

School of Design Thinking signs MoU with ICT Academy of Tamil Nadu to strengthen Design Thinking focus in Academic Institutions

SoDT will use Design The Thinking® mental model approach as a prerequisite for problem-solving and innovation using tools and techniques of Design Thinking

Chennai, January 10, 2025: [School of Design Thinking \(SoDT\)](#), India's leading organisation for promoting Design Thinking as a mindset for problem-solving and innovation, today signed a Memorandum of Understanding (MoU) with the Tamil Nadu State Government's entity, **ICT Academy of Tamil Nadu (ICTACT)** to embed Design Thinking into the ecosystem of Academic Institutions.

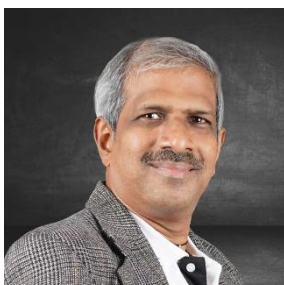
The partnership aims to establish frameworks for cooperative institutional relations to encourage and promote collaboration in the area of Design Thinking application in different areas or domains. School of Design Thinking will be the Design Thinking Partner for ICTACT and will primarily use their copyrighted Design The Thinking® mindset transformation framework as a prerequisite for problem-solving and innovation using tools and techniques of Design Thinking.

The signing of the Memorandum of Understanding took place at **UmagineTN 2025**, which was presided by **Thiru Udhayanidhi Stalin, Hon'ble Deputy Chief Minister of Tamil Nadu** and **Thiru Dr. Palanivel Thiaga Rajan, Hon'ble Minister for Information Technology and Digital Services**, in Chennai. During his speech, Thiru Udhayanidhi Stalin underscored the State's unwavering dedication to fostering innovation and advancing educational frontiers. Thiru Dr Palanivel Thiaga Rajan emphasised the State's commitment to becoming a hub for cutting-edge technological advancements, fostering an environment ripe for IT development, and achieving the goal of a trillion-dollar economy.

SoDT and ICTACT will implement various courses and interventions focused on Design Thinking and its applications. In addition, they will organise workshops, forums, seminars, and other related activities aimed at promoting Design Thinking as a crucial mindset for fostering innovation. The MoU is valid for three years.



Arun Jain, Founder of School of Design Thinking and Chairman & Managing Director of Intellect Design Arena Ltd, said, *"Design Thinking holds the transformative potential to reshape not only how we solve problems but also how we unearth new opportunities. Through this partnership, our goal is to nurture a community of students who prioritise human-centred approaches in their thinking. We aim to inspire them to explore innovative solutions that truly meet the needs of individuals and communities, encouraging them to envision futures that foster positive change and meaningful connections within society. This collaboration underscores our steadfast commitment to advancing both educational excellence and societal progress."*



Dr. Anbu Rathinavel, Co-Founder & Head of School of Design Thinking and Chief Design Officer of Intellect Design Arena Ltd, remarked, *"At SoDT, we view Design Thinking not merely as a methodology, but as an ethos that permeates every aspect of intellectual and creative endeavour. By*

integrating this approach into academic structures, we are catalysing a profound shift in the mindset of academic leaders, faculties and students to enable them to look at a problem or opportunity from a different perspective. This MoU marks the beginning of a transformative journey, positioning India's Universities as vanguards of innovation and intellectual leadership in the global landscape."

V. Srikanth, Chief Executive Officer (i/c) of ICT Academy of Tamil Nadu, stated, "Our partnership with SoDT is a testament to our shared vision of empowering the student community through the Design Thinking approach. By collaborating and engaging with industry leaders and educational institutions, we aim to provide these young minds with essential problem-solving and innovation tools that leverage the principles of Design Thinking. This initiative not only enhances their thinking and creativity but also fosters a future that encourages positive change. Together, we are committed to strengthening an ecosystem that nurtures talent and cultivates the leaders of tomorrow."

About School of Design Thinking

Design Thinking is a Human-Centered Approach for problem solving, thus enabling ordinary people to do extraordinary things. Our belief in Design Thinking and taking it to the society at large, is not only to teach them about our Design Thinking Process and Design Thinking Tools to solve complex problems but to instill it as a life skill. It believes in the practical application of Design Thinking and places equal emphasis on first 'Design the Thinking®' and then 'Thinking the Design'. For further information, please visit <http://www.d-thinking.com/>

About ICT Academy

ICT Academy is an initiative of the Government of India in collaboration with the state Governments and Industries. ICT Academy is a not-for-profit society, the first of its kind pioneer venture under the Public-Private-Partnership (PPP) model that endeavours to train the higher education teachers and students thereby exercises on developing the next generation teachers and industry ready students. <https://www.ictacademy.in>

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