

School of Design Thinking (SoDT) Hosts Second Edition of “Design Spark Challenge 2026”, a 24-hour Design-athon, to Reimagine the Future of Enterprise Excellence

120 participants from 24 premier colleges across India to solve complex organisational frictions through Design Thinking and Purple Fabric, Open Business Impact AI Platform

Chennai (India), March 26, 2026: [School of Design Thinking \(SoDT\)](#), a global leader in human-centric innovation, today announced the **launch of the second edition of “Design Spark Challenge 2026” (DSC 2026)**, a 24-hour immersive innovation challenge hosted at 8012 FinTech Design Center™ (the world’s first transformation center dedicated to Design Thinking principles) in Chennai. **A total of 120 participants from 24 premier colleges took part in the challenge to identify and address high-friction challenges within enterprise environments.**

At the core of the challenge was the integration of **Design Thinking with Purple Fabric**, the World’s First Open Business Impact AI platform, reflecting how enterprises are combining structured thinking with AI to drive outcome-led innovation. Participants gained hands-on access to Purple Fabric to design AI-driven workflows capable of handling complex enterprise scenarios, including multi-step processes, data interpretation and automated decision-making.

Moving away from traditional academic problem statements, the challenge focused on organisational transformation, requiring participants to solve enterprise-grade problems across areas such as regulatory compliance, governance, career orchestration and global talent development. The inauguration ceremony was held at Intellect Design Arena’s global headquarters in Chennai on Wednesday (March 25), in the presence of **Mr Srikanth V, CEO of ICT Academy of Tamil Nadu**, who was the Chief Guest of the ceremony.



From left to right: **Mr. Ramnath Prabhu**, Senior Manager, Intellect; **Dr. Vinay Raj Menon**, Head-Corporate HR & L&D, Intellect; **Mr. Srikanth V**, CEO of ICT Academy of Tamil Nadu; **Dr. Anbu Rathinavel**, Head of School of Design Thinking; and **Mr. Anand Babu Pushparaj**, Manager, School of Design Thinking



Delivering the inaugural address, **Srikanth V, CEO of ICT Academy of Tamil Nadu**, said, *"The transition from a student mindset to an 'Enterprise Mindset' is the biggest challenge in the current talent landscape. Design Spark Challenge 2026 by School of Design Thinking (SoDT) is a remarkable platform because it encourages participants to look at organisations as living, breathing systems. By solving these enterprise frictions, they are gaining a massive headstart in understanding how global industries actually function."*

In his speech, **Dr. Anbu Rathinavel, Head of School of Design Thinking and Chief Design Officer of Intellect Design Arena**,

emphasised the human element: "True innovation lies at the intersection of human empathy and machine intelligence. One of the biggest challenges today is bridging the gap between academic learning and real-world enterprise problem-solving. Through our L.O.R.D. framework (Listen, Observe, Research/Read and Dialogue), participants learn to navigate organisational complexity and develop a deeper understanding of enterprise systems. By combining this thinking with platforms like Purple Fabric, Open Business Impact AI Platform, they can move beyond theory and apply AI as a strategic partner, enabling them to design intelligent, outcome-driven solutions to real-world enterprise challenges."



Guided by **Deepak Dastrala, Partner and CTO, IntellectAI**, participants leveraged Purple Fabric to move beyond simple chatbot-based approaches and design intelligent, orchestrated workflows that handle complex enterprise processes, enabling data-driven decision-making and scalable outcomes. Complementing this, **Dr. Vinay Raj Menon, Head-Corporate HR & Learning & Development, Intellect**, highlighted the importance of such initiatives in bridging the gap between academic learning and enterprise readiness, enabling participants to build critical problem-solving and execution capabilities. The challenge will conclude with a final pitch session where teams present their AI workflows to a jury of industry experts, evaluated on design logic, workflow sophistication and enterprise scalability.

About School of Design Thinking

School of Design Thinking (SoDT) is India's first institution dedicated exclusively to nurturing the Design Mindset transformation as a life skill. Founded on the principle of 'Design The Thinking®', the School offers a range of programs for educators, students, institutions, and enterprises, with a strong emphasis on contextual, human-centred innovation. Its unique frameworks and immersive pedagogy have made it a strategic partner to progressive academic institutions across India and beyond. To learn more, visit: www.d-thinking.com

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