



IMPRENEURS- THE ENTREPRENEURSHIP CELL

Impreneurs, the Entrepreneurship Cell of Janki Devi Memorial College is a society working hard towards igniting the passion for entrepreneurship among students. Since 2017, society has grown into a group of individuals who believe that lives can be transferred through better ideas. The society also believes that a curriculum beyond education teaches experience, gives practical knowledge, and helps to create better individuals.

Conveners- Prof. Madhu Gupta and Prof. Manisha Sinha

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

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



Poster of the session

Impreneurs - The Entrepreneurship Cell 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 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 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.

SESSION ON DYNAMIC ENTREPRENEURS BUD OUT OF HIGHER LEVEL INPUTS



Poster of the session

Impreneurs -The Entrepreneurship Cell of Janki Devi Memorial College organized an interactive session on the topic of **Dynamic entrepreneurs bud out of higher-level inputs**, in

collaboration with CLEVER CHAMPS Pvt. Ltd. The session was held on **31st August, 2022** at **11:00 a.m.** in **Room no. 68** of Janki Devi memorial college with representatives of 4 distinguished universities. This was the first event of Impreneurs for the session **2022-23**. A total of **126** students attended the informative session. The session began with a warm welcome of our convenors and faculty members. Then, the host, Itishree Vats, introduced the audience to the esteemed speakers from different universities which were FIIB University, OP Jindal University, Pearl Academy, and BML Munjal University.



Introduction of FIIB university

First, the FIIB university started the session which was addressed by Dr. Dhingabya Prasad. He introduced the importance of management programs, faculty, and exposure one should have to strive for higher-paid jobs. He also talked about the facilities provided at their university. FIIB is specialized in management and finance-related programs approved by the government of India. It was followed by a Q&A session and the distribution of their brochures.



O.P. Jindal university addressing the audience

The session was taken forward by O.P. Jindal Global University, Sonipat, by the speaker Satyam Shekhar. He introduced the importance of a post-graduation degree and the necessity to have multiple skills. He talked about the areas focused on by a student in choosing an institution like ranking, alumni, faculty, growth track, placement opportunity, etc. OP Jindal university is specialized in programs like law, business, international affairs, public policy, liberal affairs, banking and finance, and psychology. In the end, they distributed their brochures to the students.



Pearl Academy addressing the audience

Followed by the Pearl Academy, an interaction with a PPT giving a brief about their courses, facilities, environment, campus facilities, etc. provided by them. They are specialized in design, fashion, and media and offer long-term and short-term courses. They have 5 campuses and 3 schools with 4400+ students. Moreover, provide placement support for up to 5 years. Also, offers

a chance to work in fashion week and with celebrities. They showed a video of their Rajouri garden campus. Finally, it ended with a Q&A session.



BML Munjal University interacted with the audience

Lastly, BML Munjal University introduced their offered courses, placement opportunity, faculty, ranking, etc to the students. They gave a brief overview of the importance of post-graduation in day-to-day areas. There are scholarships provided especially to women at their university to opt for higher education.



Students attending the session

The session was wholesome and gave insights about the importance of having a postgraduate degree and the necessity to have some extra skills to upgrade yourself. It was an amazing session throughout and ended on a positive note.