

The Man Who Will Help 1 Billion People

Manav Subodh is helping one billion people take control of their entire destiny.

His organization, 1 Million for 1 Billion (1M1B) is a skills development and entrepreneurship program. It will train one million young people to create jobs for one billion people. 1M1B focuses on youth and women from ages 18-25 in the most underserved parts of the world. Manav travels to all corners of the globe and trains the participants on computer skills, communication, accounting and financing. He pairs them with mentors that have access to more resources so they can see and learn what is possible. How to imagine things that they never even knew was possible. He empowers them to think about their purpose on this Earth, and then build a business or get a job that aligns with that calling. And by 2020, he will reach 1 billion people. Talking to Manav was beyond inspiring, but here are some gems for anyone who is thinking about changing lives in a big way.



Don't leave your job (yet). Manav worked for Intel for five years as a TA to their India training program. After those years, he was ready to leave his job and start an iteration of 1M1B. He had an open and authentic conversation with his boss about his desire. His boss loved what Manav had in mind and then essentially created a program within Intel to bring this vision to light. Then they impacted people all over the world.

So many times we think we have to leave our jobs to start our dream project, but it is not true. You are merely one conversation away from having your dream job and a salary at the same time. That is a win-win. Before you leave your current job, write out your vision and project, and then ask your boss or manager how

you can create this role together. Looking for a job is stressful. Starting a company from scratch is even more stressful. Avoid the stress. Talk to your boss. Don't threaten them, just talk to them. Manav spent the next five years as Intel's Global Manager of Entrepreneurship and Corporate Affairs. He got a better salary. He reached more people. Good move.

Be willing to die for what you believe in. This may sound extreme, but I've heard it a few times now from big thinkers. Manav started a project in Egypt and was ready to deliver it. A week before he was set to leave for Egypt, Arab Spring happened and the program was postponed six months. Six months later, the Egyptian government allowed Manav to come over, but the travel advisory said not to go. Manav's trainer refused to go. It was too dangerous. But Manav went. The school was a few blocks from Tahrir Square. Manav believed this was the time to show that brains and entrepreneurship can replace guns and hatred. He went. He had a powerful training with the teams. He came home safely. He believed in his work and message so much that he was willing to die for it. Literally.

Show people a world they never imagined. Most of the world has no idea what opportunities are available to them. When you come from a global powerhouse like Intel or live in a place like Silicon Valley, you just assume the rest of the world functions the same way. This is not true. Manav loves training around the world because he shows his students a life they never knew was possible. He asks them to think about what they care about, why they are here, and how they can solve the real problems of their communities. Then he shows them how to turn that into a business. Light bulbs go off. In Tunisia. In Lebanon. In India. In Costa Rica. Light bulbs and businesses all over the place. It is a beautiful thing.

Build multiple sources of income. I talk about this all the time, but everyone I speak with reaffirms it. When Manav left Intel in January to pursue 1M1B full time, he realized he needed to build additional sources of income. He consults for companies. He works part time at a few American Universities. He is always thinking of ways to diversify his income streams while he builds up 1M1B. If you rely on one source of income, you are in trouble.

Sponsorships are key. Manav credits much of the success of 1M1B to his sponsors. He is working with McKenzie who is interested in skill development in both the US and India. This partnership has been able to create a growing mentoring system with a focus on the health-care field in India. It has allowed youth with low-level skills to connect with other mentors in the same age group to teach them what they need to get up to speed and land full-time jobs. This leads to friendship, trust, and employment. For many of these kids, this mentorship program is their only way out of poverty.

The United Nations Habitat also partnered with Manav on the enterprise creation side of 1M1B. This partnership, fostered thanks to the forward thinking Ravi

Karkara, helps young people create their own small businesses that align with their passions. Their work will be featured at the UN in the middle of October.

A quick side note about sponsors. When you are trying to find and pitch sponsors, find out what they care about. They are human beings, too. Be a little silly and find common ground from which to build. Turns out, this makes a big difference.

Be a human being. Manav the Intel executive means nothing to most underserved communities in India or the Caribbean, or most parts of the world. People that you serve want to know you care. They want to know you are in it for the right reasons. They want to know you will be there for them. Show them you care. Let go of the titles. Don't take yourself so seriously.

Manav is already in many countries with 1M1B, and he is growing. Sponsors are seeking him out. On the ground organizations are calling to bring his training to their cities. People believe in him. In his mission. In his work. The success stories are starting to come to light. His students see the world in new ways. Companies are organizations recognize this. Traditional philanthropic donations are a thing of the past. Innovation is the future.

I want to be a part of the future. Manav wants to be a part of the future. The 18 year old girl from New Delhi wants to be a part of the future. The 24 year old boy from the Dominican Republic wants to be a part of the future. A future that is vibrant and abundant and aligned with purpose and vision and solutions. A future that is eye opening and exciting and accessible all at the same time.

And you know who else wants to be a part of the future?

A million.

No, a billion other people.