

Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu College (Autonomous)



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ENTREPRENEURSHIP

DEVELOPMENT CELL

In Association With

Internal Quality Assurance Cell (IQAC)

Organises

One Day Seminar

on

**"From Idea to Unicorn:
Building High-Growth Startups"**

(SDG 8-Decent Work And
Economic Growth)



24/08/2026



10:30 AM



CUNNAN AUDITORIUM

Dr. K. Bhavani Selvi
IQAC - Co-ordinator

Dr. S. Sivapriya
ED Cell - Convenor

Mr. B. Vinayagam
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Dr. S. Kalpana
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Dr.P.Selvi
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Sri.Vupputur Shakthi Akash Raj

I) ANUSUYA U

Session I

Anusuya U is the CEO & Owner of Mayeelai Fashion, a fashion brand based in Chennai. She is a passionate and creative fashion designer with professional training in fashion designing. She specializes in designing elegant, stylish, and unique outfits that combine quality, comfort, and modern fashion trends. As an entrepreneur, Anusuya is committed to delivering exceptional designs that reflect creativity, confidence, and individuality. Her strong communication skills, leadership qualities, and hard working nature have helped her build Mayeelai Fashion into a growing fashion brand known for its dedication to quality and customer satisfaction. She is an International Award Winner and a State Award Winner. She has also participated in the Bangalore Fashion Designer Event, showcasing her creativity and gaining valuable industry experience. Her vision is to expand Mayeelai Fashion into a trusted fashion brand recognized for innovation, elegance, and excellence.

II) VRUNDA SRINATH

Session II

The resource person has over two decades of experience in fashion and textile education, training, and academic leadership. Beginning as an Instructor in Garment Construction and Pattern Making at the Academy of Fashion and Textile Technology (2002) and Neena's Polytechnic (2003–2004), they later developed study materials for the National Instructional Media Institute in Fashion Sketching, Embroidery, and Pattern Making (2005). From 2005 to 2010, they served as Sewing School Inspector at Usha International Limited, leading the Sewing School Division across Tamil Nadu by expanding and upgrading sewing schools, training teachers, maintaining academic records, and conducting examinations. Between 2013 and 2022, they headed the Fashion Department at Dream Zone School of Creative Studies, Chennai, where they taught core subjects including Draping, Pattern Making, Garment Construction, Fashion Illustration, Surface Ornamentation, Fashion History, Fashion Management, and Design Applications. They also mentored students for fashion shows, developed corporate study materials, trained students in Uzbekistan under the CADD Centre Fashion Department, served as a guest faculty member, and conducted workshops at several prestigious institutions, demonstrating extensive expertise in fashion education and skill development.

About the Seminar

The seminar "From Idea to Unicorn: Building High-Growth Startups" is designed to provide participants with practical insights into the exciting world of entrepreneurship, innovation, and startup development. The programme aims to inspire students and aspiring entrepreneurs to transform innovative ideas into sustainable and scalable business ventures. The seminar will explore the essential stages of building a successful startup, including idea generation, market identification, customer validation, business model development, branding, funding, team building, and growth strategies. Participants will gain an understanding of how successful startups identify opportunities, overcome challenges, leverage technology, and create value in competitive markets. The programme will also highlight the importance of entrepreneurial mindset, creativity, risk-taking, problem-solving, leadership, and resilience in achieving long-term business success. Through expert insights, practical examples, and interactive discussions, participants will learn about the opportunities and challenges involved in scaling a startup from an initial idea to a high-growth enterprise. The seminar is expected to motivate students to explore entrepreneurship as a career option and encourage them to develop innovative solutions to real-world problems. It will provide a valuable platform for knowledge sharing, networking, and developing the confidence required to pursue entrepreneurial aspirations.

ABOUT THE COLLEGE

Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu College is a distinguished institution of higher education dedicated to fostering academic excellence, holistic development, and social responsibility. With a proud legacy of 57 years in the field of education, the college has consistently contributed to nurturing competent graduates and responsible citizens. The college currently offers seven Undergraduate programmes under the Government-Aided Shift-I stream and eighteen Undergraduate programmes along with three Postgraduate programmes under the Self-Financing Shift-II stream. To enrich the academic and professional growth of its students, the institution maintains active collaborations and memberships with esteemed organizations such as the Andhra Chamber of Commerce, Hindustan Chamber of Commerce, Madras Chamber of Commerce and Industry, ICT Academy of Tamil Nadu, American Library, British Council Library, Madras University Library, and ICSSR. The Internal Quality Assurance Cell (IQAC) plays a vital role in promoting and sustaining quality enhancement across the institution. It facilitates continuous improvement in academic, administrative, and support services through systematic planning, monitoring, documentation, and evaluation. The IQAC also encourages innovative practices and quality initiatives that contribute to the overall development of students, faculty, and the institution.

ABOUT ED CELL

The Entrepreneurship Development Cell (ED Cell) serves as a dynamic platform for fostering innovation, creativity, and entrepreneurial thinking among students. Through workshops, seminars, mentoring sessions, and interactions with successful entrepreneurs and industry experts, the Cell empowers students to transform innovative ideas into sustainable business ventures. Committed to promoting a culture of entrepreneurship, the ED Cell encourages students to explore self-employment opportunities, develop leadership and problem-solving skills, and contribute to economic and social development. By creating a supportive ecosystem for innovation and start-up initiatives, the Cell plays a vital role in preparing students to become future entrepreneurs and job creators.