

IIC, Postgraduate Govt. College for Girls, Sector-42 Chandigarh

LA Crochet Stall by E-Cell, PGGCG-42 at the Regional Meet

The E-Cell of PGGCG-42 set up an **LA Crochet stall** at the Regional Meet, led by student entrepreneur **Ms. Laxmi**, founder of *LA Crochet*. Through this platform, Laxmi showcased her handcrafted crochet products, demonstrating creativity, precision, and entrepreneurial skills.

Participating in the Regional Meet offered Laxmi a valuable learning experience. She gained firsthand exposure to customer interaction, product presentation, pricing, and on-spot feedback—key components of real-world entrepreneurship. The stall also helped her understand market trends, buyer preferences, and the importance of branding and networking.

The presence of the LA Crochet stall added value to the Regional Meet by promoting student-led ventures, encouraging peer inspiration, and highlighting the role of campus-based entrepreneurship. It reinforced the mission of the E-Cell to nurture innovation, self-reliance, and practical business skills among students.

President Dr. Lakhvir Singh added that such opportunities not only build confidence but also help students understand real market dynamics, customer engagement, and the value of creative skills.



Prof. (Dr.) Binu Dogra

Principal, PGGCG-42, Chandigarh

