



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.

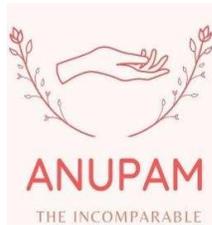
Project Anupam: MISSION

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.

Project Anupam Activities 2022-23

Team

Conveners- Prof. Madhu Gupta and Prof. Manisha Sinha

Members- Mrs. Richa Sharma, Mrs. Asma Anjum, Dr. Rashmi, Mr. Ravindar Meena, Ms. Shalini Singh

Teacher coordinator - Ms. Shivani Thakur

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 :
Finance and Sponsorship Coordinator - Anisha Sharma {Political Science (H) 3rd year}
Logistics Coordinator - Bani Walia {Economics (H) 2nd year}
Media and Content Coordinator - Sukhda {B.com (P) 2nd year}
PR and Outreach Coordinator - Gunjan Mittal {Economics (H) 3rd year}

WORKSHOP

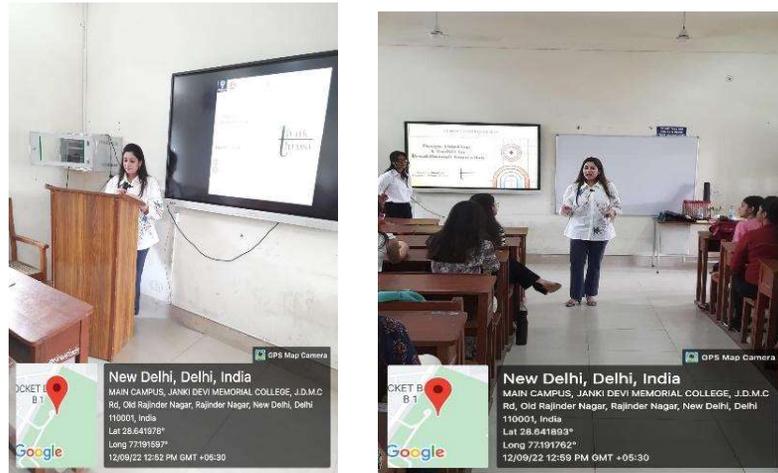
DESIGN THINKING- A TOOLKIT FOR BREAKTHROUGH INNOVATION



Poster of the session

Project Anupam, The Incubation program of Janki 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 and interacting with 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 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:-

- Empathy
- Ideation
- Test
- Define
- Prototype

Students learned about the process of empathizing, 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.

Day - 2



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.