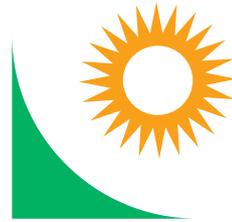




1 MILLION FOR 1 BILLION

10 years of Impact



The 1 Million for 1 Billion Story

The Impact Compendium 2024



INDEX

01. Foreword	Pg: 01
<hr/>	
02. 1M1B's '10 Years of Impact'	Pg: 03
<hr/>	
03. Initiatives in Sustainability	Pg: 13
• Introduction	
• Green Skills Academy	
• Generation Green Campaign	
• Sustainability Accelerator	
<hr/>	
04. Initiatives for the Communities	Pg: 25
• Introduction	
• Grassroots Initiatives	
• Youth Leadership Programs	
<hr/>	
05. Initiatives in Future Skills Training	Pg: 32
• Introduction	
• 1M1B AI Youth Skills Program	
• Digital Citizenship Campaign	
• AI Youth Survey	
<hr/>	
06. 1M1B Partners	Pg: 42

Editorial Board

Dr. Swati Subodh
Ms Manasa Pidatala



FOREWORD

Ten years. Ten whole years of shaping minds, bridging worlds, and, often, attempting to explain to family and friends, “What exactly is it that you do again?” Just yesterday, a friend from college asked—maybe for the tenth time. And as I sat there, trying to summarize, I realized: 1M1B (One Million for One Billion) is a bit like a riddle. At the heart, it’s simple: activating one million young people to impact a billion lives. But every project, every leap we’ve taken, has added new dimensions to that simple idea, so much so that even I sometimes catch myself marvelling at how it all connects.

1M1B didn’t spring into the world fully formed. We started as a humble village entrepreneurship program, fuelled by a belief that young people, no matter where they come from, hold the power to change their communities. I remember our first training session, gathered around a dusty field with a group of eager young faces and high hopes. Their hands might have been rough from the fields, but their eyes held something else entirely—a readiness for a future they were just beginning to imagine. And in those moments, we realized that digital skills, in specific Artificial Intelligence (AI) could become the bridge between these dreams and a world that had often felt out of reach. We started exploring, could AI be the equalizer? Can we bridge the gap with it?

And so, we grew. What began as a small seed in the villages transformed into a blueprint for an entire movement. Soon, the digital world wasn’t just calling to students in rural India—it was beckoning us all. AI literacy became our new foundation. With partners like IBM, we rolled up our sleeves to introduce artificial intelligence into schools—not as a far-off concept, but as a real, tangible skillset for students who could now dream of becoming the next innovators. Picture this: a 15-year-old in a modest schoolroom in the State of Gujarat, India writing code that brings a simple AI chatbot to life, her classmates huddled around, marvelling as it “talks” back. That’s the spark we wanted to ignite.

The journey took us places I could never have scripted, from the bustling halls of the United Nations headquarters in New York, where our young changemakers shared their stories on a global stage, to over 5,000 schools across India, where sixth graders learned about digital safety and immersive AR/VR under a Meta partnership. These weren’t just lessons; they were the first steps on pathways we were helping to carve out. We even launched an AI and Creators of Metaverse program for young engineers, letting them not only dream of the future but build it.

And as the world awakened to climate challenges, we recognized that AI skills weren't enough on their own. We needed green skills for a sustainable tomorrow. With Aditya Birla Fashion and Retail (ABFRL), Oppo, IBM, Tata Power and Salesforce we launched AI+ Sustainability Accelerators, Green internships and e-waste campaigns, preparing students for green jobs of the future. Picture a group of young adults in a workshop, learning not just about recycling but about designing entire systems to reduce waste using data. They're not only thinking green; they're getting ready to lead India's net-zero journey.

Every milestone over these ten years has connected in unexpected ways, each effort sharpening our vision of AI not just as a tool but as an equalizer—a way to bridge the worlds of students from villages and cities alike. As we look to the next decade, our ambition has only grown bolder. The future calls us to leverage green skills as a cornerstone of the new economy, using AI not only to make this transition possible but to make it fair.

We are gearing up to bring green skills and sustainability training to a new generation, preparing young people to be leaders in a world moving toward net-zero. Our vision isn't just to teach AI, but to teach it with purpose—to build pathways for young people to become architects of sustainable change, equipped to tackle climate challenges, design green cities, and create solutions that protect our planet. The coming years are about combining AI skills with a deep commitment to sustainability, empowering youth to lead India's charge toward net-zero, and setting a model for the world.

And it's not just me or the team of 27 dedicated individuals at 1MIB who make this dream possible. It's the students, the educators—the dreamers and doers we meet every day—and the partners, advisors, and friends worldwide who believe in a world where technology serves everyone. These past ten years have been a discovery, not just of what 1MIB can do, but of who we are as an organization. We started as a village entrepreneurship initiative; we grew into a global mission exploring where we can make the most impact and contribution: 1MIB Green Skills Academy leveraging AI and Green Internships is our way forward into the next 10 years.

So, as we step into our next orbit, here's to the future we can't yet see, to the dreams that will become tomorrow's reality, and to everyone who's been part of this incredible journey. Let's connect the next dots, build the next bridge, and create a future where a billion lives can flourish. Here's to the next ten years of 1MIB.



Manav Subodh
Founder & Trustee
1MIB Foundation

CHAPTER 1

1M1B'S '10 YEARS OF IMPACT'

1M1B completed '10 years of Impact' this year, and as we set our goals for the next 10 years, we stand at the precipice knowing that while we draw from the lessons of the previous decade, the decade ahead will demand a new orientation.

Relevance and reinvention of our priorities in line with these demands have already started nudging us to connect more deeply to the people and planet, and the enabling global ecosystems, at large. Convergence of conversations of purpose, people, platforms and planet is thus our blueprint for the next decade of our work.

Flashback, to flash forward

1M1B's Impact in its first decade:



The One million for One Billion mandate

The vision set by 1M1B is One Million youth and women being empowered to impact a Billion more for a sustainable world, at its very core. For this, 1M1B engages and enables youth from around the world to become future-ready problem solvers who address real problems creating real-world impact.

While Government, Industry, and Academia are the visible stakeholders in a country's employment generation and economic growth, civil society is the unseen stakeholder bridging the gap between them and ensuring the smooth implementation of their initiatives. 1M1B is a United Nations-accredited non-profit organization with special consultative status to the UN Economic and Social Council (ECOSOC) and is associated with the UN Department of Global Communications. 1M1B Foundation is actively involved in promoting social innovation, digital skilling and new age problem solving aligned with the United Nations Sustainable Development Goals (SDGs), and it collaborates with leading corporations in emerging technologies and skills development.

Since its inception, 1M1B has successfully partnered with many multinational companies, central government agencies and state governments, and thousands of schools and colleges across the country and implemented many unique programs working with the youth, empowering them with various skills.

Presently the primary geography of 1M1B's operations is India; however the programs that we are implementing with our partners are applicable and replicable in other developing, as well as developed economies.

1M1B's Core Values and Principles

Regardless of which agenda 1M1B is working on, there are a few core values that it holds sacred to its working method.

Inclusion: 1M1B is committed to overcoming barriers and ensuring that the opportunities available in the most privileged schools in urban India are also available to students in rural India. We strive to create a level playing field, where talent and potential are the only factors that determine success, not socio-economic status or geographical location. This is why 1M1B's programs are implemented not just in the best schools, but even in the most remote schools that cater to tribal children.

Systemic Change, Not Parallel Systems:

While working to address disparities, we recognize the importance of collaborating within existing systems. We believe that long-lasting change can only be achieved by identifying and amending the root causes of inequality – rather than creating siloed parallel systems. By engaging with key stakeholders, policymakers, and communities – we advocate for systemic reforms that pave the way for equitable education and growth opportunities. And the best advocacy is by demonstrating with action. This is why 1M1B has partnered with India's Ministry of Skills and Entrepreneurship, Central Board of Secondary Education (CBSE), All India Council for Technical Education (AICTE) and even the Ministry of Tribal Affairs.

Immersive Learning and Workplace Experiences:

Learning is most effective when it occurs in real-world contexts. 1M1B is committed to providing immersive learning experiences, in the form of virtual internships and job simulations, that bridges the gap between theory and practice. By partnering with multinational companies (MNCs) and businesses from across the world, and by leveraging immersive

technology, by priming students to real-world challenges, 1M1B encourages them to develop practical skills, critical thinking, and adaptability necessary for success in today's dynamic world. 1M1B has partnered with MNCs like IBM, Salesforce, Meta, and Aditya Birla Fashion and Retail to extend these crucial experiences to students.

Cultivating a Problem-Solvers Mind-Set:

1M1B aims to nurture a problem-solver's mindset in students by empowering them to think creatively and analytically, by embracing challenges as opportunities for growth. However, we also believe that solutions must be sustainable and considerate of environmental, social, cultural and economic factors. This is more important now than ever before given the looming climate crisis. By fostering responsible innovation, we aim to create a brighter future that balances progress with the preservation of the planet and its resources. To formalise this vision, 1M1B has instilled this as a core value for the Future Leaders program with the United Nations and The Purpose Academy with UC Berkeley.

Powering The Creator's Economy: 1M1B

recognizes that the global economy is transitioning to the era of solopreneurs and entrepreneurs. People can leverage the present opportunities offered by immersive technologies to create self-sustainable businesses, but only as long as they are given the right kind of support, training and tools.

1M1B hopes to create a world where education knows no boundaries, where innovation thrives with responsibility, and where every individual is empowered to reach their fullest potential for a brighter, inclusive, and sustainable future for all.

During the past decade, 1M1B has implemented various programs focused on achieving the UN Sustainable Development Goals by

- i) Promoting a mindset for sustainability, and fostering a green skilled workforce
- ii) Empowering changemakers and involving communities at various levels to sustain and scale the impact
- iii) Leveraging emerging technologies and digital skills, like AI, to augment impact, while skilling the workforce of tomorrow with the skills of the future.
- iv) Partnered with key stakeholders, ecosystem players, nodal agencies and experts to advance the work and scale through systemic integration and engagement.

From India, for India and beyond

India, a nation known for its rich history and cultural diversity, is now emerging as a leader in innovation and transformative change, especially in critical areas such as climate change, sustainability, and education. India has come a long way from an economy valued under USD 300 billion in 1993 to USD 3.6 trillion in 2024. World Bank's India Development Update mentions that India remained the fastest-growing major economy growing by 8.2% FY 2023-24. India is soon set to become the world's third-largest economy. With its burgeoning population, demographic advantage, and strong democratic institutions, India is positioned advantageously to spearhead global progress on these fronts. The nation's policies and initiatives aimed at skilling its youth, alongside its rapid technological advancements, are propelling it to the forefront of global change.

The Indian Ministry of Environment, Forest, and Climate Change launched the Green Skill Development Program (GSDP) to skill the youth in green jobs aimed at protecting ecosystems and biodiversity. Such initiatives help India not only achieve Sustainable Development Goals faster but also become the skill capital of the world.

Initiatives like Skill India and institutions like the National Skill Development Corporation aim to build strong connections between government, industry, and academia and empower the youth to contribute to the nation's economic growth. The rising digital economy and the creation of digital public infrastructure indicates an increase in the supply and demand of skilling opportunities in emerging technologies, in line with National Education Policy 2022.

Show and Tell

Over the past 10 years, 1M1B has been diligently showcasing its work, its models of operations and its youth-led impact at various national and international forums to global stakeholders, policymakers, partners and civil society. Spearheading discussions on our local successes, but proudly divulging the failures and learnings as well. We believe that discussing the journey, and not just the outcome is essential for good practices and models to be replicated and scaled in other geographies as well. Representatives from 1M1B have also been attending deliberations by others working on similar mandates to advance collective cohesion and collaborations.

1M1B at the UN



The 7 editions of the 1M1B Activate Impact Summits at the United Nations has been our way of forwarding our learnings to a global audience, while recognizing the work of young changemakers annually who propel the SDGs through their stellar social impact projects. At the 2023 Summit, the Permanent Representative of India to the United Nations, Ambassador Ruchira Kamboj delivered her keynote address and reiterated the support of the Permanent Mission of India (PMI) to organizations like 1M1B Foundation, who are spearheading youth-led initiatives at the interface of communities, technology and planet. Earlier in 2019, the then Permanent Representative of India to the UN, Ambassador Syed Akbaruddin had demonstrated his support and encouragement by hosting the 1M1B delegation. In 2017, Canada's Deputy Permanent Representative to the UN, Ambassador Louise Blais, had graced the 1M1B Activate Impact Summit as a keynote speaker.

In the past year, 1M1B was represented at various forums, with a few listed here;



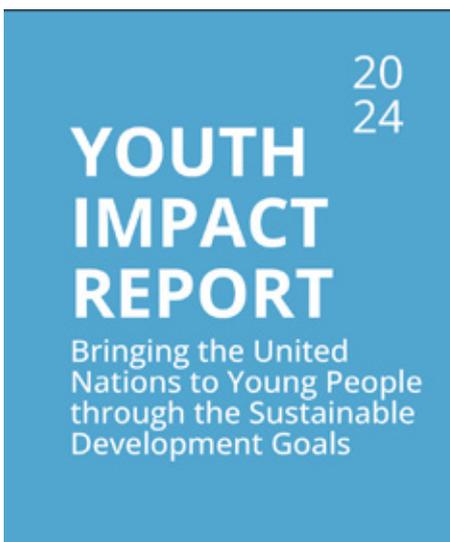
i) 79th session of the United Nations General Assembly (UNGA 79), New York, USA, September 2024. The high-level meeting was attended by Manav Subodh Founder & Trustee, 1M1B Foundation.



ii) AI for Good Global Summit, Geneva, Switzerland, May 2024
The summit was attended by Manav Subodh, Founder & Trustee, 1M1B Foundation.



iii) 2024 UN Civil Society Conference, Nairobi, Kenya, May 2024
The conference was attended by Saffin Mathew, Program Director, 1M1B Foundation, along with 3 young changemakers



1M1B contributed to the UNDGC's Youth Impact Report 2024 through Saffin Mathew, Programs Director, 1M1B, & Co-Chair of UNDGC Civil Society Youth Representatives Steering Committee (YRSC) who co-authored this year's report. The report underscores the importance of youth engagement in shaping the future of global governance and advocacy, highlighting the necessity for continuous collaboration and investment from stakeholders across the spectrum.

The learning and impact of 1M1B's work and its potential in shaping policies, processes and plans for India and other similar geographies have been regularly discussed through OpEds and Articles by Manav Subodh, Founder & Trustee, 1M1B Foundation, in leading print mediums and digital mediums.

Home > Education >

The use of AI in classrooms

Manav Subodh explains the possible pitfalls and perks of integrating artificial intelligence into education.

Manav Subodh
Last Updated: 09 January 2024, 01:34 IST

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What's Next in Artificial Intelligence? Credit: iStock Photo

What do you think of when you imagine a small government school in rural India? It might involve some variations of modest infrastructure, limited resources and diverse learning levels across grades. What if you could work within these constraints and transform this learning environment completely to make it a space where students can thrive?

Home > Articles > How a Green Workforce Leveraging AI Can Accelerate India's Net Zero...

AI for Sustainable Development | 5 Min Read | Jul 29, 2024

Guest Post - How a Green Workforce Leveraging AI Can Accelerate India's Net Zero Goals

According to the International Labour Organization, transitioning to a green economy could create 24 million new jobs globally by 2030. For India, this presents a unique opportunity to upskill its vast workforce, making it future-ready and environmentally conscious.

Published By : Manav Subodh



Safety of teen's mental health in the digital era

TOI Lifestyle Desk / etimes.in / Jun 6, 2024, 23:00 IST

 SHARE   FOLLOW US 

The online education movement, accelerated by the COVID-19 pandemic, has increased children's screen time. Home must be a focal point in our efforts to ensure digital safety for teens, requiring collaboration among four key pillars: teachers, parents, social media corporations, and policymakers. [... Read More](#)



The online education movement, accelerated by the COVID-19 pandemic, has significantly increased children's screen time. While much discourse has focused on keeping children safe online, a crucial aspect is often overlooked: teens' social media activity spikes post 9 PM, primarily within their homes. Home must be a focal point in our efforts to ensure digital safety for teens,

requiring collaboration among four key pillars: teachers, parents, social media corporations, and policymakers.



The release of the first edition of 1MIB's Impact Compendium at the 7th 1MIB Activate Impact Summit 2023 at the historic ECOSOC Chambers at the United Nations Headquarters.

Last year, the first edition of 1MIB's Impact Compendium was released at the 7th 1MIB Activate Impact Summit at the UN Headquarters. The compendium was presented to the UN DGC and UN ECOSOC representatives as a distillation of 1MIB's work throughout the year. The compendium highlights the impact that 1MIB created in the communities through its work, but also delves into the models, partnerships, and learnings that emerged from them such that other stakeholders and policymakers working in the same domain can draw from it for their work in their respective geographies, especially in developing economies.

The 1MIB Youth Changemakers also shared the learnings and recommendations that emerged through their collective social impact projects that may be of relevance to others working in the domain. These insights from the grounds-up may be invaluable to scale and replicate similar endeavors in other geographies as well.

Future Forward: Aligning the mandate of the next decade with the global needs and opportunities

India's demographic dividend—the economic growth potential arising from a large proportion of its population being of working age—provides a unique edge. Over 65% of the population is below the age of 35 yrs, making India one of the world's youngest nations. UN population projections predict that India's working-age population (15–59 years) will continue to grow until 2044. With proper education and skills training, this young population can become a driving force for innovation and development across sectors, particularly in climate change, sustainability, and education. However, an important question is, what skills should the young population be trained in?

**"The twenty-first century is the century of technology. There is hardly any aspect of human life that is deprived of the influence of technology."
– Narendra Modi, Prime Minister of India**

One of the most transformative technologies of the 21st century is artificial intelligence. AI is no longer a futuristic concept but a practical tool that enhances decision-making, automates processes, and unlocks new possibilities in data-driven insights. According to the World Economic Forum (WEF) Future of Jobs Report 2023, technological advancements such as AI, automation, and digital platforms are reshaping industries, creating new opportunities for innovation, and addressing global challenges like climate change. The WEF Future of Jobs Report highlights that by 2027, over 69 million new jobs related to technology and sustainability are expected to be created globally. Fields like AI, robotics, cloud computing, and data analysis are expanding rapidly, offering high-demand career opportunities. AI, in particular, is revolutionizing industries by automating routine tasks, optimizing business processes, and driving efficiencies across sectors like healthcare, finance, manufacturing, and energy.

However, beyond these innovations, the most significant global challenge of the 21st century is climate change, and technology is playing a crucial role in addressing it. Climate change threatens ecosystems, human societies, and economies worldwide. Rising global temperatures, extreme weather events, and biodiversity loss highlight the urgency of the situation. In response, AI and emerging technologies are being leveraged to develop sustainable solutions.

The intersection of technology and climate action is creating opportunities for green jobs and sustainable development. Governments and businesses worldwide are focusing on building green economies, investing in skills development, and fostering innovation in sectors like clean energy, smart infrastructure, and sustainable agriculture. This shift towards a low-carbon, tech-driven future presents significant opportunities for young people and entrepreneurs to lead in fields like green technology, AI-based sustainability solutions, and digital innovation. Thus, the rise of renewable energy and green technology has also become a key driver of future jobs.

According to the International Labour Organization (ILO), transitioning to a green economy could create 24 million jobs globally by 2030. In addition, emerging technologies like AI, IoT, and blockchain are being leveraged to drive sustainability efforts and mitigate climate risks.

The WEF report estimates that green jobs will grow at an annual rate of 8.1%, with AI playing a vital role in optimizing the efficiency of renewable energy systems like solar and wind. AI algorithms can predict energy demands, improve grid stability, and facilitate the integration of renewable energy into national grids, helping nations transition from fossil fuels to cleaner alternatives.

1M1B has aligned its mandate for the coming years in line with these shifting global dynamics. This gives us the opportunity to cause real on-ground impact at scale by leveraging our present outreach, partnerships and capacities to contribute to the emerging global priorities.

IMIB & AI

Forbes

Metaverse Comes to The Classroom



Metaverse is the virtual world that can be accessed through a computer or mobile device. It is a digital space where users can interact with each other and their environment. The metaverse is a virtual world that can be accessed through a computer or mobile device. It is a digital space where users can interact with each other and their environment.

IMIB & AI

FINANCIAL EXPRESS

Is Kerala's premier AI teacher Iris, a step towards advancement or a threat?

It is believed that the results produced by AI teachers may lack equitable or variable characteristics after facing full implementation or accessibility.



Kerala's AI Teacher, Iris

Meanwhile, experts also suggest that adopting a 'wait and watch' attitude allows for the evaluation of iris's effectiveness in real-world settings. It's essential to prioritise a collaborative approach in its development and implementation by involving educators, parents, as well as students in the conversation. "This ensures that the technology not only addresses real educational needs but also integrates seamlessly with existing teaching methods and classroom setups. The journey towards educational innovation with AI like Iris should be marked by open innovation, mindful adoption, and the collective effort of all stakeholders to ensure it success benefits every student and teacher involved." Manav Subodh, MD, One Million for One Billion.

IMIB's Thought Leadership

THE HINDU

CREATORS, NOT CONSUMERS



When we need today to be creative, India's youth must be able to create through their own hands. They must be able to create through their own hands. They must be able to create through their own hands.

IMIB's Thought Leadership

YOURSTORY

Involve the Youth in our battle to save the Earth

Involve the Youth in our battle to save the Earth. Involve the Youth in our battle to save the Earth. Involve the Youth in our battle to save the Earth.



Each day has been essential for more than 50 years now. Your youth will be the future of our planet. Involve the Youth in our battle to save the Earth. Involve the Youth in our battle to save the Earth. Involve the Youth in our battle to save the Earth.

IMIB AI

THE TIMES OF INDIA

Arts, humanities students must also learn AI in school



In the fourth row are IMIB associates G. R. Sathya-Murthy, director of programmes, Inera Manning, head of content, Manav Subodh, founder, and Elizabeth Saunders, board member (and also ambassador in emotional acceleration group at UC Berkeley). The students are from schools across Bengaluru, Hyderabad, Chennai, Delhi and Mumbai.

We need a shift in thinking, people need to accept that AI is not limited to computer programming, but will be an integral part of everything. So, humanities, arts and other subjects also need to embrace it.

Adaptation of AI courses at the higher secondary level is a good idea. If there are some good schools offering AI in 11th and 12th, the numbers could rise to 200-300 in a year. It could be the pressure to take up additional subjects for entrance exams. Another challenge is getting trained teachers. Many teachers feel it will be hard and do not get paid for it. Actually, AI is not hard and anyone can learn it. It is not learning one can write code and train the machines without knowing computer languages. But at least you can get trained in using available AI for data analysis and finding patterns.

Manav Subodh
FOUNDER, IMIB

IMIB Impact Insight

ThePrint

Indian youth activists, changemakers among winners of Diana Awards in UK

Another winner is 14-year-old Divya Uthkarsha, a student of NPS Rajajinagar, Bengaluru, for her humanitarian project, Project Surya, in the field of healthcare for underprivileged children suffering from diabetes in Karnataka.

"This award wouldn't have been possible without the support of my mentors at IMIB. I conceptualised my project at the IMIB Future Leaders programme and got outstanding mentorship to execute," said Uthkarsha.

The IMIB or One Million for One Billion is a UN accredited not-for-profit organisation that mentors youth under the Future Leaders Programme. Under Project Surya, Uthkarsha has donated more than 500 insulin syringes to poor diabetic children.

"Over the last four years, eight IMIB students have been recognised by the Diana Awards and this is a matter of pride for all of us. IMIB's goal is to empower and activate young people to become human-centred leaders is core to our mission," said Manav Subodh, Founder, and Chief Mentor of IMIB.

IMIB & AI

THE TIMES OF INDIA

CBSE to introduce AR and VR under emerging knowledge domain

AR and VR will be introduced as a new subject in the class 11 and 12. The students will be able to learn about the world through AR and VR. The students will be able to learn about the world through AR and VR. The students will be able to learn about the world through AR and VR.



The Central Board of Secondary Education (CBSE) is introducing AR and VR in the new subject, Meta, under the emerging knowledge domain. The students will be able to learn about the world through AR and VR. The students will be able to learn about the world through AR and VR. The students will be able to learn about the world through AR and VR.

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IMIB & AI

INDIA TODAY

India AI Youth Awards recognise students for societal betterment initiatives



IMIB (One Million for One Billion), a UN-accredited, youth and AI-focused edtech organisation has hosted the India AI Youth Awards to recognise students bringing AI to societal betterment initiatives.

IMIB (One Million for One Billion), a UN-accredited, youth and AI-focused edtech organisation, hosted the first of its kind initiative, the India AI Youth Awards, to recognise and unearth the most generation of future leaders who are using AI (Artificial Intelligence) for good and creating a positive impact in society.

The winner of the 1st edition of the India AI Youth Awards is Aqsa Manisha from Darshan Lal Dhar Vaidya School, Patliputra, Delhi for his project 'Sperry Coach' - it is a digital personalised AI-based sports academy for people who cannot afford sports academies or who have under the availability of sports academies in their area.

IMIB at the UN

Kamboj: India not just observing future unfolding, actively shaping it



UNEP (United Nations Environment Programme) India, Bengaluru for the world's first green growth summit. Kamboj said that the award wouldn't have been possible without the support of my mentors at IMIB. I conceptualised my project at the IMIB Future Leaders programme and got outstanding mentorship to execute," said Uthkarsha.

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IMIB Impact Insight

THE TIMES OF INDIA

Teen builds 'Smart' anganwadi to boost rural literacy



A 14-year-old student from NPS Rajajinagar, Bengaluru, has built a 'Smart' Anganwadi to boost rural literacy. The student has built a 'Smart' Anganwadi to boost rural literacy. The student has built a 'Smart' Anganwadi to boost rural literacy.

A 14-year-old student from NPS Rajajinagar, Bengaluru, has built a 'Smart' Anganwadi to boost rural literacy. The student has built a 'Smart' Anganwadi to boost rural literacy. The student has built a 'Smart' Anganwadi to boost rural literacy.

IMIB Impact Insight

Empowering students through digital citizenship training



Empowering students through digital citizenship training. Empowering students through digital citizenship training. Empowering students through digital citizenship training.

Empowering students through digital citizenship training. Empowering students through digital citizenship training. Empowering students through digital citizenship training.

IMIB Impact Insight

Global Indian

Manav Subodh: Nurturing talent through IMIB



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@1M1BINNEWS



QR code linking to @1M1BINNEWS.

IMIB Impact Insight

Invest in the planet' for a safer world



Invest in the planet' for a safer world. Invest in the planet' for a safer world. Invest in the planet' for a safer world.

Invest in the planet' for a safer world. Invest in the planet' for a safer world. Invest in the planet' for a safer world.

IMIB's Thought Leadership

Hindustan Times

Empowering students through digital citizenship training



Empowering students through digital citizenship training. Empowering students through digital citizenship training. Empowering students through digital citizenship training.

Empowering students through digital citizenship training. Empowering students through digital citizenship training. Empowering students through digital citizenship training.



A glimpse of 1M1B Summit at the ECOSOC Chamber at the UN Headquarters



The Director of Outreach Division, Department of Global Communications, UN, Maher Nasser receiving the first copy of 1M1B Impact Compendium 2023 from Swati Subodh, Co-Founder of 1M1B Foundation



A group photo marking the conclusion of the impactful 7th 1M1B Activate Impact Summit at the United Nations



Ambassador Ruchira Kamboj, the then permanent representative of India to the United Nations with 1M1B Changemakers



CHAPTER 2

INITIATIVES IN

SUSTAINABILITY

The United Nations' Sustainable Development Goals emphasizes that development efforts must be sustainable, ensuring that present growth does not compromise in any way the ability of future generations to thrive. As the world gradually transitions towards a more sustainable future, India is at the forefront of this shift.

The global challenge of Climate Change is an imminent threat to life on earth. India's commitment to combating this challenge is demonstrated through its active participation in global accords, most notably the Paris Agreement, among others. The nation has set ambitious targets to reduce carbon emissions and increase the share of renewable energy in its total energy mix. India aims to achieve 500 GW of renewable energy capacity by 2030 and reduce carbon emissions by 1 billion tonnes.

India aims to promote a healthy and sustainable lifestyle and circular economy rooted in traditions and values of conservation and moderation, exemplified by the mass movement for 'LIFE' — 'Lifestyle for Environment' — as a vital approach to combating climate change. At 1MIB, we strongly believe that this sustainable lifestyle can become an inseparable part of life by inculcating it earlier in life as part of the education system. In line with the UNESCO's State of the Education Report for India 2023, and National Education Policy 2020, 1MIB's programs are designed to leverage the role of education and appropriate

skilling in addressing climate change and integrate environmental education into mainstream education. The sectors of renewable energy, and sustainability present enormous opportunities for India's youth. The renewable energy sector alone is expected to generate over 3.5 million jobs by 2030, largely in solar, wind, and hydropower industries. Green jobs, which involve roles that contribute to preserving or restoring the environment, are also on the rise. These include roles in sustainable agriculture, green building construction, and energy efficiency.

Education and skilling in these domains is imperative to leverage these opportunities. Programs like the Green Skill Development Programme (GSDP), launched by the Ministry of Environment, Forest and Climate Change aim to train 500,000 youth by 2025 in green skills such as expertise in biodiversity conservation, waste management, and environmental impact assessment. As the demand for green jobs increases, India's ability to produce a skilled workforce will determine its success in leading the global sustainability movement.

1MIB is championing these efforts to create a green skilled workforce equipped with the relevant knowledge and sustainability mindset through various initiatives. We are working to bridge the skilling gap in key areas of renewable energy, waste management, and smart mobility solutions through our programs in partnership with academia, industry and government.

Young Changemakers interacting with local communities during fieldwork



Green Skills Academy

The Context

We are experiencing an unprecedented time in history where the future of work is being reimagined with climate and our planet in mind. According to the International Labour Organization (ILO), the green economy could create 24 million new jobs by 2030. The idea of a green economy is to create economic growth through sustainable development, and reducing environmental risks, while ensuring resource efficiency and social equity.

As many industries worldwide commence their transition towards sustainability, there is a growing demand for professionals equipped with green skills like expertise in renewable energy, waste management, sustainable transport, and energy efficiency. The World Economic Forum's 'Future of Jobs' report, and LinkedIn's "Emerging Jobs Report" identified roles like sustainability specialists, renewable energy engineers, and environmental consultants as rapidly growing positions in the job market among the emerging domains.

The global demand for green skills has risen by 40% since 2015, but only 13% of the labor workforce possesses the requisite skills that the organizations need. Traditional educational institutions often lack the specialized curricula needed to prepare students for careers in the green economy. The 1MIB Green Skills Academy is designed to equip the future workforce with the skills and mindset needed to thrive in a rapidly evolving sustainability job market.

The Program

The 1MIB Green Skills Academy, in partnership with Salesforce, and supported by the State Government of Telangana, and the Government of Meghalaya, in India, offers a comprehensive program that blends 1MIB's extensive experience in mobilizing the future workforce on technology and skills with the urgency of

addressing climate change. The 1MIB Green Skills Academy is nurturing India's climate talent by accelerating the adoption of green skills amongst college youth above 18 years.

Through a unique blend of theoretical knowledge, projects, workplace experiences, internships and job readiness mentoring, a dynamic learning environment is created to empower participants with a range of specialized skills like artificial intelligence, sustainable design, data analysis, project management and climate tech skills. Through direct interactions with industry experts, mentors, and sustainability-focused organizations, the program positions graduates for impactful careers in the green job market.

Program Implementation

Learning Kickoff and orientation

- The students gain fundamental knowledge in green skills, green jobs, and the role of technology in sustainability.

Challenges, workshops, and simulations

- Students are shortlisted based on various challenges and are provided with 20+ hours of weekly mentoring sessions, led by mentors from 1MIB. Throughout this period, students participate in various phases of challenges. These challenges lead them through the process of **identifying problem statements**, aligning with Sustainable Development Goals (SDGs) related to green skills, and **prototyping solutions as a capstone project**. These hands-on approaches help students develop crucial skills in problem-solving, innovation, and sustainability.

Conclusion

- Top 10 students are provided with **internships** on AI and green skills at T-Hub, the innovation hub and ecosystem setup under the State Government of Telangana. Top 5 students are selected to represent the state at the 1MIB Activate Impact Summit at the United Nations, New York.

Finalists of the First Edition of Green Skills Academy





Students of women's engineering college enrolled in Green Skills Academy

A glimpse into the first edition of GreenSkills Academy

1MIB Green Skills Academy was launched in April 2023 in partnership with the state of Telangana. The orientation session was broadcasted live to over 33+ colleges including 20 tribal colleges, highlighting a commitment to inclusivity and ensuring students from diverse backgrounds have access to green skills education.

Over a period of three months, students were shortlisted through various challenges. The shortlisted students engaged in 20+ hours of weekly mentoring sessions, led by 1MIB mentors. Continuous guidance and monitoring were provided through group mentoring sessions, ensuring students received the support they need to succeed in this program. Students also received a comprehensive e-kit to aid their learning and development.

Top 13 projects involving 17 students were shortlisted and trained on core green technologies like renewable energy and waste management, building working prototypes, testing, and creating impactful solutions making them work place ready. In addition, they were trained in communication, collaboration, presentation, critical thinking, problem-solving, spoken English, email writing, MS Office (including Word, PowerPoint, Excel, and Canva), and fundamentals of emerging technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR).

The top 5 student projects selected for the 8th 1MIB Activate Impact Summit at United Nations, New York.

ApnAI Interview CRACKER

Focus UN SDGs:

SDG 4: Quality Education

SDG 8: Decent Work and Economic growth

SDG 9: Industry, Innovation and Infrastructure

Project Summary:

"Many students face job readiness challenges due to limited tech familiarity, lack of support, and inadequate resources. Traditional mock interview platforms often miss the latest AI advancements, widening the preparedness gap. As an introvert in my second year, I experienced similar struggles but significantly improved my skills and confidence through open-source community involvement. This inspired me to develop a mock interview website with AI features like Vertex AI Chatbot, Summarizer, and Gen AI for video analytics. This platform will offer market trends, portfolio creation, ATS resume templates, and open-source contributions to enhance employment readiness for others facing these challenges."

- **Meeth Kumar Shah, 22 years**

Vignana Bharathi Institute of Technology, Hyderabad
Computer Science and Engineering (CSE), 4th year

Manifesting Manholes

Focus UN SDGs:

SDG 9: Industry, Innovation and Infrastructure

SDG 11: Sustainable Cities and Communities

Project Summary:

“The “Manifesting Manholes” project aims to address the challenges of urban flooding and infrastructure safety in Indian cities. During heavy rains, roads often become submerged, causing blocked roads and posing risks to pedestrians. Our solution uses AR technology, FIGJAM for building interactive wireframe prototypes, CANVA for illustrations, and the AI tool ChatGPT for an overview. This project is designed to assist users, municipal workers, and officers in detecting and managing manholes more efficiently. By implementing this project idea in the near future, we aim to create safer, more structured, and sustainable cities across India.”

– **Narayanam Bhavya, 20 years**

Malla Reddy College of Engineering for Women,
Hyderabad

Computer Science and Engineering, 3rd year

Project Intellinexa

Focus SDGs:

SDG 15: Life on Land

SDG 13: Climate Action

SDG 8: Decent Work and Economic Growth

Project Summary:

“Intellinexa leverages AR, VR, and AI to transform eco-tourism, offering features such as AR Wildlife Trails, VR Adventures, Eco Career Guides, and Eco Diaries. Using beginner-friendly tools like Spark AR Studio, we create cost-effective, highly engaging eco-tourism experiences that promote lesser-known natural sites and support nearby conservation projects. Our interactive, educational experiences aim to deepen the connection between tourists and nature. Additionally, our Eco Career Guide informs and inspires visitors about green skills and career opportunities in sustainability.”

– **Manal Muneer, 21 years**

Deeksha Degree College, Nirmal

Bachelor of Science in Life Sciences, Final Year

Students engaging in an interactive mentoring session of Green Skills Academy





The Dignitaries from the State of Telangana and IMIB Partners with Shri Jayesh Ranjan, Special Chief Secretary, IT, E&C, Government of Telangana, India at the Grand Finale of Green Skills Academy

Nurture Sapling

Focus UN SDGs:

SDG 2- Zero hunger

Project Summary:

The idea stems from a small emotion inspired by my father, who always says, "Annam ParaBrahma Swaroopam" that translates into 'food is an avatar of God'. As a middle-class family, we believe that every grain is precious. There were days when my dad survived on one plate of Idli and 3-4 cups of sambar per day in Vellore being considerate for my uncle, in order not to burden the family financially. This realization motivated me to choose Zero Hunger as my Sustainable Development Goal (SDG). This journey led to the creation of the Nurture Sapling initiative, aimed at providing our state with non-toxic food. Our project utilizes AI tools and Meta Spark Studio to create augmented reality experiences that help people connect with the plants they are growing. Through camera tracking, it provides users with links and guidance on how to grow their plants organically and faster.

- **Satyavathi Kolapalli- 18 years**

Malla Reddy College of Engineering for Women, Hyderabad
Electronics and Communication Engineering, 1st year

Tech. Vesalius

Focus UN SDGs:

SDG 4: Quality Education

SDG 3: Good Health and Well-being

SDG 10: Reduced Inequalities

Project Summary:

"Tech. Vesalius aims to revolutionize anatomy education through AR/VR technology, enhancing retention and practical skills while ensuring accessibility for all students. Inspired by my sister's struggles as a medical student, this project seeks to bridge the gap between theoretical knowledge and hands-on experience, providing interactive 3D models and virtual dissection labs. Specifically, we use Meta Spark Studio to develop AR models for our prototype. Our goal is to make high-quality anatomical education universally accessible, improving learning outcomes and preparing future healthcare professionals more effectively."

- **Pemmasani Likhitha Chowdary, 19 years**

Malla Reddy College of Engineering for Women, Hyderabad
Electronics and Communication Engineering, 1st year

Skills Imparted in the Program



Impact of the Program

-  **7000+** students started their journey with a strong intent for sustainability through their work.
-  **3000+** students showcased their innovative ideas through various Challenges.
-  **200 top students** received hands-on mentoring and workshops.
-  **20 students** presented groundbreaking Capstone Project Ideas.
-  The **Top 10** students interned at T-Hub, while the **Top 5** are set to participate at 8th IMIB Activate Impact Summit, United Nations, New York in December 2024.

Second edition of Green Skills Academy kickstarted in 2024 with 70,000 students from Telangana and is in the process of enrolling students from across the country.



This painting is an eco-friendly creation made entirely from sustainable materials. Crafted on a canvas of recycled cloth, it is painted using food-based colors, emphasizing a commitment to reducing environmental impact. The choice of hydrangeas as the subject adds a layer of meaning, as these flowers symbolize gratitude and bunch of abundance in nature.

It serves as a reminder of the potential to create beauty while honoring and protecting our planet, inspiring viewers to consider their own impact on the environment.

#ArtForSDG

By Deepika Venkatesh,
IMIB

What the Stakeholders Say



"As we inaugurate the 1M1B Green Skills Academy and witness its profound impact on our youth, I am pleased to reaffirm Telangana's commitment to fostering sustainable development through innovative initiatives like this. The establishment of the academy's center in our state marks a significant milestone in our journey towards equipping our youth with essential green skills. We believe this collaboration will not only empower our youth but also strengthen our position as pioneers in sustainable technology and practices.



Information Technology Minister Sridhar Babu,
Government of Telangana,
India



In the past few months, the impact of climate change has been felt by people all over the world. Effective engineering means sustainable engineering, especially with industries embracing digitization. According to Salesforce research on the Sustainability Talent Gap, over 8 in 10 global workers want to help their company operate sustainably, with 3 in 5 eager to incorporate sustainability into their current role. Green Skills are the way forward and are essential to prioritize sustainable development and the adoption of emerging technologies like generative AI.



Sanket Atal
SVP & Managing Director, Sites,
Salesforce India
New York.



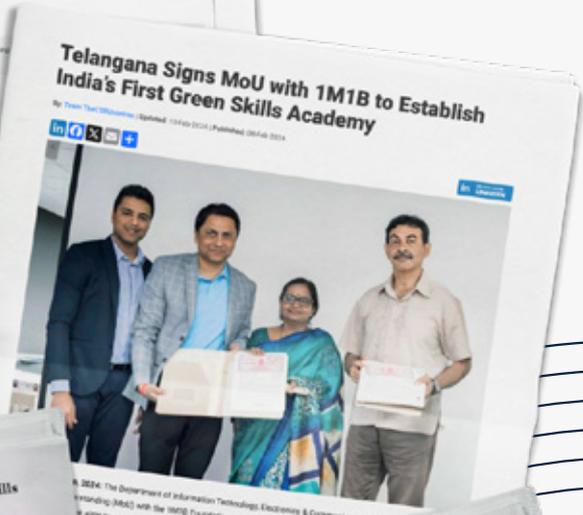
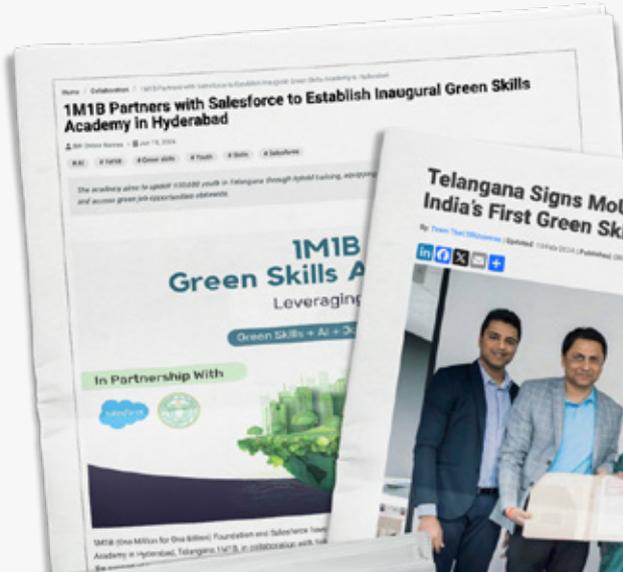
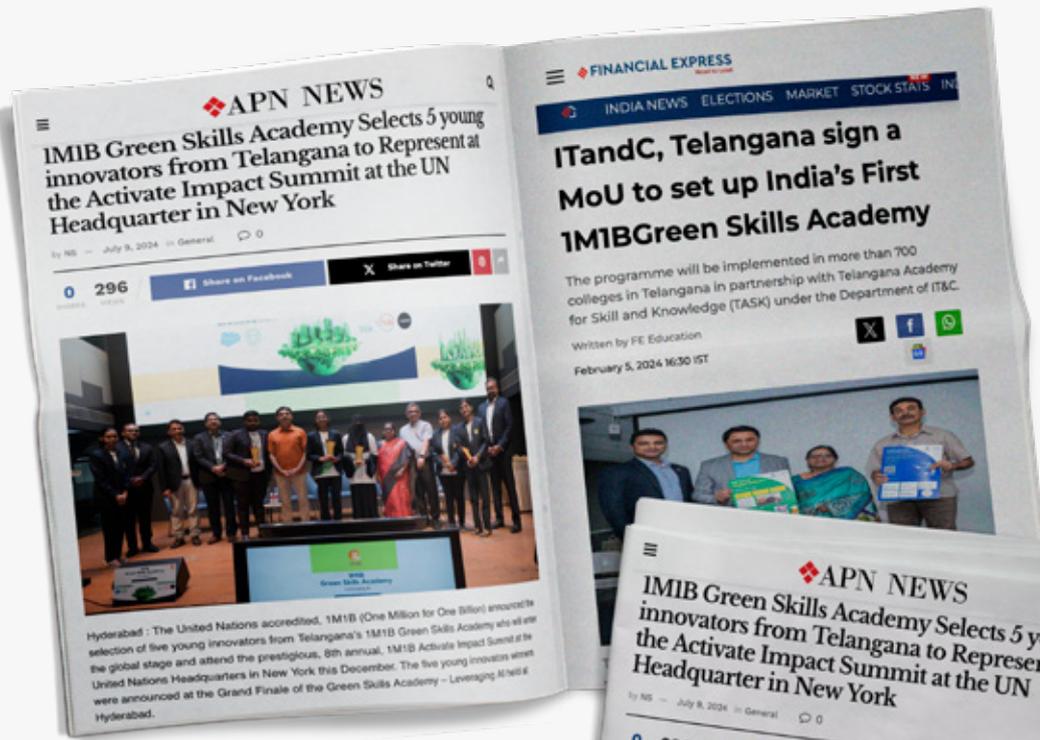
I am delighted to welcome the establishment of the 1M1B Green Skills Academy, leveraging AI technology in partnership with Salesforce and 1M1B. This initiative represents a significant step towards harnessing cutting-edge technologies to foster green skills and sustainable development. We look forward to our partnership with TASK and 1M1B in fulfilling our commitment to achieving the Net Zero mission. Every change begins with an individual or a family, and therefore, green skills must be taught to young minds. We will ensure our full support for 1M1B so that our youth are well-equipped with green skills and set an extraordinary example for the rest of the country and the world.



Jayesh Ranjan
Special Chief Secretary,
Information Technology and
Industries and Commerce
departments, Government
of Telangana, India



Media Recognition



Generation Green Campaign

The Context

As the consumption of electronic devices increases across the world, there has been a significant rise in global e-waste generation. According to the 2024 Global E-waste Monitor Report, 62 million tonnes of e-waste was produced in 2022, an 82% increase from 2010. It is projected to increase by another 32% by 2030. However, only 22% of e-waste was collected and recycled in 2022. This waste includes discarded electronic devices like computers, smartphones, and home appliances, many of which contain toxic materials like lead, mercury, and cadmium. Improper disposal of e-waste contaminates soil, air, and water, posing serious health risks, particularly to informal workers who handle this waste without proper protection.

E-waste in India has become a growing environmental and health concern. India is now the third-largest producer of e-waste globally, generating about 3.2 million metric tonnes (MT) of electronic waste annually. India's E-Waste Management Rules (2016) were a significant step in regulating e-waste disposal, promoting Extended Producer Responsibility (EPR), and encouraging formal recycling. Despite this, over 90% of e-waste is still handled by the informal sector. The government updated the rules in 2022, focusing on circular economy principles and stricter compliance norms. However, challenges remain, including a lack of awareness and inadequate infrastructure for collection and recycling.

The Program

The Generation Green (Gen G) Campaign is jointly launched by All India Council for Technical Education (AICTE), OPPO India, and managed by 1M1B Foundation. It is aimed at inspiring and empowering 1 million students to take action towards **E-waste management** and environmental sustainability. By focusing on education, awareness, and hands-on engagement, Generation Green Campaign seeks to create a movement where young people develop eco-conscious mindsets and adopt sustainable practices, thus building an eco-conscious India.

The Gen G platform encourages youth to take collective responsibility for their environment. The objective of the program is to mobilize students as change-makers, leading efforts to drive sustainable environmental solutions through education, internships, community

campaigns, and strategic partnerships with institutions. This program empowers the youth to embrace and advocate sustainability while focusing on management of electronic waste based on the principles of Repair, Reuse and Recycle.

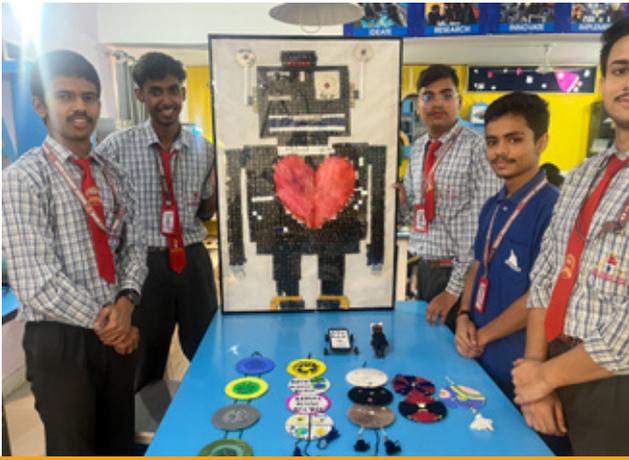
Climate change and environmental degradation are global issues that require collective action. Academic institutions play a crucial role in shaping the future, and their involvement in the Generation Green Campaign strengthens our efforts in cultivating a generation that is well-equipped to tackle environmental challenges and promote sustainability.

Program Implementation

- **Education on Environmental Impacts of E-waste:** Raising awareness among students on the importance of proper e-waste disposal and its broader environmental impact through training and mentoring sessions.
- **Promotion of Sustainable Practices:** Encouraging the adoption of eco-friendly behaviors and practices among the youth.
- **Community Engagement:** Actively involving students in awareness campaigns, e-waste collection initiatives, and green internships to foster community-wide environmental responsibility.
- **Strategic Partnerships with Educational Institutions:** Collaborating with technical and non-technical institutions to integrate sustainability programs into their frameworks and incentivize participation in environmental initiatives.



At Silver Oak University, E-waste collection bins stand ready, marking the start of a collective drive towards a cleaner, greener future.



Artwork from E-waste by GenG participants



Students taking Green Pledge committing to environmentally sustainable lifestyle

Skills Imparted in the Program

- E-waste management
- Community leadership
- Environmental Sustainability skills
- Creative problem-solving
- Advocacy skills

Impact of the Program



Green Pledge: Over 164,536 pledges were taken through online and offline modes highlighting a commitment to lead an environmentally responsible lifestyle.



Sustainability Internships: More than 9,000 students registered for sustainability internships from 1,400+ technical and non-technical institutions.



Champion Colleges and Schools: Over 70 institutions registered for becoming eco-conscious models, with over 35 workshops conducted. These institutes organized various e-waste drives.



Geographic Reach: The campaign spanned 20 states and 3 Union Territories across the country.



Creative Competitions: Students were engaged in poster-making, poetry, and skits, promoting innovative approaches to e-waste management and sustainability.

Action on SDGs



What Stakeholders Say

“Individual actions, such as reducing energy consumption, using public transport, and adopting plant-based diets, can make a significant difference when combined with collective action. Governments, corporations, and communities must work together to enact and enforce climate policies. The time for climate action is now. We owe it to ourselves, future generations, and the planet to take bold and immediate action to address the climate crisis.”

Tejasvi Sharma, BBA student, SS Jain Subidh PG Mahila Vidhyalaya, Jaipur

“Together, we have the power to transform our world into a greener, cleaner, and more sustainable place for future generations. Let's unite in our efforts to protect the environment, conserve resources, and inspire others. Our collective actions can make a significant difference, and I am proud to stand alongside all the amazing individuals and organizations working towards environmental stewardship.”

Jatin Baisoya, B.Tech student, Guru Gobind Singh Indraprastha University, Delhi

Media Recognition

AICTE, OPPO India Kick Off Nationwide E-Waste Awareness Drive Across Colleges Under 'Generation Green' Campaign

By: TheCSRUniverse Team | Published: 11-Sep-2024

<https://thecsr universe.com/articles/empowering-youth-and-championing-sustainability-oppo-india-s-generation-green-campaign>

OPPO India and AICTE launch 'Generation Green' internship campaign to empower 5,000 students

The project will increase students' awareness of climate change.

To Staff Writer | Jul 9, 2024 | SHARE



OPPO India and the All India Council for Technical Education (AICTE) unveiled their 'Generation Green' campaign. The 100-day initiative, run by IM1B (One Million for One Billion), offers 5,000 internship opportunities throughout Indian colleges to encourage young people to develop green skills.

AICTE and OPPO India launch nationwide e-waste awareness drive under 'generation green' campaign

By Staff Writer | Mumbai, October 20, 2024 | 5:30 PM



Members of the All India Council for Technical Education (AICTE) and OPPO India launch nationwide e-waste awareness drive under 'generation green' campaign. (ETPRIME/Anand)

AICTE & OPPO collaborate for 'Generation Green' campaign; to build green skills through 5,000 student internships in India

ETPrime

via Bhasa, ET Bureau - Last Updated: Jul 08, 2024, 03:45:00 PM IST

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Synopsis

The All India Council for Technical Education (AICTE) and OPPO India have launched the 'Generation Green' campaign, a 100-day initiative managed by IM1B, to promote green skills among youth through 5,000 internships across Indian colleges. The campaign aligns with LinkedIn's Global Green Skills Report 2023, which highlights that job seekers with green skills are 29% more likely to get hired. The initiative aims to cultivate climate-conscious skills in students, enhancing their employability and contributing to sustainability efforts.



Representative image.

The All India Council for Technical Education (AICTE) and OPPO India are launching the 'Generation Green' campaign, a 100-day programme managed by IM1B (One Million for One Billion), to promote green skills among the youth through 5,000 internship opportunities across colleges in India.



Combating climate change is imperative for a sustainable future. SDG 13 emphasizes urgent action to mitigate its devastating impacts. As we strive for a greener tomorrow, let's remember: "Go Green to Breathe Clean, Be a Part of the Solution, Not the Pollution."

Achieving SDG 13 requires commitment and innovation. By working together, we can combat climate change and create a resilient, equitable world. The time to act is now. Let's unite to protect our planet, ensuring clean air, water, and land for future generations. Every small step counts; every voice matters.

#ArtForSDG

Puja Thandar

Tata institute of Social Sciences
Guwahati, Assam

Sustainability Accelerator

The Program

IMIB's Sustainability Accelerator in partnership with Aditya Birla Fashion and Retail Limited (ABFRL), is another initiative to ignite a **sustainability mindset** among today's youth while equipping them with the necessary skills to thrive in the emerging green job market. The top participants are awarded immersive workplace experiences by ABFRL.

The Sustainability Accelerator program combines theoretical knowledge with practical experience through engaging workshops, open mentoring sessions, and hands-on projects. The participants gain a deep understanding of sustainability principles and their practical applications. They explore various aspects of sustainability, such as renewable energy, waste management, conservation, and circular economy, among others.

The participating students design an environmental sustainability and climate action-oriented project on selected UN SDGs. The top 80 selected students are provided an opportunity for an immersive work experience in ABFRL sites across India. The internship helps students build real world green skills needed for a green economy and build an interest in green jobs.

Impact of the program



8,000 youth trained



700+ schools participated



Students from schools in **28 states and union territories** of India engaged



10,000+ submissions on green missions



1000+ sustainable projects mentored



20 students provided internship with ABFRL



This painting beautifully captures the essence of biodiversity, symbolizing the harmony between nature and wildlife, aligning with *Sustainable Development Goal 15: Life on Land*. The bird's sharp eyes and striking feathers emphasize the unique characteristics of each species and the need for conservation efforts to protect them from extinction.

The tree, adorned with delicate flowers, showcases the interconnectedness of flora and fauna, reminding us of the vital ecosystems that sustain life on Earth. The artist aims to highlight the delicate balance of nature and the importance of protecting it from deforestation, habitat loss, and environmental degradation.

#ArtForSDG

Krishna Khachariya
Marwadi university,
Rajkot, Gujarat, India



Scan this QR code to know more about our programs

CHAPTER 3

INITIATIVES FOR THE COMMUNITIES

The 2030 Agenda for Sustainable Development highlights the need for inclusive economic growth, and equitable access to skills and jobs is key to achieving this. In India, where 65% of the population lives in rural areas, empowering these communities is crucial for sustained development.

Rural communities often face challenges such as limited access to education and vocational training, which can hinder their overall economic prospects, and of the country at large. Imparting professional, technical and digital skills can be a catalyst in providing the rural youth with the skills and aptitude needed for their gainful participation in today's workforce, and contribution to the national economy.

Skilling of the youth, irrespective of their demographics, is crucial for creating a new generation of socially conscious leaders capable of addressing

emerging real-world challenges, in the process fostering abilities like problem-solving, adaptability, and empathy. IMIB's initiatives equip youth with the tools to tackle societal challenges such as poverty, unemployment, and climate change.

Through the development of these skills, the youth not only enhance their personal growth but also contribute to systemic change by prioritizing people and the planet, in alignment with the UN Sustainable Development Goals (SDGs).

IMIB's community centric skilling programs in rural and urban areas aim to create pathways for a transition to sustainability. Involving these communities ensures that economic growth is inclusive, resilient, and sustainable.

Closing ceremony of one of the batches of the IMIB Career Readiness Program at Marsur in rural India



Grassroots Initiatives

The Context

India, now the most populous country with 1.4 billion people, has 46% of its population under 25 and 67% in the working-age group (15–64), with a median age of 28.6 yrs. By 2030, India will have the world's largest working-age population, presenting immense potential for growth. However, with a labor force participation rate of only 40%, a significant gap exists between job supply and demand. Empowering youth with essential skills is critical to bridging this gap.

Globally, the gender gap score in 2023 is 68.4%, with progress so slow that full parity is nearly 131 years away. In India, while 64.3% of the overall gender gap has been closed, only 36.7% parity has been achieved in economic participation. This underscores the need to empower more women in the workforce, promote wage equality, and ensure equitable career opportunities.

The program

The 1MIB Grassroots Initiatives address these challenges by equipping rural youth and women (ages 16–45 yrs) with the skills, knowledge, and opportunities needed for dignified livelihoods. The initiative focuses on three categories, namely, career readiness program for rural youth, women empowerment program targeted at women skill development, and digital equalizer for underprivileged high school students.

Program Implementation

Career Readiness Program: This program empowers job seeking rural youth with employability skills to help them secure placements. This 30-hours curriculum teaches essential professional and digital skills to individuals aged 18 yrs and above, including communication, problem-solving, resume building, internet browsing, email writing, and MS Office.



Inauguration of the 1MIB Career Readiness Center at Marsur, Karnataka, India

Partnering with Aditya Birla Fashion and Retail (ABFRL), this initiative has thrived for 6 years in select districts of Indian states of Karnataka, Andhra Pradesh, and Tamil Nadu, successfully helping youth find employment opportunities.

Women Empowerment Program: This program empowers aspiring women to become self-reliant and confident individuals. Through training in tailoring, and through facilitating market connect for artisanal products these women stand a chance at economic growth, for themselves and for their families. 1MIB launched a women empowerment program during the COVID-19 crisis when unemployment was at its peak. In East Godavari district of the southern Indian state of Andhra Pradesh, 1MIB helped revive a women-led tailoring unit in Lakkavaram to produce and sell Personal Protective Equipment (PPE) kits to nearby hospitals. This initiative upskilled 240 women, offering training in design, thread work, and customer service skills.

Building on this success, 1MIB expanded the program to Karnataka, where 200 women across five villages received basic and advanced tailoring training, nurturing their confidence and entrepreneurial spirit for financial independence.

Digital Equalizer: This program empowers underprivileged high school students to embrace and leverage emerging technologies like Artificial Intelligence (AI) to create social impact. The program aims to provide AI and entrepreneurship skills to high school students in India, with a specific focus on those from marginalized communities. Implemented in partnership with partners like Innovation Hub for Robotics (IHFC) at IIT Delhi and IBM Skillsbuild, this program helps foster student innovation & creativity by leveraging AI.



Completion ceremony of one of the batches of the 1MIB Career Readiness Program

Inauguration of the career readiness center at Marsur



Placement Support

Inauguration of multiple batches of women tailoring training in villages across Bangalore



Closing ceremony of a couple of batches of the women tailoring training





Women Rural Shark Tank conducted on the occasion of the International Women's Day 2023



The Impact of the Program



9000+ rural youth trained



5340 successfully placed in jobs



550 women trained



INR 8,000–9,000 per month earnings per women



INR 70 Lakhs worth of PPE Kits stitched by women



4 South Indian states of Andhra Pradesh, Karnataka, Telangana, and Tamil Nadu covered

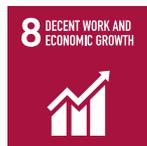
25,000 per month and this is helping me also contribute at home and my parents are very proud. I am grateful to 1M1B and ABFRL for this incredible growth opportunity. Thank you for letting me share my journey.”

– **Rabhiya, from Mathagondapalli, Tamil Nadu**

My name is Kavana from Chandapura. After completing my studies, I struggled to find a job. Fortunately, I learned about Career Readiness classes through my mother's friend. There, I gained professional skills, including MS Package and digital marketing. I even designed my engagement invitation using Canva. My family appreciated the cost-saving effort! After three months of training, I was offered a placement opportunity. With their support, I interviewed at DHL and secured a position as a data entry operator, where I am earning INR 15,500 per month. I never thought that I would start earning soon. Prakash sir and Arokia Raj sir helped me set my career goals. I owe this achievement to 1M1B and ABFRL. I am deeply grateful to them.

– **Kavana from Chandapura, Karnataka**

Action on SDGs



What Stakeholders Say

“My name is Rabhiya from Mathagondapalli, Tamil Nadu. Inspired by a friend, I joined the Career Readiness Program with my parents' support. There, I learned Tally, basic computer skills, communication English, resume building, and email creation. With Prakash sir's guidance, I secured a job at Flipkart in the quality checking department. Later, he helped me join Titan Company where I am now a supervisor. Here I am now earning INR

My name is Sachin from Hosur. During my final year of diploma at PMC College, I learned about the job placement services offered by 1M1B. With her guidance, I approached Prakash sir who trained me for interviews. Thanks to their support, I secured a job at Bata Pvt Ltd in metal handling where I am earning INR 18,000 as I am a fresher. This is a starting step in my career and I am getting to learn a lot at Bata. I am grateful to the 1M1B team for helping me find my profession and happiness.

– **Sachin from Hosur, Tamil Nadu**

Youth Leadership Programs

1M1B's Future Leaders Program

1M1B is committed to empowering the next generation of leaders by working with the diverse sections of society. Other than working with youth at the grassroots, it is imperative that those in positions of privilege recognize the need to rebalance inequities, as they can accelerate on-ground impact whilst leveraging their own networks and resources. There is a need for young leaders to be motivated to use their social advantage for the greater good. Systemic change can only happen when leaders prioritize the collective good of society. The focus of our work with this group is on opportunities emerging from skills, innovation, and technical abilities, which is why 1M1B aims to develop socially conscious leaders who can create sustainable solutions for real-world problems. The program nurtures skills like problem-solving, adaptability, empathy, resilience, and collaboration through its activities.

1M1B's flagship Future Leaders Program, which has been running for nearly a decade, seeks to create a new generation of leaders capable of tackling societal challenges through the lens of the UN Sustainable Development Goals (SDGs). The program identifies passionate and socially conscious high school students, providing them with a **leadership curriculum** rooted in **innovation and entrepreneurial thinking**. Students are mentored to create impactful projects in their areas of interest, addressing critical issues like **poverty, the wage gap, unemployment, and climate change**.

Participants emerge as human-centered leaders who prioritize people and the planet over personal profits. The top students demonstrating the most impactful and socially relevant projects are presented the opportunity to participate in a **three-day immersive experience in New York**, where they present their projects at the annual 1M1B Activate Impact Summit at the United Nations Headquarters.

Below are a few projects showcased by our Future Leaders.

Childhood Diabetes Support

Project Surya, led by Divaa Uthkarsha, is a youth-led nonprofit dedicated to empowering underprivileged children living with Type 1 diabetes in India. Their mission received further support from the WeServe Foundation, in partnership with the 1M1B Foundation, to provide essential resources and diabetes education to these children, ensuring they can manage their condition effectively and lead fulfilling lives.

So far, the project sponsored 220 cartridges of insulin and 600 glucose test strips to the Karnataka Institute of Endocrinology & Research, directly impacting the lives of nearly 200 children across Karnataka who otherwise would struggle to access these critical supplies. A free health camp was also conducted in West Bengal as part of this project.



Team of Project Surya donating insulin kits



#ArtForSDG

Sanvi Dash,
Buxi Jagabandhu English Medium School II, Odisha

Clean Drinking Water Supply

Project Neer (Neer in Hindi refers to water) led by Team Auxilia* aims at improving healthcare through clean drinking water supply in Thurputhallu village in the West Godavari district of the state of Andhra Pradesh. The team spoke to the local community, local leaders, and doctors to understand that the government supplies 6 litres of water per family in a day for bathing, cooking, and drinking, and they had limited access to sufficient and clean filtered drinking water.

The team came up with a solution of installing a charcoal water filter, a natural low-cost method to filter most of the impurities from drinking water. This simple and cost-effective method removes harmful bacteria and residues using several layers like gravel, sand, and charcoal for filtration. The lab reports of pre and post filtration water samples showed that the water filtered through this charcoal filter was cleaner than the government supplied water. It reduced 27% of total dissolved solids, 47% of water hardness, and 100% of coliforms.

The team installed two such filters in two local schools at a cost as low as 35,000 INR (416 USD) with a capacity to filter 300 litres of water a day for 200–250 students. Video tutorials in English and Telugu (local language of the village) were prepared to help the villagers to help with the installation of this easy to assemble filter. The team is working on scaling up this solution to other surrounding villages. Further, a small scale-up of the students' work was supported by a donation by the WEServe Foundation, through IMIB.

* Members of Team Auxilia – Krish Gangaraju, Harini Gadiraju, Dia Reddy, and Anish Mammidi



Low-cost charcoal water filters installed in a rural school in West Godavari District of Andhra Pradesh by a group of students (Team Auxilia) as part of their work in The Purpose Academy



Young leaders passionately presenting innovative solutions, driving global change at the 7th IMIB Activate Impact Summit at the United Nation Headquarters

1M1B's The Purpose Academy

In addition to the Future Leaders program, 1M1B runs The Purpose Academy, a **social innovation and tech entrepreneurship initiative**. This program offers students a comprehensive platform to grow into responsible business leaders by addressing real-world problems.

With the guidance of experienced mentors, students develop essential skills, uncovering their entrepreneurial potential even before completing school or college. They gain opportunities for public speaking, networking, media coverage, and attend a week-long immersion trip in the Silicon Valley in partnership with UC Berkeley. Top students present at **UC Berkeley's Youth Summit**, with select projects receiving seed funding for prototyping.



An immersive week-long mentoring program for participating students of The Purpose Academy at UC Berkley



The Purpose Academy students at UC Berkley

Impact of the Youth Leadership Programs



1000+ youth leaders created



1 Million+ USD funds raised for social projects

Bengaluru organisation guides students on the path from dreaming to doing

Purpose Academy works with students to identify their passion and design their higher studies and careers around the same

Shilpa Elizabeth
BENGALURU

Once the Void is a project conceived by Spurti Alura, a student at TISS Bangalore, with the idea of empowering visually impaired individuals by building prototypes of audiobooks for blind students.

Aaliyah Merchant, a student at Headstart Educational Academy, came up with the idea of 'Gray Matter', an initiative to address the lack of knowledge on stroke prevention among individuals in India.

Resha Kadwadkar, a student at Oberoi International School, Mumbai, came up with the idea of Rescious, a chatbot



Resha Kadwadkar

shape students into the problem solvers of tomorrow.

The confused youth
Founded by Manav Subodh, a former global ambassador at UC Berkeley and curator of the Activate Impact Youth Summit at the UN, Purpose Academy works



Aaliyah Merchant

There are rising suicide cases and mental wellness issues among them. Earlier if the parents warned their kids to get into IITs or become doctors, today they want them to go abroad."

According to Subodh, it was this situation that prompted him to start Purpose Academy.



Manav Subodh

spans for six months starts with identifying the calling of each student, says Subodh who adds that a specially designed curriculum helps to achieve this.

"But identifying the passion is only half battle won. We then help them distinguish whether it's a hobby, academic interest



Spurti Alura

connect with mentees."

The partners of Purpose Academy include UC Berkeley among others. According to Subodh, the team utilises the Berkeley method of entrepreneurship to transform the entrepreneurial ideas of students into reality.

"Apart from Berkeley

rare. "It has happened many times. In such situations, the student either drops out of the programme or we convince the parents. We have been able to do that many times since we are capable of articulating it. We are not saying your child should become a philanthropist. We are saying let's see where passion, purpose and money can meet."

The programme which has so far mentored more than 100 students, is now entering its fifth batch.

The team plans to scale it up further.

"I see that more and more students are today interested in interdisciplinary studies which is why many of them want to go abroad.



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CHAPTER 4

INITIATIVES IN FUTURE SKILLS TRAINING

Future skills training in emerging technologies, like Artificial Intelligence (AI), and others, is becoming increasingly essential in preparing the workforce for the challenges and opportunities presented by a rapidly changing workforce landscape. The integration of technology and digital interface in most industries has led to a paradigm shift in how we consume information today, and by extension, how we work.

India has taken the lead in riding the AI wave through multiple initiatives like National AI strategy, Skill India AI portal, an online platform offering AI courses, and collaborations with the tech industry giants. India hosted the Global AI Summit 2024 bringing together global stakeholders shaping the future of AI, reiterating its commitment to democratising AI technology and making it accessible to everyone. As the chair of Global Partnership on Artificial Intelligence (GPAI), India established its leadership in advancing international cooperation in AI governance and development and promoting responsible and ethical development and use of AI.

Arts, humanities students must also learn AI in school



In the front row are 1M1B associates (L-R) Saffin Mathew, director of programmes, Irene Manning, head of content, Manav Subodh, founder, and Elizabeth Saunders, board member (and also instructor in innovation acceleration group at UC Berkeley). The students are from schools across Bengaluru, Hyderabad, Chennai, Delhi and Mumbai



We need a shift in thinking, people need to accept that AI is not limited to computer programming, but will

take up traditional subjects for entrance exams. Another challenge is getting trained teachers. Many teachers feel it

According to the Global Digital Compact of the United Nations General Assembly (UNGA) 2024, fostering an inclusive, open, safe, and secure digital space is vital to enabling equitable access to these transformative technologies. This effort must focus on bridging digital divides, ensuring that people across all demographics, including youth, have access to the tools and training necessary for meaningful participation in the digital age. This aligns with SDGs 4 and 5, which focus on providing digital skills to as many people as possible, advancing both basic and advanced competencies.

As AI and digital technologies drive progress in sustainable development, it becomes essential for the future generation to have strong digital literacy skills and an understanding of responsible use of technology to fully harness these advancements.

Digital literacy goes beyond basic internet skills; it encompasses the ability to navigate digital platforms responsibly, critically evaluate information, and protect oneself from misinformation and cyber threats. The UN campaign on disinformation stresses the importance of equipping individuals with the skills to discern credible information, promoting mental well-being, and countering cyberbullying and harmful content. By 2030, the UN aims to design and roll out comprehensive digital media and information literacy curricula, ensuring people can safely and critically interact with digital content, an essential step toward Sustainable Development Goals (SDGs 3 and 4).

India has launched multiple initiatives to counter misinformation, including government-led fact-checking units and collaborations with digital platforms to promote accurate information.

¹ While misinformation refers to the accidental spread of inaccurate information, disinformation is not only inaccurate, but intends to deceive and is spread in order to do serious harm.

Source: <https://www.un.org/en/countering-disinformation>

1M1B AI Youth Skills Program

The Context

At 1M1B, we recognize the transformative potential of AI in bridging the rural-urban divide and democratizing access to digital services. The growing relevance of AI in the global economy demands an urgent shift in how students are educated, equipping them with future skills that align with tomorrow's job market and social and economic opportunities. Studies show that by 2025, AI will automate 85 million jobs, but it will also create 97 million new roles requiring specialized skills. India, with the world's largest youth population, is leveraging its demographic advantage to become a global AI workforce powerhouse.

AI education is critical for students to not only understand the technologies shaping their lives but to become creators of AI-driven solutions that address real-world challenges. Schools provide the perfect setting to introduce these concepts early, fostering innovation and problem-solving skills. By teaching AI as a core competency, we ensure that young people aren't left behind as technology advances. An AI-literate generation will be better prepared to navigate emerging fields, from healthcare to renewable energy, and contribute to economic mobility through innovation.

The Program

To realize this vision, 1M1B partnered with IBM and India's largest school regulatory body, the Central

Board of Secondary Education (CBSE), to launch the AI Youth Skills program in 2019. The pretext being AI, like any other language, should be integrated into the classroom across various subjects, rather than treated as a specialized course.

1M1B has also actively engaged with industry leaders, government stakeholders, and policymakers through social media and policy discussions, aiming to foster both demand and supply for AI skills in response to its growing significance.

The AI Youth Skills Program is now available in over 25,000 schools. The program offers middle and high school students hands-on AI education, promoting creativity and innovation to address community issues.

Program Implementation

1M1B's unique curriculum addressing Innovation Readiness and AI Competence is being implemented in schools through 1M1B trainers. AI is introduced through CBSE's Social Empowerment through Work Education and Action (SEWA) initiative, integrating it across different subjects. Engaging workshops, AI challenges, and opportunities like internships and startup mentorships ensure students gain future-ready skills while contributing to sustainable solutions.

The students are engaged through activities like Future Tech Olympiad to assess their technological skills and digital literacy and Future Tech Imagination Challenge to develop critical thinking and problem solving skills. Top students are given various opportunities including an internship with IBM India. These strategies ensure that the learning process is exciting and rewarding for the students.

Students engaging in our AI Youth Skills workshop on AI Fundamentals



Skills Imparted in the Program

- AI competency
- Digital Literacy
- Critical thinking
- Innovation mindset
- Problem solving

Impact of the Program



600,000+ students empowered on AI



20,000+ teachers trained



3,000+ schools engaged



1,500+ AI-based projects mentored

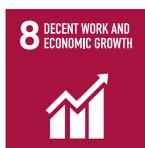


500+ students provided internships in AI



29 states of India covered through the program

Action on SDGs



Students from rural schools exploring AI-driven innovations during our AI Youth Skills workshop



Set against a backdrop of newspapers, handprints, and smeared red paint, this mixed media painting prompts reflection on global issues, connecting with SDGs like Peace and Justice (Goal 16) and Reduced Inequalities (Goal 10). The use of newspapers underscores the importance of staying informed, aligning with Quality Education (Goal 4) and Responsible Consumption and Production (Goal 12). Through its striking composition, the artwork serves as a poignant commentary on societal challenges, urging contemplation and action for a more equitable and informed world.

#ArtForSDG

Riana Kapoor

Grade 12, Greenwood High International School, Bengaluru, India

Digital Citizenship Campaign

The Context

“Countering disinformation requires lasting investment in building societal resilience and media and information literacy.”

– **ANTÓNIO GUTERRES,**
United Nations Secretary-General

In the past few decades, access to technology and the internet has expanded exponentially, transforming the way people connect, learn, and work. Today, nearly 63% of the world’s population is online, driven largely by the proliferation of affordable smartphones and the availability of faster internet speeds. This growth has been particularly impactful in developing countries, where millions of people now have access to digital tools and platforms that were previously unavailable. In Africa and South Asia, smartphone penetration has opened up opportunities in education, healthcare, and entrepreneurship. From remote learning to mobile banking, the internet has become a gateway to economic and social empowerment for many communities. As a result, the digital divide is narrowing, enabling more equitable access to information, services, and employment opportunities, and helping bridge gaps between rural and urban communities. The rise in connectivity is truly transforming lives and fostering inclusive growth on a global scale.

While the exponential growth of internet access has unlocked new opportunities, it has also brought significant challenges, particularly in terms of digital safety and vulnerability. A 2021 report by the World Economic Forum found that over 60% of young people encountered online misinformation, and cyberbullying is now a widespread issue, with nearly 37% of teens worldwide reporting being victims.

Additionally, as personal data is increasingly shared online, breaches have become a growing concern. In 2022 alone, over 1.5 billion records were exposed globally in data breaches, compromising the privacy and security of individuals. Young people, who are often early adopters of digital platforms, are particularly vulnerable to these risks, as they may lack the digital literacy or safeguards needed to protect

themselves online, making digital safety a critical concern.

As digital connectivity and the subsequent safety challenges increase, the need for digital literacy becomes more urgent to counter the rising challenges of misinformation, cyberbullying, and data breaches. According to UN studies, fostering responsible online behavior is crucial, especially for vulnerable groups like youth. Digital literacy enables critical thinking so that the users can discern credible information from false content, and promotes cybersecurity awareness to protect personal data. It also equips individuals with the knowledge to safely navigate digital platforms, ensuring that the benefits of the digital age are maximized while minimizing risks. Moreover, with many industries shifting towards digitalization, digital literacy is essential for employability and participation in a tech-driven economy.

The Program

The Digital Nagrik (Citizenship) Campaign, launched by 1M1B in 2021 in various schools in India attempts to address the challenges of misinformation and disinformation by empowering the students and teachers to be responsible digital citizens in an increasingly interconnected virtual world. It aims to educate ten million students and one million educators on digital rights and responsibilities. It promotes a safe and inclusive internet experience and ethical AI use. Through engaging activities like quizzes, poster-making, and content creation, the campaign fosters creativity and awareness. Collaborating with experts, communities, government stakeholders, and policymakers, it builds a robust support network for responsible digital navigation.

Program Implementation

Integration of Digital Citizenship in K-12 Curriculum:

The Digital Nagrik Campaign has successfully integrated Digital Citizenship into the K-12 curriculum under the Central Board for Secondary Education, aligning with UNESCO’s Global Education 2030 Agenda.

This curriculum designed by 1M1B empowers the educators and students to learn about digital footprints, cyber security challenges, cyberbullying, identifying and mitigating cyber threats and fake news, online friendships and other relevant topics.

Learning through activities:

The campaign fosters active learning by engaging students in various creative and interactive activities. These include quizzes to test their knowledge, poster-making to express their understanding, skits to demonstrate their learning, and videos to share their insights. For instance, students from an Upper Primary school were trained to create posters to educate local shop owners and peers about online safety. At the same time, another group produced videos in vernacular language on protecting against misinformation and phishing attacks, which were shared with parents and local communities.

Partnerships and Translations:

The campaign's impact is magnified through its multi-stakeholder partnerships with state governments, corporate entities like Meta, and global initiatives such as Safer Internet Day. This collaborative approach ensures the campaign's innovative strategies reach a wider audience, fostering a culture of responsible digital citizenship across India. By translating content into regional languages such as Hindi, Telugu, and Kannada, the campaign has effectively broken language barriers and reached a broader population, including rural areas.

Digital Nagrik Pledge:

Our website iamdigitalnagrik.com promotes the Digital Nagrik Pledge, encouraging educators and students to commit to a safer digital world. Over 100,000 individuals have taken this pledge, demonstrating widespread support for the cause.

Alignment with Government and Global Digital Safety Initiatives:

The campaign aligns with the Government of India's efforts to protect citizens' privacy through the proposed Digital Personal Data Protection Act 2023. It also supports UNICEF's Child Online Protection initiative and International Telecommunication Union's global digital inclusion efforts.

Skills Imparted in the Program

This program empowers the future digital citizens with the skills to manage their digital footprints, use the internet and AI ethically, and protect themselves against misinformation and deep fakes.

Impact of the Program

-  5,000,000 students engaged
-  500,000 educators trained
-  26 states and Union territories covered across the country

Action on SDGs



Screenshot of Digital Nagrik Pledges taken as on 19 November, 2024

What Stakeholders Say

"The workshop explained to me not only about the what and why of digital safety, but also about the methodologies associated with it so as to make this topic very interesting and engaging to the students. We were very excited to teach in the class but I was amazed to see that the students were equally excited to learn about digital safety, perhaps because digital citizenship and digital world is very much a part of their life."

– **Purnima Negi, educator,**
DLF Public School, Ghaziabad, Delhi

"With the advent of new technologies and the rise of online media, it is the need of the hour to educate our students about digital citizenship. The curriculum covers very important concepts like digital wellness, cyber security, knowing about your device, information and privacy among others. I conducted various interesting activities and workshops taking my students through the highlights of this curriculum."

– **Smitha R Athreya, educator**
Delhi Public School, Rourkela, Odisha



Students promoting Digital Awareness among local community



Posters created by students on Digital Citizenship



Notice Board Activity on Digital Citizenship by students



A news article published on Digital Citizenship Campaign

Artificial Intelligence(AI) Youth Survey

The Context

The **Pact for the Future**, signed at the UN General Assembly in September 2024, underscores the importance of involving young people in global decision-making processes. This commitment to amplifying youth voices is crucial, particularly in understanding their views about harnessing **Artificial Intelligence (AI)** to achieve the **Sustainable Development Goals (SDGs)** of the United Nations. Youth are not only the most digitally engaged generation but also the most affected by the long-term implications of current policy choices.

In the context of AI, the perspectives of young people are indispensable because they bring innovative ideas, fresh perspectives, and technological fluency. Their insights into how AI can address challenges like climate change and inequality are invaluable. Applications of AI to optimize resource allocation in climate monitoring, enhance access to quality education through adaptive learning platforms, and support inclusive growth by providing data-driven solutions to unemployment can provide crucial impetus to the domains.

Engaging young people ensures that AI solutions are forward-thinking, and moreover their involvement in AI governance can help shape frameworks that prioritize **ethical considerations**, such as bias reduction, fairness, and transparency. By including young voices in AI development, we can ensure that AI-driven solutions are more inclusive, sustainable, and equitable, aligning with the UN's SDGs.

The Program

At IMIB, we recognised the importance of taking the voices of youth on AI to various stakeholders including national and international policymakers.

We thereby conducted a National AI Youth Voices survey across India. The survey aims to capture youth's perceptions on

- Fears, interests, and regulations on AI
- Leveraging AI to achieve SDGs including climate change, financial inclusion, inclusive education and others
- AI's impact on their future

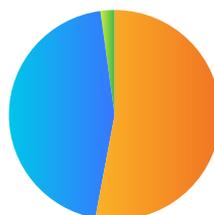
The findings of the survey will be invaluable for

- Youth-centred AI policy recommendations
- Designing AI curriculums and targeting AI literacy programs
- Green AI advocacy making AI development environmentally sustainable
- Identifying trends in the youth's awareness of AI's impact on society
- Spatial and temporal studies – perceptions across years, across geographies

Program Implementation

Methodology

- **Target Population**
 - 100,000 Young people between the ages of 16–25 years
- **Questionnaire**
 - The questionnaire comprises a combination of multiple-choice and Likert scale questions, with provisions for respondents to offer detailed insights. The questionnaire is divided into 3 sections, covering their basic details, their level of understanding of AI and their perceptions about AI, and their views on leveraging AI for achieving various SDGs.
- **Data Collection**
 - The survey is administered in two stages. The first stage of the survey completed with 5072 participants. The second stage of the survey is in progress to cover 95000 participants.
- **Data Analysis**
 - Based on the responses from 5072 participants, here are some interesting findings.
 - **Demographic and Geographic distribution of participants**



53% of survey participants are male and 45% of the participants are female. The rest of them identified themselves as others or preferred not to say.

53% 45% 02%



74% of participants belong to the age group of 19-21 years. 15% belong to the age group of 16-18 years.

74% 15% 01%



The survey covered participants from 24 states and union territories across the country.

• **Insights into fears and concerns about AI**

- Out of 5072 survey respondents, 28% claimed they have an advanced or expert understanding of AI (referred as advanced group) whereas 31% claimed they have a basic level of understanding about AI (referred as basic group).
- **Data Privacy and Security Risks:** A significant majority of 65% of advanced group were highly concerned compared to 34% of basic group, indicating the correlation between depth of knowledge about AI with higher concern levels about data privacy and security risks
- **AI's Impact on Job Markets:** There is clear concern about AI's impact on reshaping the job markets in both groups with 65% among advanced group and 45% of basic group highly concerned. This indicates that the advanced group has more awareness about the technological impact of AI and emerging technologies on job markets.
- **AI overpowering human intelligence:** Both groups are fearful about AI overpowering human intelligence with 56% among advanced group and 45% among basic group. But the advanced group is relatively less concerned about AI overtaking human beings compared to other issues.
- **Deepfakes and Fake news:** Both groups are clearly concerned with 43% among basic group and 70% among advanced

group. However, the depth of knowledge on AI correlates with widespread recognition of dangers emerging from misinformation. Additionally, the advanced group is relatively more concerned about deepfakes and fake news generated by AI compared to other issues.

- **Lack of regulation on AI:** 64% of advanced group is highly concerned compared to 34% of basic group indicating a correlation between depth of knowledge on AI with their understanding of potential dangers of unregulated AI development.

Inference from overall trends: Across all issues, individuals with basic knowledge of AI exhibit lower levels of concern compared to experts. This suggests that a deeper understanding of AI correlates with heightened awareness of its risks and challenges.

The above trends highlight the clear difference in perceptions of AI risks between those with basic knowledge and those with advanced knowledge. While those with advanced knowledge are more deeply concerned about issues like data privacy, bias, regulation, and societal impacts, individuals with basic knowledge tend to be more indifferent or neutral. This gap underscores the importance of AI education and awareness programs to help individuals with basic understanding of AI appreciate the broader implications and risks associated with the technology.

• **Insights into the views on leveraging AI for improving social interactions and mental health**

- A significant majority (61%) of respondents believe that AI will improve communication through advanced tools and platforms while only 16% disagree with it. While there is optimism about AI's ability to facilitate better communication and improve relationship management, there are also substantial concerns about its potential to weaken personal bonds and increase social isolation.
- Over 50% of respondents believe in a positive role of AI in improving mental health awareness and support for teenagers in India. Respondents seem most supportive of AI's role in analyzing large datasets and integrating mental health education into school curriculums, but are slightly more skeptical about AI's

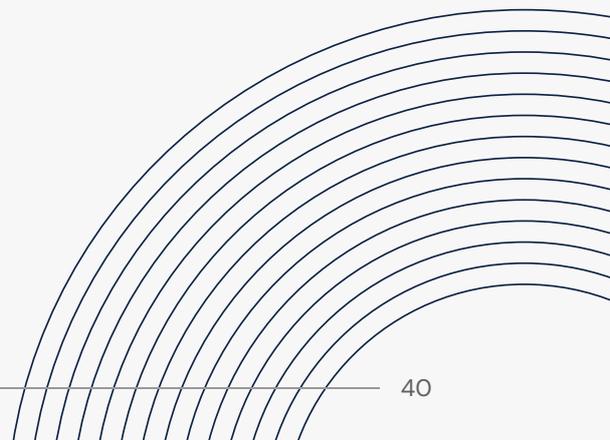
ability to provide personalized mental health resources and monitor social media for signs of distress

• Insights into the views on leveraging AI for dealing with climate change and promoting sustainable development

- Majority of respondents believe that AI has the potential to address climate change and environmental challenges in India, particularly in areas like energy optimization, pollution control, and agriculture. Respondents are particularly supportive of AI's role in optimizing energy use, preventing illegal activities in forests, and supporting sustainable agriculture, with more than 60% agreement for each of these areas.
- While respondents recognize AI's positive contributions, they also acknowledge its environmental costs, with 56.8% agreeing that energy-intensive data centers contribute to climate change. This highlights a potential tension between AI's benefits and its environmental impact.
- The majority of respondents believe that AI can play a significant role in balancing India's development with environmental conservation, particularly in areas like renewable energy integration, green transportation, and industrial resource optimization with 55%–60% of respondents in favour.
- AI's potential to improve renewable energy efficiency and to develop green transportation solutions received strong support. These areas likely resonate with respondents due to the clear, visible impacts that AI could have on energy consumption and emissions reduction in day-to-day life.
- However, urban planning for smart cities sees slightly higher disagreement (20.3%), which may reflect concerns over implementation challenges or skepticism about how effectively AI can be integrated into urban development.
- There is widespread optimism about AI's potential in natural disaster management playing a crucial role in improved preparedness through predictive analytics, and aiding post-disaster recovery efforts. However, around 25% remain neutral, highlighting a need for further engagement and education on the topic.

• Insights into the views on impact of AI on financial inclusion and small businesses

- A majority believe in AI's potential to simplify and democratize financial services. 55–58% of respondents are optimistic about AI's ability to promote financial inclusion, reduce barriers, and enhance economic participation through the use of AI in lending platforms, chatbots, and documentation reduction.
- However, there are concerns about AI-driven disruption in the financial sector, particularly in the short term, as well as notable uncertainty reflected by neutral responses. This indicates the need for further engagement and education to address concerns and bridge knowledge gaps.
- A significant portion of respondents express concern about job losses in traditional sectors due to AI automation (56.9%) and the potential decline of traditional skills, which may erode cultural heritage (56.1%).
- Despite concerns about job losses, a majority of respondents (52.9%) believe that AI can streamline processes and reduce operational costs, making traditional businesses more productive. Similarly, 58.5% believe that AI can help businesses reach larger markets through digital platforms and targeted marketing.
- There is a general recognition that AI will likely impact the structure of traditional industries, but a considerable number of respondents remain uncertain about how this impact will unfold. The data suggests a need for policies and initiatives that balance AI adoption with the preservation of traditional skills and jobs, while also addressing concerns about social and economic inequality.



• **Insights into the views on factors considered to trust AI and for comprehensive regulation on AI in India**

- There is a broad consensus that transparency, regulation, explainability, public involvement, and continuous monitoring are critical for building trust in AI systems. The data indicates that building public trust in AI will require transparent development processes and widespread education initiatives to ensure consumers understand how AI works and how it impacts them.
- There is strong support (58.6% and 58.8%) for establishing ethical guidelines and sector-specific regulations, highlighting the need for tailored approaches in different industries to address unique challenges and risks associated with AI. There is a broad level of support for training government officials in AI and ensuring data governance to uphold privacy rights.

SDGs covered in the survey



This artwork embodies the spirit of happiness, connecting with SDGs like Quality Education (Goal 4) and Good Health (Goal 3) by highlighting the importance of play and well-being in a child's life. The vibrant scene also reflects themes of environmental appreciation, resonating with SDGs focused on Climate Action (Goal 13) and Life on Land (Goal 15). Through its simple yet powerful imagery, the painting promotes the essence of childhood and outdoor activities, contributing to a holistic approach to sustainable development.

#ArtForSDG

Dr. Joyita Chowdhury
New Delhi

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CHAPTER 5

1MIB PARTNERS

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1MIB is a United Nations accredited non-profit with special consultative status to the UN Economic and Social Council (ECOSOC) and is associated with the UN Department of Global Communications.

Team





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The **1 Million** for **1 Billion**

The Impact Compendium 2024



**1 MILLION
FOR
1 BILLION**

10 years of Impact