodious performance from a singer of Ramanujan College. The host of the event explained about the networking event, Biz Fest, in which students from different colleges and their entrepreneurship cells would like to interact and blend with each other. Here, the startups were given a chance to display their ideas and products to the investors and pitch them for investment in their startups.



### **Products made by the creators of Anupam**

Samridhi and Aatishree were the hosts of the event ILLUMINATE'23. Umang Jain accompanied them and introduced the investors to the audience.



### **Team Anupam interacting with the customers**

Entrepreneurship Cell of different colleges displayed their products and ideas and interacted with each other. This helped everyone to gain knowledge, skills and to build a social network among various colleges and students. Furthermore, Project Anupam set up its stall and showcased its products and explained their basic aim and objective of initiating Project Anupam and helping the creators. They displayed handmade products of their creators which were loved by everyone. Many students and teachers purchased the products from the Project Anupam stall which generated a revenue of Rs. 1,120.

## **SPONSORSHIP TASK - EROS HOTEL**



Project Anupam team members went to Eros Hotel on 2nd February at Eros Hotel for a sponsorship task. Everyone gathered at the Nehru place metro station. From there, they all went to Eros Hotel. An event was being organised by Eros, wherein, many universities from the United Kingdom came to offer courses from abroad to the students at stipulated packages. We had to interact with them and had to gather information about their courses, fees structure, placements, admission procedure, scholarships, etc. A team of 60 students went to do the task of Eros hotel. Through this task, our team got 300/- for each student who participated in the task. In total, we were able to generator 15,000/-.



**Team Anupam at Eros Hotel**

## **SYMPHONY OFFLINE STORE**



### Poster of offline store

On 10th to 13th January, 2023 Project Anupam officially set up its 4-day (10th-13th January) offline store during Symphony'23, with 17 amazing creators. This couldn't be possible without the support from respected Principal, Prof. Swati Pal, and encouragement from the conveners, Prof. Manisha Sinha and Prof. Madhu Gupta along with E-cell Teachers.

For the offline store of Anupam, a stall was put up in the college on pathway, near the college auditorium from 10th - 13th January, 2023, for the creators to showcase the line of products they are willing to sell to the customers. The 17 creators had their share of days on which they were entitled to put up their products in the stalls. To promote the stalls, reels were shot and posters were circulated throughout social media. The stall was decorated with handmade, colourful placards, flowers, etc.



Project Anupam team



### Project Anupam stall

#### Creators' Products

Each creator was assigned a person by the Project Anupam team to help them. The product purchased by the customer was handed over to the assistant for further billing. This is followed by the review taken from the customers about the product they purchased. Everyone loved the uniqueness, quality, and versatility of the products. There were face painting and mehendi as well set up by Project Anupam creators, Ridhima and Mansi respectively. A variety of products were displayed like chocolate, handmade jewellery and headbands, bookmarks with beautiful mandala and Madhubani paintings, soft toys, scrunchies, brownies, scarfs, sweaters, Polaroids, etc.





The theme is blue white in Symphony '23. Therefore, the stall is decorated in beautifully designed blue and white flowers and hangings.

The customers loved our products and gave positive reviews of all their purchases. Students from other Colleges also visited our stall and admired the versatility and uniqueness of the products. They purchased a few of them as well.

All the creators seemed happy and motivated to continue their small businesses as the Project had aided them by boosting their morale. Moreover, Project Anupam made a sale of Rs.60,008/- during the four-day store and hence, achieved a huge milestone.

We received positive feedback from the teachers and students hence, we will continue to set up more such offline stalls in the college.

## DIWALI MELA OFFLINE STORE

**Janki Devi Memorial College**  
(University of Delhi)

**PROJECT ANUPAM**  
Presents an  
*Offline* STORE

Under  
INCUBATION PROGRAM  
Initiated by  
IMPREENURS - THE ENTREPRENEURSHIP CELL

**Date-19-20 October, 2022**    **Venue- Near auditorium**    **Time-10 A.M -3 P.M**

**ORGANISING COMMITTEE**  
Prof. Manisha Sinha (Convener)  
Prof. Madhu Gupta (Convener)  
Ms. Shikha Thakur (Project coordinator)  
Ms. Richa Sharma  
Ms. Anshu Arora  
Dr. Rashmi Bhatnagar  
Mr. Paandey Meena  
Ms. Shikha Singh

**STUDENT ORGANISING COMMITTEE**  
Pallvi Bhatia (Project head)  
Manisha Mathur (President)  
Ananya Aggarwal (Vice-president)

Prof. Swati pal  
(Principal)

For any queries-  
projectanupamjdmc@gmail.com

### **Poster of offline store**

On 19th October, 2022, Project Anupam officially set up its 2-day (19th April-20th October) offline store during Diwali Mela, with 12 amazing creators. This couldn't be possible without the support from respected Principal, Prof. Swati Pal, and encouragement from the conveners, Prof. Manisha Sinha and Prof. Madhu Gupta along with E-cell Teachers.

For the offline store of Anupam, a stall was put up in the college on pathway, near the college auditorium from 19th - 20th October, 2022, for the creators to showcase the line of products they are willing to sell to the customers. The 12 creators had their share of days on which they were entitled to put up their products in the stalls. To promote the stalls, reels were shot and posters were circulated throughout social media. The stall was decorated with handmade, colourful placards.



**Opening ceremony**



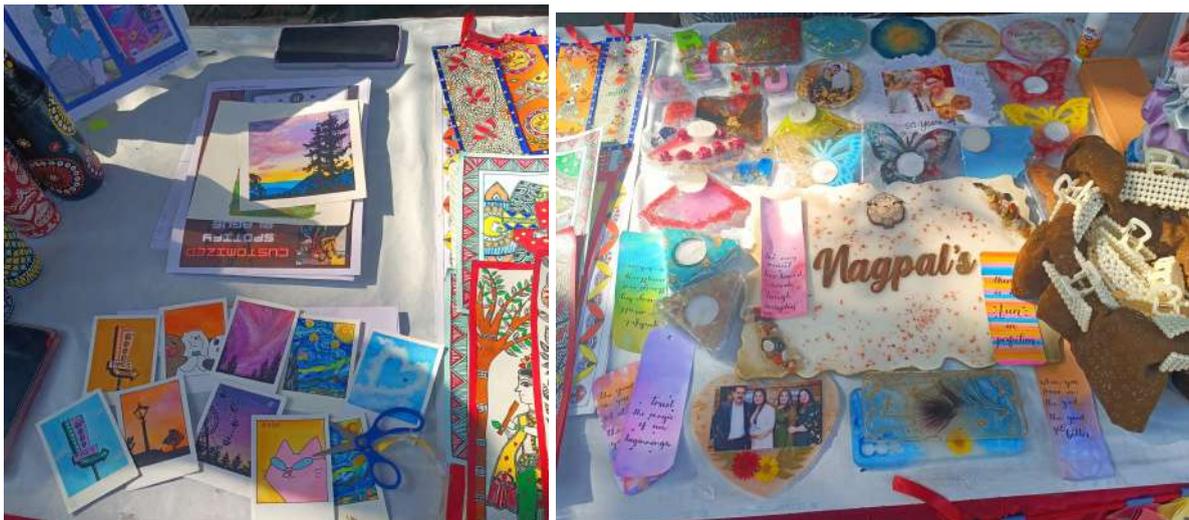
**Anupam Team**



**Team Anupam with our creators**

### **Creators' Products**

Each creator was assigned a person by the Project Anupam team to help them. The product purchased by the customer was handed over to the assistant for further billing. This is followed by the review taken from the customers about the product they purchased. Everyone loved the uniqueness, quality, and versatility of the products. There were face painting and mehendi as well set up by Project Anupam creators, Shivani, and Mansi respectively. A variety of products were displayed like chocolate, resin tea coasters, bookmarks with beautiful mandala and Madhubani paintings, knitted woollen keychains and headbands, jewellery, bottles, etc.





1. Shruti: ART BY SHRUTI offers different types of artwork. It has been started by Shruti Gupta. Here, you will get coffee mugs decorated with mandala, customised illustrations with/without frames, canvas paintings, k-drama paintings, mandala art, and bookmarks!
2. Shivani: THE MITHILA AESTHETICS provides a beautiful collection of traditional Madhubani paintings. It has been started by Shivani Jha. You'll get Madhubani paintings, bookmarks, handmade jewellery, and wall hangings.
3. Tanya: RESIN BY TANYA offers you an attractive collection of resin products such as Keychains, Diwali tealight holders, bookmarks, coaster sets, led photo frames, customised frames, customised phone case, wedding garlands (varmala) preservations and a lot more. You can get preserved anything and everything and it can be your one-stop gift solution!!
4. Vanshika: Get Premium quality chocolates in your Budget only at CHOCOSPARKLE in different exotic flavours and make this Diwali special by decorating your homes with these beautiful resin articles.
5. Mansi: We at SHOP STYLISH make handmade products like hair accessories, jewellery, dresses, and tops. I also create customised birthday gifts and combos according to the demands of customers.
6. Gargi: ACRYLIC ABODE sells beautiful home decor glass bottles. These bottles are made with love and intricate mandala designs.
7. Anisha: ART ON START is a small business of resin crafts & cement crafts where we make different products of resin as well as some products are also made of eco-friendly material which can be used as coasters or paper weights, Diwali decor,

home, bathroom, kitchen Decor and are perfect for gifting purposes. We also make customized birthday gifts and combos according to the demands of customers.

8. Neha: THE TRENDYMESS is a small business with big dreams and goals. Initiated by Neha and her mother, it is related to trendy and quirky stuff. Every other girl can find trendy accessories here. They also provide festive hampers. The products can be customised as per choice.
9. Ridhima: PURSKIESZ is an Art store which serves all your aesthetic cravings. The business started with Handpainted Spotify Plaque gift items, and today, it offers items like Original paintings on paper and canvas, digital art, Pinterest rings, etc.
10. Kavya: KALA BY KAVYA is a small business that specialises in lippan art and mandala art. We provide you with home decor products such as coasters, door signs, wall hangings, mandala frames along with bookmarks and much more. The products can also be customised according to your liking.
11. Glamity×Ashrey: Shop trendy, handmade stuff and designer products at affordable prices, and that too fully organic.
12. Chap foundation: CHAP FOUNDATION, an NGO that promotes Responsible Tourism and aims at supporting education of children and empowering women in remote villages of Northern Himalayas Working with the objective to Preserve, Promote and Empower, one may get customised designer souvenirs for their loved ones.



**Our Creators**

All the creators seemed happy and motivated to continue their small businesses as the Project had aided them by boosting their morale. Moreover, Project Anupam made a sale of Rs. ₹24,497/- during the two-day store and hence, achieved a huge milestone.

We received positive feedback from the teachers and students hence, we will continue to set up more such offline stalls in the college.

## **WORKSHOP ON "DESIGN THINKING- A TOOLKIT FOR BREAKTHROUGH INNOVATION"** **UNDER PROJECT ANUPAM**



### **Poster of the session**

Impreneurs - The Entrepreneurship Cell of Jenki Devi Memorial College organized a 2-day workshop on "Design Thinking - A Toolkit for Break Through Innovation" under Project Anupam. The honourable speaker, Ms. Gopika Shinghal, founder of Think Thrust graced the occasion. The workshop was conducted on 12th September and 13 September 2022 from 12:30 pm to 2:30 pm in Room no. 68 and Room no. 14 respectively. On Day 1, a total of 35 participants, and on the second day, a total of 17 participants participated in the workshop.

### **Day-1**



**The speaker addressing the students**

The workshop began with a warm welcome of the speaker Ms. Gopika Shinghal by Prof Madhu Gupta and Ms. Shivani Thakur. The speaker talked about Think Thrust, an educational platform that aims to inspire new generations to become futuristic thinkers, innovators, leaders, and entrepreneurs by introducing them to ideas and concepts of 21st-century competencies.



**The speaker interacting with the students**

The speaker then elaborated on the concept of Design Thinking. It is a mindset shift towards problem-solving, keeping the requirements of the customers in consideration. Design Thinking is a creative process that involves empathy, ideation, and experimentation. This process aims to solve problems such as hunger, poverty, etc., and induces creativity, collaboration, and teamwork among the thinkers.



### **Interactive activities conducted during the workshop**

The workshop became interactive and full of exciting activities when the speaker took the practical aspect of Design Thinking. Five stages were involved in this process of thinking, namely:-

1. Empathy
2. Ideation
3. Test
4. Define
5. Prototype

Students learned about the process of empathising, and how to develop insights through different engaging activities. Empathy Map Activity was conducted to understand this stage. Further, the speaker explained the next step, that is, Ideation, which involves Brainstorming, Brainwriting, and Mash-Up. The next is the 'Define' phase, in which the ideas are reframed into "how might we" questions, where a point of view is created that is based on users' needs and insights. To learn about this phase, the speaker conducted an activity for the students where they had to mix and match the elements of two different categories. The two categories selected were 'elements in an office' and 'elements of child play' to solve the problem statement - How to break the monotony in an office.

Thus, the opening day of the intriguing and enlightening workshop ended on a successful note.



**The teams brainstorming their ideas**

The second day of the workshop commenced with dividing the students into teams by the speaker. The teams were asked to brainstorm ideas, and then pick the best ideas from the available lot, based on their feasibility and budget constraints. Then the students were asked to prepare the props that will be used for testing the feasibility of their ideas to the target audience. This was the highlight of the second day where the students displayed their creativity.



**Team Innovators prepared their props for testing**

Further, it was time for testing their prototype. During the testing, the teams interacted with each other knowing their ideas, and gained valuable feedback. The speaker emphasized the importance of prototyping, a process by which ideas are given a tangible form. It is an important step in which we can be aware of the problems of the target market, competitors, uniqueness of the product, whether it is user-friendly or not, and the feedback from the target users.

Prototyping involves minimal costs and also helps in cost-cutting by large organizations. Ms. Shinghal explained to the students about Minimal Viable Product (MVP), a development

technique by which a new product is introduced in the market only after getting sufficient feedback from the product's initial users.



### **The workshop ended on a successful note**

The second and the last day of the insightful workshop concluded with a vote of thanks for the speaker and a group picture with all the participants. The students appreciated the practical approach of the workshop and gained valuable understanding.

## **THE INCUBATION PROGRAM**

## JDMC

The Incubation Program of Janki Devi Memorial College (JDMIP) is a student-led program that aspires to create a society in which individuals get a platform to establish themselves and become successful entrepreneurs. The program is mentored by faculty and industry experts and is partially funded by JDM College. The JDMIP intends to work with industry experts, alumni, faculty and students to nurture ideas and convert them into successful businesses. It aims to provide necessary facilities for start-ups ranging from mentoring, options for financing, marketing support, hands-on training and legal advisories. The Incubation Programme aims to help budding entrepreneurs from present JDM students and alumni, in nurturing their entrepreneurial skills by supporting them in their entrepreneurial journey.

### **PROJECT ANUPAM**

One of the first initiatives under JDMIP is **Project Anupam- The Incomparable**. Project Anupam was conceptualised within the Incubation Programme of Impreneurs- The Entrepreneurship Cell of JDMC. The project was launched on 29th October 2021 and on April 18, 2022, Project Anupam officially launched its 5-day (18th April-22nd April) offline store with 9 amazing creators. As the idea matured from a concept to a start-up, it is now being mentored under the JDMIP.

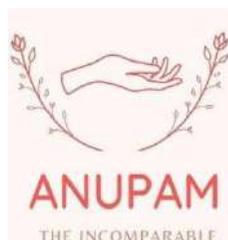
#### **Project Anupam: MISSION**

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.

#### **Project Anupam: VISION**

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

#### **Project Anupam: LOGO**



Project Anupam 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 the best to their customers. The leaves signify the innovation, creativity, and ingenuity behind the product.



## **Founding Team of Project Anupam**

### **Project Anupam Activities 2021-22**

#### **Team**

**Conveners** - Dr Manisha Sinha and Dr Madhu Gupta

**Faculty Members:** Ms Richa Sharma, Mrs Asma Anjum, Dr Rashmi, Mr Ravinder Meena

**Teacher Coordinator:** Ms Shivani Thakur

**President:** Ritika Aggarwal [ B.com (H), 3rd Year ]

**Vice-President:** Khushi Jaluka [ B.com (P), 2nd Year]

**Project Head** - Nitika Sharma [B.com (H) - 3rd year]

**Finance Head-** Prachi Gupta [ B.Com. {H} 3rd year]

**Media and Marketing Head-** Manisha Chaudhary [ B.Com. {H} 3rd year] and Priyal Ahuja [ B.Com. {H} 3rd year]

**Content Head-** Saloni Rai [ B.Com. {H} 3rd year] and Drishti [B.Com {H}3rd year]

**Research Head-** Manisha baluja [ B.Com. {H} 3rd year]

**Event Head(s)-** Nitya Mahajan [ B.Com. {H} 3rd year] and Ritika Singla [ B.Com. {H} 3rd year]

**Project Coordinators :**

**Media and Marketing Coordinator-** Yashi Bisht [B.com (H),3rd year]

**PR And Outreach Coordinator** - Palvi Batra [Economics (H), 2nd year]

**Logistics Coordinator** - Anisha Sharma [Pol. Science (H),2nd year]

#### **OFFLINE STORE**

On April 18, 2022, Project Anupam officially launched its 5-day (18th April-22nd April) offline store with 9 amazing creators. It was backed by the unconditional support from the Principal, Prof. Swati Pal, and the conveners, Dr Madhu Gupta and Dr Manisha Sinha along with the Teachers of E-Cell.

For the offline store of Anupam, a stall was put up on the college on the pathway, near the college auditorium from 18th - 20th April 2022, and on the ground from 21st - 22nd April 2022 for the creators to showcase the line of products they are willing to sell to the customers. The creators had their share of days on which they were entitled to put up their

products in the stalls. To promote the stalls in the college, invitations were sent to the principal along with the faculty members.

The inauguration ceremony for the stalls of Anupam was held on 18th April 2022. The Principal, Prof. Swati Pal along with the Conveners, Dr Madhu Gupta and Dr Manisha Sinha were invited to the ribbon-cutting ceremony and the offline store of Project Anupam was officially launched.



**Inauguration**



**Anupam stall**



### Creators' Products

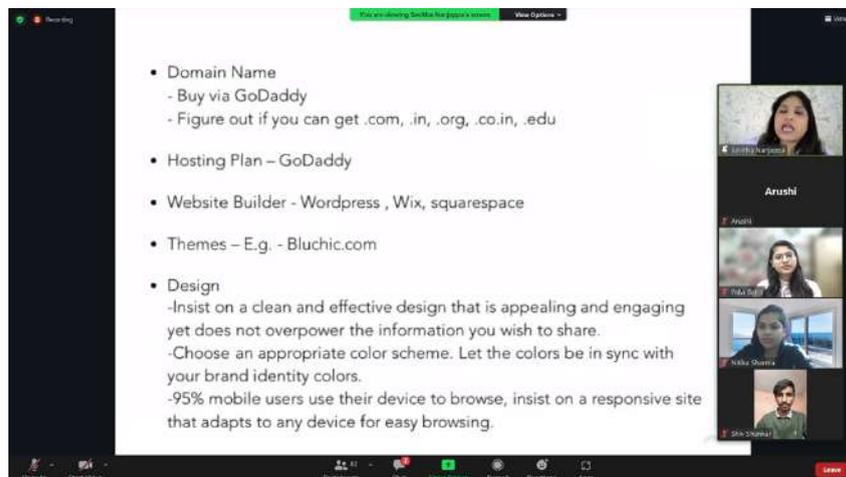
The endeavours of all the members of Project Anupam could be seen via the manifestation of the stalls. All the products of the creators were equally adored and shopped by the customers and their feedback on the products was also recorded. The Principal bought the beautiful keychains from Anisha, one of the creators, along with gorgeous anklets and earrings from Joyful Jewels. The conveners, Dr Madhu Gupta and Dr Manisha Sinha also supported the initiative by shopping for impressive products from the stall.

All the creators seemed happy as the Project had aided them by boosting their businesses and giving them a platform from which they can start their new beginning. Moreover, Project Anupam made a sale of Rs. 31,000 during the five days and hence, achieved a huge milestone.

**Our creators earned a revenue of ₹36,000 from October 2021 to April 2022**

### [Sales Record](#)

### WEBINAR ON “HOW TO START BUSINESS WITH LESS RESOURCES”



Project Anupam successfully organized a webinar on the topic “How to start a small business with fewer 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. The session provided a clear image to the participants of the commencement of a good business or startup and it was followed by good feedback.

## **INAUGURATION**

On 29th October 2021, IMPRENEURS - The Entrepreneurship Cell of Janki Devi Memorial College launched Project Anupam under the Incubation Programme at the hands of our Principal Prof Swati Pal. To make the moment worth remembering, we had an inauguration ceremony graced by 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.



Prof. Pal bought a nut chocolate jar from Chocosparkle and 4 handmade painted bottles from the Creator Acrylic Abode.

And the convenor, Dr Manisha Sinha bought a beautiful Ganesh painting from the Creator's Artistic Affair by Arushi.

