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Samsung and Startup India sign MoU to empower India's next generation of innovators

06 August 2025 | News

Public-private partnership to boost youth innovation and entrepreneurship across India



Samsung, India's largest consumer electronics brand, has signed a strategic Memorandum of Understanding (MoU) with Startup India, a flagship initiative of the Government of India, to empower young innovators from remote corners of India and strengthen the country's startup ecosystem with Samsung Solve for Tomorrow.

The MoU was signed in New Delhi and brings together Samsung's flagship nationwide innovation contest, Samsung Solve for Tomorrow, and Startup India's robust national ecosystem of incubation, mentorship, and policy support.

The collaboration aims to identify and nurture high-potential talent, especially from Tier 2 and Tier 3 cities, by providing access to infrastructure, expert guidance, market linkages, and funding opportunities.

Samsung Solve for Tomorrow is a flagship innovation and education initiative designed to foster problem-solving, creativity, and social impact among India's youth. Through this programme, young students are encouraged to identify real-world issues in their communities and work toward building scalable solutions using design thinking, technology and entrepreneurial skills. The initiative provides mentorship, workshops, prototype development support, and opportunities to pitch ideas to experts and investors.

The new partnership will see Startup India leveraging its extensive network of incubators and accelerators, while Samsung drives on-ground engagement with students and young innovators through hands-on learning and innovation challenges. This integrated approach, designed to scale grassroots innovation, will place innovation at the core of India's education and entrepreneurship ecosystems.