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RS Polyclinic
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Dr M. Rajkumar — 9894102996
Dr K. Nanitha Shenoswai — 9444 298784
Dr Sathish Rajkumar — 9445 401793
Dr Shanthi R — 9884 650945
Dr Salma R — 97780 87742
Dr Praveena E — 9944 100443

Samsung CSR Programmes Have Empowered Thousands of Tamil Nadu Youth Through Skills, Innovation and Careers



CHENNAI – 25 Nov, 2026 A team of students in Chennai is developing a tactile pad that could help people with visual impairments access digital content. In Coimbatore, young innovators are using AI to make workplace learning easier to access. Across Tamil Nadu, other students are gaining technology skills, while young people prepare for their first jobs in electronics retail.

These are different starting points for a shared journey: building skills, testing ideas and finding opportunities in a changing economy. Through Samsung Solve for Tomorrow, Samsung Innovation Campus (SIC) and Samsung DOST, Samsung India's CSR programmes support young people at different stages—from developing a solution for a community problem to gaining the skills and experience needed for building a career.

"At Samsung, we believe that meaningful progress happens when technology and opportunity come together to empower people. Tamil Nadu has a rich legacy of education, innovation and community-driven progress, and we are proud to contribute to its growth through our CSR initiatives. Through programmes such as Samsung Innovation Campus, Solve for Tomorrow and Samsung DOST, we are empowering thousands of young people in Tamil Nadu with future-ready skills, nurturing their spirit of innovation and enabling them to not just become job-ready but also develop solutions to real-world challenges. As we celebrate 30 years in India, our commitment remains to make technology more inclusive and create opportunities that help individuals and communities realise their full potential," said Shubham Mukherjee, Head of CSR and Corporate Communications, Samsung South West Asia.

Turning Local Problems Into Ideas

Samsung Solve for Tomorrow invites young people to identify challenges around them and develop technology-based responses. In its first four editions, more than 5,000 students in Tamil Nadu took part in the programme through design-thinking workshops, mentoring and innovation support. The workshops encourage participants to understand the people affected by a problem, refine their ideas and consider how a solution might work in practice.

One example is Vishwa Kumaresh from Team TouchPad, Chennai, whose tactile display pad aims to convert images and text into Braille. "Access to information should never be a barrier," he said describing its goal of helping people with visual impairments access information more independently.

Other Tamil Nadu teams have explored accessible therapy, rehabilitation and hearing support.

The programme's 2026 edition brought six Tamil Nadu teams, comprising 17 young innovators, into the national Top 40. Three teams from Chennai and Coimbatore later reached the Top 20 with ideas focused on workplace learning, road safety and Parkinson's care. These included a multilingual microlearning platform, a system designed to alert commuters to road hazards and a wearable concept to support people with Parkinson's.

The journey includes design-thinking workshops, bootcamps, mentorship and prototype development. "Ahead of the Top 100 selection this year, Samsung conducted 184 Design Thinking Workshops across 135 cities, taking innovation and problem-solving directly to young people across the country."

Four winning teams received incubation grants totaling ₹2 crore, along with support from the Foundation for Innovation and Technology Transfer at IIT Delhi.