



DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAN CHETTY'S HINDU COLLEGE



AUTONOMOUS (CONFERRED by UGC)

"LINGUISTIC (TELUGU) MINORITY STATUS CONFERRED BY THE GOVERNMENT OF
TAMIL NADU" Re-accredited by NAAC Affiliated by University of Madras
PATTABIRAM, CHENNAI - 600 072.



THE RESEARCH PARK CUNNAN INNOVATION & INCUBATION CELL ORGANISES DESIGN THINKING FOR FUTURE INNOVATORS SDG'8

CHIEF GUEST

Dr. VAISHNAVI BALAJI

Trainer | Researcher | Educator



DATE: 05.08.2026

TIME: 11:30 AM

VENUE: RAMANUJAM HALL

Dr. G. SURESH

Convenor

CUNNAN INNOVATION &
INCUBATION CELL
(Shift 2)

Dr. K. SRIDHAR

Dean (Skill Development)

Dr. N. Rajendra Naidu
Director

Dr. G. Kalvikkarasi
Principal
Director - The Research Park

Sri . M. Venkatesaperumal
Honorary Secretary

Members of Trust Board

Sri. M. VENKATESAPERUMAL
PRESIDENT & HONORARY SECRETARY

Sri. M.V. CUNNIAH CHETTY
MANAGING TRUSTEE

Dr. PRAVIN TELLAKULA

Dr. R. BALAJI GUPTA

Sri. G. CHANDRAMOHAN

Sri. RAMESH CHITRALA

Sri. B. GAUTHAM

Sri. C. PARANKUSAM

Sri. VEERARAGHAVA MUKKALA

Dr. VUPPUTUR SHAKTI AKASH RAJ

ABOUT THE CUNNAN INNOVATION AND INCUBATION CELL

The Cunnan Innovation and Incubation Cell at DRBCCC Hindu College serves as a dynamic hub for nurturing creativity, innovation, and entrepreneurship among students, faculty, and the wider community. It transforms imaginative ideas into practical, sustainable solutions that address real-world challenges. By providing expert mentorship, targeted training, and cross-disciplinary collaboration opportunities, the cell empowers aspiring innovators to take their first step towards impactful ventures. Through a series of workshops, hands-on training programmes, and leadership development activities, the cell cultivates vital skills in technology, business strategy, and innovation management. It actively fosters an entrepreneurial mindset, encouraging young minds to think boldly, take risks, and pursue their vision with confidence. Whether it's launching a startup, solving social problems, or pioneering new technologies, the Cunnan Innovation and Incubation Cell stands as a catalyst for turning potential into progress and passion into purpose.

ABOUT THE CHIEF GUEST

Dr. Vaishnavi Balaji is a Dynamic and passionate academician with a strong foundation in Design Thinking, Innovation, Consumer Behaviour, Emotional Intelligence and E-commerce Research. Ph.D. holder with experience in teaching, training, student mentoring, and academic development. Skilled in facilitating interactive learning sessions that promote creative thinking, problem-solving, ideation, innovation and learner-centered approaches. Experienced as a resource person, delivering sessions on Design Thinking, innovation frameworks, patents, commercialization, corporate culture and student development. A motivational speaker and effective communicator with the ability to engage and mentor learners across diverse academic levels. She has Published papers in Scopus and IEEE, complemented by Lean Six Sigma Master Black Belt certification, bringing a structured and analytical approach to problem-solving and continuous improvement. Committed to building a long-term academic career focused on Design Thinking, innovation, teaching, research and student development.