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In recent years Dr. Yunus has moved beyond just lending to the poor; his new goal is to eliminate poverty entirely, and his method is to spread the practice of social business, a self-sustaining, “zero-loss, zero-dividend” business model that applies not only to

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microfinance but to
any good or service
provided to the
poor to ensure
communities
become self-
sufficient.

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Yunus more deeply into the concept of social business, an alternative to unfettered capitalism that channels the best energies of capitalism while addressing pressing human needs, by showing how the theory and practice of this idea is

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growing in the
business, academic
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worlds.

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Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a visionary new dimension for capitalism which he calls “social business.”

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Welcome to the
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25 December 2007.

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focuses on
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objectives only. Eg.

The product
produced is for the
benefit of the poor.

SOCIAL BUSINESS

- Muhammad Yunus

Professor

Muhammad Yunus.

Co-founder and

Chairman.

Professor

Muhammad Yunus

co-founded Yunus

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Social Business and currently serves as the Chairman of the Board. He is the founder of Grameen Bank and father of microcredit, an economic movement that has helped lift millions of families around the world out of poverty. Today, Grameen Bank has

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over 8.4 million members—97 per cent of who are female—and has lent over US\$12.5 billion since its inception.

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Muhammad Yunus |

Yunus Social

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concepts as

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that Serves

Humanity ' s Most

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Glossary of terms

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distinction from non-

profit organizations:

The aim for a social

business is to have

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no loss, but can still
make a profit.

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capitalism that
serves humanity ' s
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visionary who
pioneered
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with his Grameen
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Nobel Peace Prize, has developed a new dimension for capitalism which he calls "social business." The social business model has been adopted by corporations, entrepreneurs, and social activists across the globe.

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that ...

The article traces

the gradual

development of

Grameen ' s

expertise in

formulating social

business models,

which require new

value propositions,

value constellations

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and profit Building

equations, and as ...

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Social business was

defined by Nobel

Peace Prize

laureate Professor

Muhammad Yunus

and is described in

his books. In these

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books, Yunus defined a social business as a business: Created and designed to address a social problem. A non-loss, non-dividend company, i.e. It is financially self-sustainable and.

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the nine short
chapters of the
book to explaining
the meaning of a
social business in
the current world.
Many scholars have
characterized it way

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Nobel Peace Prize
Laureate, and
founder of the
Grameen Bank, is
commonly
considered the

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thought father and
early implementer
of the social
business concept.
He initiated and
developed more
than 20 social
businesses in
Bangladesh, many
of them in
cooperation with
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went to the village

of Jobra and found

his calling. After

giving villagers \$27

to pay off loans to

predatory lenders,

Yunus hit upon the

idea of lending to

the poor as the

foundation of a new

kind of banking

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The Grameen

Group is a network
of nearly 30 sister
organizations linked
to the Bangladeshi
Grameen Bank, the
microcredit pioneer
and (together with
its founder,
Muhammad Yunus,
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pioneered Building
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efforts, here
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