

**1M  
1B**  
FOR  
**1 MILLION  
1 BILLION**



# Sustainability Accelerator

**2024** | Accelerating a sustainable  
mindset in youth

In Partnership With



# ABOUT THE PROGRAM

Young people are recognizing the importance of addressing the climate crisis and are actively mobilizing for change worldwide. It is crucial to enhance climate education, promote sustainable practices, and empower youth as environmental leaders. Partnerships between governments, businesses, and youth organizations are essential to build youth capacity and drive climate action.

*Recent research shows that if only **16% of high school students** were to receive climate change education, we could see a nearly **19 gigaton reduction of carbon dioxide by 2050.***

To help nurture such high school students into responsible human centered leaders who care for the planet and people, The 1M1B Sustainability Accelerator aims to: -

1

**Accelerate sustainability mindset in 1 million youth and advance skills for green jobs by the year 2030.**

2

**Localize environmental sustainability and climate action oriented UN SDG's.**

3

**Create a platform for students to showcase their ideas and projects to become 'eco-warriors'.**

4

**Nurture young innovators and aspiring ecopreneurs.**

# ABOUT THE PROGRAM



The **Sustainability Accelerator Program** embodies our commitment to nurturing a sustainability mindset in India's youth & students and empowering them to drive our collective green mission forward. Through this program, we aim to **create a new generation of sustainability champions** who will lead the way in shaping a greener future for all.



**Dr Naresh Tyagi**

Chair, Sustainability Accelerator Program & Chief Sustainability Officer, Aditya Birla Fashion and Retail (ABFRL)



This is an **industry first partnership**, where a large corporation, ABFRL and a social venture, 1M1B is coming together placing sustainability at the core of whatever you do. The internship aims to encourage students to be **valuable contributors to climate change** and introduce them to how technology can play a role in shaping a greener planet. The students will also be mentored by leaders of ABFRL."



**Manav Subodh**

Founder and Chief Mentor, 1M1B

# PROGRAM OVERVIEW

1

Selected pool of schools register and join.

2

Principals and teacher coordinators attend the online orientation session.

3

Teachers nominate 5 - 10 students across grades 8th to 12th to create a 1M1B Green Club in their school as per a shared eligibility criteria.

4

Teachers are provided with a resource kit to help the students understand more about environmental sustainability and climate action helping them become 'eco-warriors' in their schools and communities.

5

Students design an environmental sustainability and climate action-oriented project on selected UN SDGs.

6

Students share their projects and a one month action plan in a video/presentation format.

7

Student submissions are evaluated by the 1M1B team to select Top 80 students for an immersive internship experience in ABFRL sites across India.



**Duration: 3 months/Cohort**

# HIGHLIGHTS FROM **SUSTAINABILITY ACCELERATOR 2023**



**6000+**

**Student  
Nominations**



**545**

**Participating  
Schools**



**28**

**States and Union  
Territory covered**



**100+**

**Students  
mentored**



**Visit**

**Online Industry Day  
for 100+ students**



**Top 20**

**Top students  
visited ABFRL  
Bangalore campus**

# GLIMPSES OF THE PROGRAM 2023



# GLIMPSES OF THE PROGRAM 2023



## Sustainability Accelerator Industry Day

Chief Guests



**Dr. Biswajit Saha**  
Director (Skill Education & Training), CBSE



**Dr. Naresh Tyagi**  
Chief Sustainability Officer, Aditya Birla Fashion & Retail Limited

Moderated By



**Manav Subodh**  
Co-founder, 1M1B



# CBSE CIRCULAR INVITING PARTICIPATION FOR 2023 PROGRAM



## केन्द्रीय माध्यमिक शिक्षा बोर्ड

( शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन  
CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organisation Under the Ministry of Education, Govt. of India)



CBSE/DIR/SE/SA/2022

28.12.2022

Circular No. Acad-162/2022

**Subject: Sustainability Accelerator for Students - Accelerating a sustainability mindset in youth and advancing skills for green jobs**

We are experiencing an unprecedented moment in history where the future of work is being reimagined with climate and the planet in mind. Green Skills are the building blocks of this green transition and the key to unlocking the human capital that will power it. We need to ensure green skills are hardwired into the skillset of future generations. Green-skilling is needed to fuel greener jobs. Green skills and jobs are urgently needed to power the green transition.

To further this cause, CBSE is launching 'Sustainability Accelerator' for students with the aim of accelerating a sustainability mindset in youth and advancing skills for green jobs. It is a seven-day program that is designed to provide hands-on experience to high school students.

**Mission:** The mission of this Sustainability Accelerator is to:

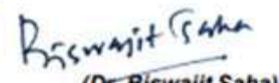
- ✦ encourage students to be valuable contributors to climate change/action
- ✦ introduce them to the role of technology in shaping a greener planet
- ✦ provide top students from the program an in-person workplace experience and internship in top corporate campus to learn about the sustainable practices they follow
- ✦ get them mentored by global leaders to build prototypes that will lead to a sustainable planet and pitch their innovations

**Participation:** Schools should nominate 5 students by **15<sup>th</sup> January 2023** using the following link -

<https://bit.ly/sustainabilityaccelerator>

**Please note that:**

- ✦ The program is being offered free of cost to students of all CBSE affiliated schools.
- ✦ The program will tentatively begin from 23<sup>rd</sup> January 2023.
- ✦ Students from grades 8 and above are eligible for the program.
- ✦ Further details of the program are annexed.
- ✦ For any queries, please reach out to [contact@flaunch.io](mailto:contact@flaunch.io)

  
(Dr. Biswajit Saha)  
Director (Skill Education)



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# IM1B AND ABFRL SUSTAINABILITY ACCELERATOR PROGRAM IN THE NEWS

School Education • 2 Min Read

## IM1B launches program to democratize sustainability education in schools

The first edition of the Sustainability Accelerator Program was launched in 2023 that saw participation from over 6,000 students and more than 800 CBSE schools from 28 states and five Union Territories across India

United Nations-accredited non-profit IM1B, which stands for One Million for One Billion, has launched the second edition of Sustainability Accelerator program in partnership with Aditya Birla Fashion and Retail Limited (ABFRL) to democratize sustainability education in schools across India in the fight against climate change.

(L-R) Manav Subodh, Founder, IM1B; Dr. Narwah Tyagi, Chief Sustainability Officer, ABFRL; and RP Singh, Joint Secretary, Skill Education, CBSE at the launch of The Sustainability Accelerator 2024 program in New Delhi.

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Industry • Renewables • IM1B and ABFRL announce India's 1st Green Jobs and Sustainability Accelerator

## IM1B and ABFRL announce India's 1st Green Jobs and Sustainability Accelerator

ETPrime

asu, ET Bureau • Last Updated: Apr 13, 2023, 02:09 PM IST

**Synopsis**  
A pilot conducted by IM1B and ABFRL in January 2023 saw participation from over 545 CBSE schools. Starting from April 20, 2023, the program will be scaled and will be operational in over 25,000 schools and colleges. The goal of the program is to mobilise 1 million youth by 2030 to be contributors to climate change action.

IM1B (One Million for One Billion)—an organisation developing and mobilising India's future-ready tech workforce in partnership with Aditya Birla Fashion and Retail (ABFRL) has announced the

HOME / EDUCATION / SCHOOLS

## A primer on green action for students

A sustainability accelerator programme in climate change by One Million for One Billion, in association with Aditya Birla Fashion and Retail Limited, aims to mobilise youth for climate change action

May 22, 2023 10:18 am | Updated 10:18 am IST

COMMENTS SHARE READL

## Sustainability Accelerator Program for Climate Change Action announced

- The program, by the year 2030 aims to accelerate a sustainability mindset in 1 million youth and advance skills for green jobs
- Top 20 students from the first batch got workplace experiences and internships at ABFRL office in Bangalore, Karnataka

HANS NEWS SERVICE NEW DELHI

encourage the participation of young minds in the fight against climate change. As part of this program, the students will receive skill-building through action-oriented missions and will build sustainable innovative solutions with prototypes and immersive internship experience in rural communities. This is an initiative to institutionalize the entire ecosystem towards Climate Action. As part of this initiative, the Sustainability Accelerator will encourage the youth to be valuable contributors to climate change action and introduce them to the role of technology in shaping a greener planet, provide top students with an in-person workplace experience and internships to learn about sustainable practices and get them mentored by global leaders to build prototypes that will lead to a sustainable planet and pitch their innovations. Keeping this in mind, the curriculum has been designed to provide students with a holistic learning experience, focusing on Climate Action and aiming to equip students with valuable perspectives and skills that can be applied in the workplace, enabling them to make a positive impact on the environment. By incorporating Climate Action into the curriculum, it's a significant step towards promoting sustainability and social responsibility, both of which are crucial for the long-term success of any organization. The mentorship-driven program connects students with experts to develop sustainable solutions to address climate challenges in various areas like food, water and energy. This edition of Sustainability Accelerator 2024 will be implemented in Tribal and Social Welfare schools across the country. Various industry partners will engage the students to provide them with internships, workplace experience, and project opportunities in the sustainability space. Dr. Narwah Tyagi, Chief Sustainability Officer, Aditya Birla Fashion and Retail Ltd and Chair of the Sustainability Accelerator said, "We are very encouraged and motivated to see the enthusiasm and energy level of young school students during the first edition of the program. The future of work is green, and the future of workplaces is the youth of today. ABFRL has become the first industry partner that has hosted the top 20 students for various workplace experiences and internships, creating long-term value for our stakeholders. We are looking forward to adding more value to the program and engaging with students from the remotest parts of the country." Manav Subodh, Founder of IM1B (One Million for One Billion) said "The first edition of the Sustainability Accelerator program witnessed an overwhelming response and participation from schools and students across India. The second edition takes the program to the next level democratizing sustainability education."

## INTERNSHIP ON SUSTAINABILITY, GREEN JOBS AND GREEN SKILLS

PURAN CHOUDHARY@Bengaluru

STUDYING sustainability and becoming an expert in the subject matter, as various brands look at it as a thriving field, Bengaluru hosted India's first Sustainability Accelerator Internship for top 20 school students from across the country. The objective of a 6-day industry engagement session (November 5-9) was to provide hands-on experience to high school students about green skills, green jobs and a sustainability mindset. The programme was organised by One Million for One Billion (IM1B), an NGO in partnership with Aditya Birla Fashion and Retail Ltd, and aims to develop India's largest future-ready workforce. Currently, the green economy is booming, and the country's green industry is expected to add 3.7 million jobs by FY25 to the current 18.5 million, according to the Green Industry Outlook report by Team Lease.

"Green skills, simply put, are about placing sustainability at the core of whatever you do," explained Manav Subodh, founder of IM1B. The internship aims to encourage students to be valuable contributors to climate change and introduce them to how technology can play a role in shaping a greener planet. The students will also be mentored by global leaders to build their prototypes and provide a space to pitch their innovations. Subodh added, "As the government increases its focus on renewable energy, encouraging sustainable development, and mitigating climate change, we can expect new jobs to emerge that did not exist before, such as sustainability managers, green architects, power engineers, energy managers, circular economy experts, Environmental, Social and Governance (ESG) consultants and more." He explained that industries like textiles, IT, chip manufacturing companies, food and beverage, hospitality and lifestyle companies will need a green workforce soon. Meghana D. Grade 8, from Harvest International School, was the only individual selected for the internship from Bengaluru. Sharing her experience, she said, "The exposure and skills I got were great. I got to interact with people at the grassroots level. I got to visit villages, see the daily problems faced by the people and observe their struggles." Meghana plans to take up a career in sustainability and work on solutions for an entire community.

# PROGRAM **OVERVIEW**



## **Benefits**

- Empower teachers to become **green changemakers actively** contributing towards the cause of **environmental sustainability and climate action.**
- Encourage students to be valuable **contributors to climate action.**
- Provide top students from the program an in-person workplace **experience and internship in top corporate campus to learn about the sustainable** practices they follow.
- Get **mentored** by industry experts.

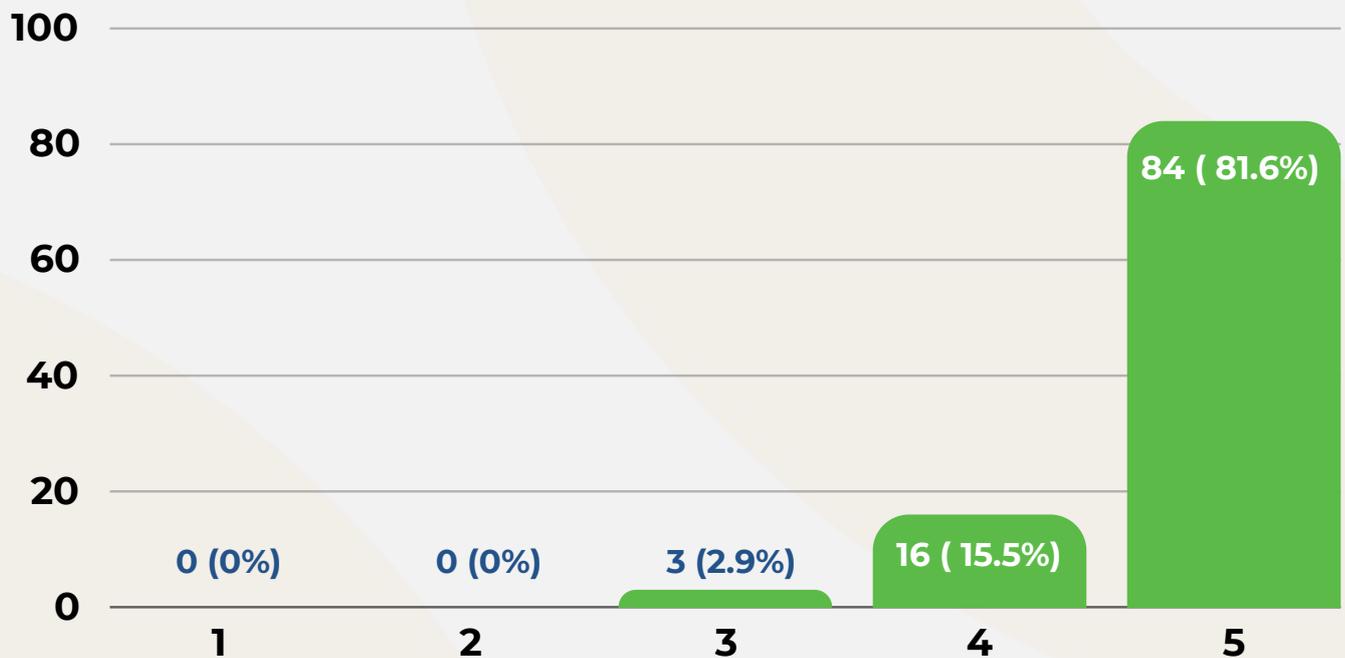


## **Incentives**

- Top 20 students **every quarter to be selected for an immersive workplace experience and internships** at ABFRL sites across India.
- Invitation to the top performing schools to **participate in the 1M1B Sustainability Policy Roundtable.**
- **Certificates** for participating teachers.
- **Certificates for students** who are members of the 1M1B Green Clubs.

# STUDENT FEEDBACK

An impressive **81.6% students** from past batch have rated their program experience a **perfect 5 out of 5**. Let's take a look at what students have to say



This platform is a really great opportunity makes me feel really glad to be a part of this and it helps me learn and develop myself. Even if i do not get selected further it's an experience worth of for my lifetime there will be somewhere i'll probably use this knowledge and make the world a better place by doing my side for the world

The program is excellent and good. I would like to be in this program and increase my knowledge about SDG's and be aware of how our earth is getting affected day by day and also the solutions which could improve the current situation and make our earth as a sustainable planet. I am also very excited on the topics put up like Brain storming, brainstorming, storytelling, SDG's and eager to learn the new topics put up in the upcoming days



*“The exposure and skills I got throughout the duration of the sustainability accelerator internship were great. I got to interact with people at grassroots level. Got to visit villages, and observe the daily problems and struggles faced by people.”*

— **Meghana Doddipalle - Grade 9**  
(Harvest International School, Bangalore)



# ABOUT 1M1B



1 MILLION  
FOR 1 BILLION

**Founded in 2014, 1M1B** is a UN-accredited organization with a profound mission: to empower youth leaders, impact a billion lives.

1M1B holds a unique UN consultative status and is guided by core principles like going beyond yourself, universal empowerment, and the potential of grassroots movements. 1M1B engages and enables youth to become future-ready problem solvers creating real-world impact. The 1M1B program focuses on nurturing innovation and fostering the next generation of human-centered leaders who use new age tools to address age-old challenges. By undergoing 1M1B programs that are based on a unique 4.3.2.1 activation framework, youth acquire critical skill sets, mind-sets, and toolsets to access the jobs of tomorrow. Areas of focus include digital technologies (AI, AR, VR), digital creativity, digital citizenship and 4th industrial revolution skills like problem-solving, flexibility, empathy, dealing with failures and collaboration. 1M1B has empowered over 500,000 young individuals, trained 400,000 teachers, and created 6,000 job opportunities for the youth. Our mission for positive change is fortified by strategic partnerships with entities like SCET, University of California Berkeley, IBM, Meta, Aditya Birla Fashion & Retail, State Government of Telangana, Meghalaya, India, Oppo, Sales Force and others. 1M1B exists to activate 1 million youth who will impact 1 billion people, thereby creating a world of balanced prosperity.

## Our Partners



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