

Institution Innovation Council, PG Govt. College for Girls, Sector-42, Chandigarh

Events: Logo verse and Sustain -a-Pitch

Date: 27th August 2025

The Institution Innovation Cell (IIC) of PGGCG-42, Chandigarh, organized two vibrant events—Logo-Verse and Sustain-a-Pitch—on 27th August 2025, with the aim of fostering *innovation, creativity, and entrepreneurial spirit* among students. The events were held under the able guidance of Prof. Dr. Anita Kaushal, Principal, PGGCG-42.

Dr. Kaushal applauded the efforts of the students and emphasized that such *dynamic initiatives* not only provide a platform to explore creativity and problem-solving skills but also nurture an entrepreneurial outlook. She added that these events reflect the college's commitment to strengthening a culture of *innovation and sustainability*.

The event was conducted under the leadership of Prof. Punam Agarwal, President IIC, and coordinated by Mrs. Sunita Kumari, Convener IIC. Prof. Agarwal addressed the students on the significance of government initiatives such as Startup India and India Skills, highlighting the avenues available for applying for seed money to nurture entrepreneurial ideas. She also encouraged students to actively participate in innovation-driven platforms like Hackathons, which serve as gateways to learning, collaboration, and real-world problem-solving.

The Logo-Verse Competition celebrated the *power of design and imagination*, where students crafted logos rich in symbolism and innovative thought. The event was judged by Dr. Nidhi Goyal and Dr. Anu Chawla, who commended the participants for their originality, clarity, and creative approach.

- 1st Position: Harmanjot Kaur (M.A. II)
- 2nd Position: Chandni (B.Com II)
- 3rd Position: Harshdeep Kaur (B.Com II)

The Sustain-a-Pitch event provided a vibrant platform for young innovators to present sustainable business ideas with a focus on *feasibility, creativity, and social impact*. Participants impressed the audience with their forward-looking concepts, demonstrating how entrepreneurial thinking can address pressing environmental and societal challenges. The esteemed judges, Dr. Geetanjali Arora and Dr. Shweta Bali, lauded the participants for their originality and clarity of vision while offering *constructive feedback* to help them refine and scale their innovative models further.

- 1st Prize: Yashika and Kanika (*Pair Space*)
- 2nd Prize: Sheril (*EchoTrace*)
- 3rd Prize: Sevinder, Anamika, and Manpreet (*Bottle Echo*)

Both events witnessed enthusiastic participation and reflected the *energy, talent, and vision* of the students. The Institution Innovation Cell at PGGCG-42 continues to inspire the next generation of innovators by nurturing ideas that blend creativity with sustainability.

Agarwal

President, Institution Innovation Cell
PGGCG-42, Chandigarh

Kaushal

Principal
P.G. Govt. College for Girls
Sector 42, Chandigarh



Invitation
Sustain-A-Pitch 2025

✨ A Flagship Pitching Event of E-Cell|| IIC Cell||PGGCG-42, Chandigarh
 💡 With Eureka! 2025 ✨

📅 Date: 27th August 2025
 📍 Venue: Mini Conference Room
 🕒 Time: 10AM-12PM

✨ We warmly invite you to join us as brilliant minds pitch their sustainable ideas and shape the future of innovation. ✨

🏆 Judges Panel

Judge 1 : Dr.Geetanjali Arora
 (Associate Professor, Dept.Of Commerce)

Judge 2 : Dr.Shweta Bali
 (Associate Professor ,Dept.Of English
 Head of Dept. BCA)

Organizing committee :
 Prof Punam Aggarwal (President, IIC)
 Mrs Sunita Kumari (Convener, IIC)

Event Incharge :
 Radhika Sharma
 B.Com 3rd Year



