



Super Happiness

Closing Address by Nobel Laureate Professor Muhammad Yunus at Social Business Day 2018 held in Bangalore on June 28-29, 2018.

COVER STORY

1. **Cover story : Super Happiness - Closing Address by Nobel Laureate Professor Muhammad Yunus at Social Business Day 2018 held in Bangalore on June 28-29, 2018**
5. **8th Social Business Day 2018**
6. **Interest in Social Business from Italian Policy-makers**
12. **Highlights :**
Social businesses shaping up in Malaysia
Chinese Edition of Yunus's Three Zeros Book Launched
16. **YC Visit Programs : Social Business Enthusiasts Visit Yunus Centre**
17. **YC Immersion Program**
18. **Yunus Social Business Centres**
19. **Social Business Stories**
- Bon et Bien
- Impact Water, a Social Business in Uganda
21. **Nobin Entrepreneurs Success Stories**
27 dollari
Featured in High School Textbooks
22. **-Grameen Nippon**
-Consultative Committee on Global Initiative for Tire Recycling
23. **Yunus Signs Agreement with IOC for Collaboration to Support Athletes Becoming Entrepreneurs**
24. **Bulletin Board**

Thank you. Well, what can I say? Everything has been told, everything has been discussed. There's nothing else to hear. However, I would again like to emphasize one thing: "making money is happiness, making other people happy is a super happiness". That's the happiness I feel now, I'm sure you feel the same way. The past two days, we have been talking about ways to make people happy. In this process, we felt new kind of happiness. Once our plan to make people happy becomes a reality, we will experience explosive happiness. Believe me, when I say super happiness, it is really something special. Happiness derived from accumulating millions, even billions, of dollars doesn't come anywhere close to this super happiness.

What do you get out of owning extreme amounts of wealth? I cannot figure it out because I'm not there. But I can try to guess what it could be like. You have money in stocks and bank balances and properties and so on, I'm sure you get happiness from that. But how much do you increase it when you double or triple the wealth? Eventually, they

just become numbers on a piece of paper. You can't eat 10 times a day and you won't buy 100 houses even if you have the means. You can't own 2000 cars and don't have a purpose to own so many. People do draw pleasure in consumption. But there is a limit to this pleasure. You can own 100 yachts, but does it make you 100 times happier?

But the type of happiness that I'm familiar with – the happiness that you achieve just by touching one person's life through good deeds, has a multiplier effect. With every successive person you help, the amount of pleasure you receive increases exponentially. Once you have touched the lives of 100 people, you feel more than 100 times happier. You feel your day is worthwhile or your month or your year or your life is worthwhile. That is something that you can achieve through doing good and maximizing social impact. But this pleasure from doing good is kept unknown to us. This is the biggest complaint I have. We're always talking about pleasure coming from consumption, possession, and accumulation, not the pleasure of using your life to touch other



I firmly believe that human capacity, human ingenuity, and human creativity is unlimited for every human being. If we can unleash the human creative capacity by removing obstacles faced by people, even in small ways, we then unleash a great power to do good. No problem can remain unsolved then. But our present upbringing, our discussions, and our predispositions do not help us or inspire us to unleash this potential.



people's lives.

But when people are made aware of the happiness that comes from doing good, such social actions start to expand even before you know it. When someone says, "Ah, he did something great", others want to follow that path. Whatever good you have done multiplies through emulation. That's what we have been discussing here, how we can do it through social business. Social business brings nothing but this sublime pleasure, and an enthusiastic ethos of "Yes, we can do it".

I firmly believe that human capacity, human ingenuity, and human creativity is unlimited for every human being. If we can unleash the human creative capacity by removing obstacles faced by people, even in small ways, we then unleash a great power to do good. No problem can remain unsolved then. But our present upbringing, our discussions, and our predispositions do not help us or inspire us to unleash this potential.

There are numerous routes that people can take to unleash their potential. People now go the direction of pursuing personal pleasure through consumption, through wealth accumulation and so on. Now human potential is wasted on greed. In pursuing profit maximization, you miss super happiness.

There is an air of excitement in this room. These past two days we have accomplished so much more than we realize. Suddenly we feel recharged; things that slowed down or got out of our attention, have reemerged. We see the direction we want to go towards and the things we want to achieve. All the things that looked impossible now look possible. At every stage of human journey, we have made the impossibles possible. If there is a fixed number of impossible things in the world, that number, for sure, is becoming smaller and smaller. So, I feel— and I'm sure you feel the same way – we'll have to get our act together fast before all the remaining 'impossibles' get done. It's our opportunity to challenge the remaining 'impossibles' and make them 'possible'. This is our chance. All the remaining 'impossibles' that we see around us are not something beyond our capacity. I try to focus on 'Three Zeroes'. To me each zero looks possible to achieve by simply focusing our attention to it, and that's about it. We don't have to wait for everyone to

agree. Individuals – the power of individuals, can make it happen. I want to emphasize this again and again— the power of an individual person is the magic.

You don't have to wait for anybody. You design your own thing. Just do it the way you feel, and that's the beginning of it. Sometimes we emphasize so much on learning and training. In Grameen Bank, one common question I was always asked, "How do you train your borrowers?" I scratch my head, what do I do to train our borrowers? Did I do anything? I can't answer, because we didn't train anybody. Given the situation people started learning on their own and that's so much more empowering. My point always is that I don't train people. I rather feel sorry for people since they already have so many skills but they have no opportunity to use them. Society has blocked all the paths for them. So, all we need to do is unlock their inherent capacities. Let them use their own skills. People keep pushing me to spell out: "What kind of skill are you talking about - handicraft skills, etc.?" No, I'm not talking about all that. I'm talking about their skill for survival. The fact that they're alive in such adverse circumstances in an adverse world itself, demonstrates their tremendous skills. All we have to do is support that skill so that they can live better than they do now. So this is the sort of thing that we can do on our own. I am a great promoter of continuous training and upgrading of skills. But here I am talking about starting the process— don't wait for training first before you can do anything. You don't have to wait. Start. Then add training as you go, and as needed. When people feel lonely that they are doing something small, and nobody is really paying any attention to it; I will encourage them by reminding them about the butterfly effect – one butterfly can create an entire storm. And that's what we are doing, we don't have to wait for other butterflies, we build the whole storm ourselves. You'll be amazed at how big that storm can be. And that's what I was trying to explain in my opening speech. We are in a disaster path; it's very clear to me. We are on a path where we will destroy ourselves for several reasons. I gave three reasons why I feel very certain, that we are in a path of self-destruction. I see human beings have no chance of surviving beyond the present century. The only path to survive is to undo the things we have done already, by doing

them in reverse order. Now all we do is to make money. That's the business we learned. To reverse this we have to learn a business which is not dedicated to making money but to do good to people. Nobody is forcing us to do that. We always had this urge in us; simply the system made us forget it, by locking it away from us, and by telling us, "No, you can't open that up". We are raising the question, "Why not? Let's open it up".

I am presenting it as an option. I'm not saying, "Everyone must do it". It's not a government order that you have to carry out. This is my personal desire; I want to do it. And I see so many people get excited about the idea when they hear about it and when they learn about all the examples we have given in this conference and all the discussions that we had on this stage. You will be surprised how many people got surprised and started thinking, "Yes I want to do that". When you make a presentation on your social business work, you are only talking about your work as a matter of fact. But the impact that your narration makes on the minds of the audience is phenomenal.

Because it is there in everybody's hearts and minds but they were never allowed to have a glimpse of it. That window was kept locked up. We urge to open that window.

Yesterday we were talking about how to go beyond what we do, where's the money, how to develop these ideas. We don't have to search through books to find that out. If you don't have an idea right away you just focus on what the problem is and see if anyone else has done something about it. If you find someone has done something about it, repeat it. Replication is an easy way to get started. You don't have to reinvent the wheel. If someone is doing something in some remote place, look it up, listen and hear the shy innovator explaining what he did. Suddenly it opens up your mind and a light bulb goes up. "Ah I can do it; what a great idea" and that's the beginning. So instead of struggling to figure out where to start, find out what's been started already. You can do it in another location.

Copying and imitating lead to many ideas. Suddenly we find ourselves elaborating the original idea. All things start like this in a very simple way but when everyone else adds something, it becomes powerful. So why

don't we join and make this more powerful? Just take one critical step and suddenly someone copies you and adds another step. This becomes more powerful. So, start with replication. Copy and add something on to it. Not difficult at all.

Retirement

One of my favourite topics is 'retirement'. This word creates a very strong reaction in me. I feel this very word 'retirement' should be sent to retirement because it is such a damaging word. When someone is about to retire and the date is approaching— the person starts worrying: "How am I going to spend my time when I retire". He feels terrible as if a death sentence is about to be executed.

People give you a look of goodbye to you. The message you get from everybody is that you are done. The word retirement gives the feeling as if a human being put on mothballs. So, what if one hits the retirement age, say, 60? These days people are living longer and longer. It is common to live beyond 90 years. And at 60 years you still have a long way to go. What do you do with the rest of your life? Several world tours, visiting your children and grandchildren? You don't know what to do. I protest every time someone uses the word 'retirement'. I tell them that it is a wrong concept of life. A human being never 'retires'. He/she remains active and creative until the last breath.

I insist that we should get rid of the concept of dividing up life into active life and retired life. We should replace it with a concept of two phases of life— phase one and phase two. Phase one will be the preparatory phase of life when I pay most of my attention to my life-long financial sustainability, and plan for phase two. Then phase two of my life begins. This is the freedom phase of my life, devoting myself in pursuit of fulfilling the purpose of my life. This is the life I was preparing for. Phase two is the action phase. Each individual decides when phase one will end and phase two will begin. Some may decide to end phase one at 40 years of age, another may take it shorter or longer. Lucky persons who do not have to worry about financial sustainability, because of inheritance or other supports, may begin life with phase



One of my favourite topics is 'retirement'. This word creates a very strong reaction in me. I feel this very word 'retirement' should be sent to retirement because it is such a damaging word. When someone is about to retire and the date is approaching— the person starts worrying: "How am I going to spend my time when I retire". He feels terrible as if a death sentence is about to be executed.



two, skipping phase one,— going straight into freedom phase. Neither government decides, nor the company decides when I should end phase one and begin phase two. It is my decision. When I am in phase one, I look forward to beginning phase two of my life as quickly as possible. Phase two defines my life. Unlike retirement, I don't feel scared about upcoming phase two, rather I excitedly wait for it. I get thrilled about it when it comes nearer. The day I begin it, I feel as if the whole world is my world. I am ready to take challenges of the world. I feel free.

Where will the money come from during my phase two? During phase one, I build up my income source for phase two. It may be the salary I'll earn from my social business. It may be profit generated by the for-profit businesses I created already.

When I die, I leave everything to my family social business fund, so that my next generation can use the fund, inherit all my social businesses and for-profit businesses to start their phase two earlier than I did.

Great to be together for two days to reflect and get ready to act to change the way we live. We can do better. Let's do better. See you next time. Thank you.

In selfless business, the entrepreneur does not have any intention of making any personal profit. Company will make profit, but profit will stay with the company, to expand after the entrepreneur gets his or her investment money back.

In selfish business, you want to make lots of money, but in selfless business you only think about bringing benefits to other people without paying any attention to your personal gain. If we can introduce social business idea to the world, we can have a better and balanced world for all of us.

Another vital area where the capitalist system went wrong is that it assumes human beings are born to be job-seekers; that they must work for somebody else, as if a job is the sole destiny of human beings.

This too is a wrong interpretation of human beings. Human beings are independent entities; every individual is a go-getter, an entrepreneur - that's what our history shows. It is in our DNA. We should tell our young people that they are born to be entrepreneurs. The least we can do is to tell all

young people as they grow up that they have two options in life - they can choose to be job-seekers or choose to be job-creators. They should prepare themselves for whichever option they choose. Today they are not given any such option.

If we accept this interpretation that every human has the capability of becoming entrepreneurs, our whole economic system would change completely. The wealth concentration that we see will slow down, even reverse itself if enough young people become entrepreneurs. They will no longer be mercenaries making other people richer and richer, providing fuel for wealth concentration. Instead they would become wealth owners themselves. They would become creative participants in the economy. With wealth getting more widely distributed, politics will tend to get cleaner. The core of politics has to change in a way that everybody can participate in it effectively.

There is another emerging issue in this context - artificial intelligence. We are being told that soon factories, businesses and offices, will not need workers to run them. Instead, intelligent machines will run them. What would be left for humans to do? We are told that the masses of unemployed human beings that would be generated could have decent lives with the program of universal basic income. We are told that in the next 25 years artificial intelligence will reach a level of intelligence equal to human intelligence. In the following 25 years it is not unlikely that they would have 1000 times more intelligence than human beings. At that point in time human beings will appear to be as intelligent as rats on the scale of human beings and actual rats today. They will out-smart human beings easily. They will decide whether they need human beings on this planet, and in what role, if at all. Even if they find a role for human beings, it is likely not to be a dignified role. Whatever role we may hope to play in that world would definitely not be the role super-smart machines would have in mind. They may quickly realize that human beings are a dispensable nuisance.

We have another bit of insanity attached to this issue. We are so busy in the race to create super-intelligent machines we forgot to create any universal social watchdog to ensure there are strict guidelines to follow while we develop these technologies,

such as, that they will bring no harm to people physically, mentally, socially, and economically, and will do no harm to the planet.

I see one common thread behind all this insanity—the basic flaw in our greed-based economic system. To address this once and for all we must redesign our existing unsustainable economic system putting our human values of empathy, sharing, and caring, at the centre of all our economic, political and social activities and create a new civilization based on those values. If we don't do that, it is not unlikely that we - all of humankind - would disappear within a century.



8TH SOCIAL BUSINESS DAY 2018



... celebration has shed light on these multiple areas where social business has contributed to and has prospects of further growth. In this regard, three plenary sessions were held on the themes “A World of Three Zeros”, “Science and Technology for Social Business”, and “Past and Future of Microfinance as Social Business”. The sessions were led by leading academicians and prominent practitioners in the field of social business including Manoj Kumar, Co-Founder and CEO, Social Alpha, Steve Hollingworth, President and CEO, Grameen Foundation, Cam Donaldson, Pro Vice Chancellor, Yunus Chair in Social Business and Health, Glasgow Caledonian University, Dr. Muhammad Ibrahim, Professor and Head, General Education Department, ULAB University, Masahiro Kan, Former Executive Director for Japan, World Bank, Andrea Jung, President and CEO, Grameen America, K Paul Thomas, Managing Director and CEO, ESAF Small Finance Bank, Ratan Kumar Nag, Former Managing Director, Grameen Bank among others.

The eighth Social Business Day 2018 kicked off in Bengaluru, India at Infosys Electronic City Campus on June 28, 2018. This signature event of the Yunus Centre, which held all its seven previous celebrations in Dhaka, Bangladesh, marked the annual global celebration of social business for the year 2018 through the leadership of Nobel Laureate Professor Muhammad Yunus. With a special Assamese song performance by celebrated singer Joy Barua the celebration begun in an enthusiastic environment. Following the performance, Lamiya Morshed, Executive Director, Yunus Centre, Aarti Wig, Co-founder, Yunus Social Business India, and Lakshmi Pratury, Founder and CEO, INK welcomed everyone to the Social Business Day, respectively. Social Business Day 2018 had been organized by the Yunus Centre and Yunus Social Business India with support from INK and Infosys. The theme of the event this year is

“A World of Three Zeros” which is based on Professor Yunus’s vision of a world with zero poverty, zero unemployment, and zero net carbon emissions.

Nobel Laureate Professor Muhammad Yunus, whose 7-principles of social business leads the social business movement, delivered the opening speech where he addressed the distinguished guests of academicians, practitioners, policy makers, students, and social business enthusiasts. Professor Yunus emphasized on the risks of wealth concentration, how it has become ticking time-bomb. He said economic theory has fitted us with glasses with dollar signs. They do not let us see the world of people. He says we need bifocal glasses which will have dollar sign as well as global sign. The objective of Social business day is to bring the social business family together, share our concerns, connect on our common goals, and get our batteries charged to go back

to work with full speed. Professor Yunus inspired the audience to drive social change by individual initiative. Emmanuel Faber, CEO, Danone and Dr. Devi Prasad Shetty, Managing Director, Narayana Hrudayalaya made keynote speeches where they both emphasized on the impact social business has had globally.

On the first day, celebration has shed light on these multiple areas where social business has contributed to and has prospects of further growth. In this regard, three plenary sessions were held on the themes “A World of Three Zeros”, “Science and Technology for Social Business”, and “Past and Future of Microfinance as Social Business”. The sessions were led by leading academicians and prominent practitioners in the field of social business including Manoj Kumar, Co-Founder and CEO, Social Alpha, Steve Hollingworth, President and CEO, Grameen Foundation, Cam Donaldson,

Pro Vice Chancellor, Yunus Chair in Social Business and Health, Glasgow Caledonian University, Dr. Muhammad Ibrahim, Professor and Head, General Education Department, ULAB University, Masahiro Kan, Former Executive Director for Japan, World Bank, Andrea Jung, President and CEO, Grameen America, K Paul Thomas, Managing Director and CEO, ESAF Small Finance Bank, Ratan Kumar Nag, Former Managing Director, Grameen Bank among others.

Ten panel sessions took place where the participants engaged in a more intensive discussion around their respective themes that ranged from "Financing Social Business" to "Harnessing Creativity for Solving Social Issues". Six Yunus Social Business Centre (YSBC) collaborations were announced taking the tally to 56 YSBCs in 28 countries for the Yunus Centre. Amity University Rajasthan, Amity University Haryana, Ashoka University, AIMS Institutes, National Pingtung University of Science and Technology, National Kaohsiung University of Science and Technology are the latest additions to the YSBC network.

Special video greetings were sent by Thomas Bach, President, and International Olympic Committee, the women clients of Grameen China and Dr. Aseem K Chauhan, Chancellor, Amity University, India. A special "Announcement" segment where latest enterprising efforts around social business were featured which included announcing the International Journal of Social Business, Consultative Committee on Global Initiative for Tire Recycling, Youth4SDG Social Business Challenge, and Banker to the Poor: Kannada Version and announcing winners of SBYA Champ. The day ended with a comedy debate titled "Social business is a completely crazy idea" leading the day towards light and fun closure.

The second day opened with the opening plenary "Corpoates in Social Business" which added to the global discourse of how corporate can engage in social development for which social business can be a pathway. Pecha Kucha presentations featured the following initiatives: "Grameen Caledonian College of Nursing- A Unique Social Business, Technology for social impact, "Simple Learnings, Simple Perspectives", "Chittagong Social Business Centre", "Yunus Sports Hub", "YSB Global Experiences", "Perfect Day" and "Creating a Thriving Social Business Ecosystem: for the youth by the youth", "Social Business Academia Conference 2018" and "Updates on YSB Foundation Taiwan". Other sessions added to the diversity and depth of social business's reach across sectors and areas through the plenaries "Converting



Unemployment into Entrepreneurship" and "Social Business and Sports". Hans Reitz, Co-founder, Grameen Creative Lab, based in Germany, Dr. Michael Roy, Senior Lecturer in Social Business at the Glasgow Caledonian University, Yunus Social Business Centre for Health and Society, Glasgow Caledonian University, Aarti Wig, Co-founder and Country Director, Yunus Social Business India led these plenary sessions with participation from distinguished panelists.

The special highlight of the event was the establishing formal relationship between NITI Aayog, Think Tank of government of India, and Yunus Social Business India, which was formalized by an on-stage MoU signing between Professor Yunus and Ramanan Ramanathan, Mission Director, Atal Innovation Mission of Niti Aayog. Amitabh Kant, CEO of NITI Aayog addressed the conference via live videocast where

he mentioned Professor Yunus's life's works have been an inspiration to him and to generations of development leaders across the world. Mr Kant also explained the work that the Indian government is doing in working towards the Sustainable Development Goals, and how their work ties in with social business. Country Forums were held for the following countries and regions: Bangladesh, India, Europe, greater china with mainland China, Hong Kong, Taiwan, and the group of countries consisting of Australia,





Philippines, Malaysia, and Thailand and Japan. Each forum conducted an intensive discussion on their regional initiatives and key aspects on social business. The day concluded with the Pre-Conference on Social Business Academia that serves as a preparatory meeting for the Social Business Academia Conference to be held in Wolfsburg, Germany in November.

Nobel Laureate Professor Muhammad Yunus's closing address to the audience left everyone inspired. "Making money is a happiness, Making other people happy is a super happiness" said Professor Yunus. He underscored how his efforts are meant to help liberate the human minds of its conventional selfish orientation which has the self-destructing inclinations. He urged the audience to work for building a world of empathy and human values. He said that the

infinite potential of the human mind should be allowed to sprawl into creative actions and solutions to the world's most pervasive problems, beginning with small effort's. The houseful Infosys amphitheater cheered to his words of inspiration and brought the curtains down for the Social Business Day 2018 but continued with other related annual events.



INTEREST IN SOCIAL BUSINESS FROM ITALIAN POLICY-MAKERS



Professor Yunus addressed a gathering of leading citizens of the City of Matera, leaders of all political parties, Mayor and Councilors of the city as well as faculty members and students of the university.

Professor Yunus has visited, during May 18 to 21, three major cities of Italy, Turin, Milan, and Rome. Since the January elections in Italy, Professor Yunus has met with the President of Italy, the Speaker of the newly elected Parliament, the Mayor of Rome and the Mayor of Torino.

Nobel Laureate Professor Muhammad Yunus was received by Roberto Fico (44), the newly elected Speaker of the new Italian Parliament during his visit to Rome during his May visit. They had very detailed discussion on social business. His party has won the recent national election to give new direction to Italian economy and provide jobs to the youth, 40 percent of whom are unemployed. Speaker Fico was particularly interested in Yunus's idea of turning unemployed youth into entrepreneurs. During the hour long discussion they discussed many practical ways to address the economic problems of Italy. They discussed the issue of giving

minimum income to unemployed youth. Yunus stated his position by saying that state subsidies do not solve problems, at best they cover up problems.

Professor Muhammad Yunus was also greeted by the recently elected young Mayor of Rome. Thirty-nine year old Mayor Virginia Elena Raggy invited her young Deputy Mayor, Luca Bergamo to join her in the discussion. Mayor Virginia told Yunus that she is familiar with the microcredit banking developed by him. She discussed a wide range of problems of Italy, particularly of Rome. She had a long discussion on the solutions offered by Yunus. They discussed the possibility of holding a Social Business Mediterranean Summit 2019 hosted by City of Rome. During his visit to Rome Yunus signed an agreement with Basilicata regional government for creating a social business fund for the region to finance social businesses.

Professor Yunus went to Assisi city, two

hour drive from Rome, outskirts of which eight centuries old San Francis Monastery was built by Catholic monk San Francis. Yunus was invited by Cardinal Lorenzo Baldisseri of the Monastery to address a Youth Forum at the Monastery. San Franciscan Catholic youth are looking for their role in the economic crisis of Italy which has created large youth unemployment. Professor Yunus was invited to have lunch with monks who keep them secluded from the outside world. He was taken to their isolated area, was greeted by the head monk in a formal welcome speech. Then Yunus joined with 76 monks from 29 countries in a simple lunch. Head of monks took Yunus to visit the grave of San Francis who was buried deep under the monastery. Father Enzo Fortunato interviewed Yunus for a nationwide TV program.

The tour also marked Prof. Yunus's one-on-one meeting with various national and city dignitaries of Italy. Prof. Yunus met

with the 33 year old lady Mayor of Turin, Chiara Appendino, early on his tour to discuss about leveraging social business to build collaborations between institutions and citizens in order to bring about transformative changes for community development. After the meeting, Mayor Chiara tweeted expressing her delight of meeting Professor Yunus .

Professor Yunus gave public lectures at all three cities, Intesa San Paolo Auditorium

Roberto Maroni who is the former Minister of Interior and former President of Lombardy, business leaders, social activists and various stakeholders of the Giangiacomo Feltrinelli Foundation.

Yunus had a meeting with the production team led by the composer Paolo Samoggia who created a full length opera titled 27 Dollari, based on the life and struggle of Prof. Yunus in creating Grameen Bank. She has been working on creating the Opera

and Social Policies. He is the leader of the Five Star Movement party which defeated all the traditional parties in the general election held in January this year. Five Star Movement party's platform was based on rejecting all the policies of traditional parties. Nobel laureate Professor Yunus was held up by the party as their inspiration for economic policies. During the discussion, the 32 year old political leader mentioned that his generation received inspiration from Professor Yunus'



With Deputy Prime Minister of Italy and Minister of Economic Development, Labor and Social Policies, Mr Luigi Di Maio in Rome, Italy.



With globally celebrated singer and actor Albano Carrisi



Professor Muhammad Yunus had an hour long discussion on practical ways to address the economic problems of Italy with Roberto Fico, the newly elected Speaker of the new Italian Parliament.

in Turin, at the Giangiacomo Feltrinelli Auditorium in Milan, and the Maxxi Museum auditorium in Rome. At the book presentation event in Giangiacomo Feltrinelli Auditorium, in Milan, hosted by Inge Fertinelli, ninety-two year old renowned Italian photographer, director, and publisher Inge Fertinelli and a long time friend of Professor Yunus. She currently co-heads the family publishing company Giangiacomo Feltrinelli Editore, which is the publisher of the Italian edition of "A world of three zeros". Yunus's audience consisted of several former central Ministers including Italian politician

for the last eight years. She is now ready for public performance. Throughout the tour, Prof. Yunus gave interviews to several national and regional Italian media: Sky Arte, Italian financial times, Il Sole 24 Ore, Rai Tg Regionale, TV200, and Radio 24, including attending the late night talk show che tempo che fa hosted by Fabio Fazio on Rai TV.

Professor Yunus visited Italy again during September 2018, during this visit he was invited by Luigi di Maio, Deputy Prime Minister of Italy who holds the portfolio of Minister of Economic Development, Labor

work and philosophy. They met in Rome at the office of the deputy Prime minister on Sunday September 9.

They focused on the social business solution to youth unemployment by turning youth into entrepreneurs. They discussed creating a national Social Business Venture Capital fund to provide equity to the youth. Di Maio pointed out that he is from Naples where sixty percent of the youth are unemployed. It is sad that a rich country like Italy cannot provide jobs for its own youth, he said. They also discussed how to make microcredit available to the people who are

rejected by the existing banking system. Professor Yunus talked about importance of creating a separate law to create banks for the poor. The Italian leader requested Yunus' help in designing such a law. They discussed the broad spectrum of social business and how to get business leaders in Italy attracted into setting up social businesses and social business funds. They discussed how to promote the concept of social business among the young people and business leaders. They also discussed how CSR money can be used in creating social businesses.

Di Maio discussed his party is committed to introduce guaranteed Basic Income for all unemployed people. He sought Professor Yunus' opinion on this issue. Yunus said that he is always against state charity for solving the problem of the poor. This hides the problem rather than solving the problem. It leads to dependence, whereas our policies should be aimed at unleashing individual's creative capacity. He said he would prefer to support them with financial opportunities to turn them into entrepreneurs. Both of them agreed to follow up on all the items discussed and take concrete actions. The report on the meeting was printed in the leading newspapers of Italy.

After his meeting with Luigi Di Maio, Professor Yunus left for Scala, a town 300 kilometers south of Rome on the Amalfi Coast to attend a ceremony to commemorate the loss of lives of the events of 11 September 2001, in the framework of the collaboration between Scala and New York. Professor Yunus was the Chief Guest and Keynote Speaker for the ceremony led by the Mayor of the city, and attended by many celebrities of Italy. The ceremony concluded with a concert by the globally celebrated singer and actor Albano Carrisi. The city was covered with posters displaying pictures of Professor Yunus and Albano, the two main attractions of the event.

On September 9, 2018, University of Basilicata established the 60th Yunus Social Business Centre. Nobel Laureate Professor Muhammad Yunus during his visit to Matera signed the MoU with the University of Basilicata in the ancient city of Matera located at the southernmost part of Italy. Professor Yunus is in Italy for meetings the leaders of Five Star Movement party which won the majority seats in the Parliament.



Professor Muhammad Yunus speaking in front of the attendees of the "Nuovo Rinascimento" Award at Milan Ikeda Cultural Centre for Peace in Italy.

Five Star Movement party during the election campaigned that they will follow the policies and actions promoted by Professor Yunus. One of the prime aims of the YSBC of Basilicata University is to tackle unemployment especially among the youth by implementing models of social business.

Nobel Laureate Professor Muhammad Yunus addressed Soka Gakkai International conference as Chief guest, held in Milan, Italy, on October 1. He was honored with the "Nuovo Rinascimento" Award or the

New Renaissance Award on by the Italian Buddhist School Soka Gakkai. He has been awarded this prize for his efforts to testifying the humanistic philosophy through social business and micro-credit. Professor Yunus, who is a firm believer that the human being is far greater and more precious than mere profit has been working relentlessly to make this world a better place by trying to eradicate poverty and develop a sustainable economy for a better future, according to the Buddhist organization.



The ceremony was followed by a press conference around the book of Professor Yunus's "A World of Three Zeros" which highlights his three key philosophies of Zero Unemployment, Zero Poverty and Zero Net Carbon Emissions.

The signing of MoU between Professor Muhammad Yunus and Aurelia Sole the Rector of the University of Basilicata

with the Mayor of Rome Ms. Virginia Elena Raggy at her office.

HIGHLIGHTS

(July 2018- October 2018)

SOCIAL BUSINESSES SHAPING UP IN MALAYSIA

Nobel Laureate Professor Muhammad Yunus had a meeting with the Deputy Prime Minister of Malaysia, Wan Azizah Wan Ismail at the Parliament Building in Malaysia along with Vice chancellors of two leading national universities. So far five leading universities have created Yunus Social Business Centres, along with My Harapan, a national youth organization. The Deputy Prime Minister has agreed to meet the leaders of the Malaysian Social Business Network every month to review the progress of the social business in the country

The Malaysia tour started in Penang at an event-called Nobel Talk "A World of Three Zeros- The Role of Academic, Corporate and Public" at Universiti-Sains Malaysia. Prof. Yunus addressed a crowd of thousand people comprising of students, entrepreneurs, management from corporate sector and the public sector. The Mayor of Penang announced in his welcome speech that he would follow in the footsteps of Ipoh and make Penang a social business city.

The trip was organized by Malaysian Social Business Network (mySBN), which includes myHarapan, UniversitiKebangsaan Malaysia, UniversitiSains Malaysia, UniversitiTeknologiPetronas, Universiti Putra Malaysia and Institute Darul Ridzuan.

Prof. Yunus also had a meeting with CEO, Tekun-Nasional, an organization under the Ministry of Entrepreneurial and Cooperative Development to explore how some of their programs can be converted into social business. He addressed social entrepreneurs from the city and encouraged them to apply their technological skills in solving social problems.

He went to a coastal village where he visited a social business nursery dedicated to working towards preserving the coastline from erosion by planting mangrove along the coastline. Villagers showcased their work to Prof. Yunus. The Nobel Laureate planted a mangrove sapling as a token of support in the efforts of the village women.

After that Professor Yunus headed to Ipoh. There he met with the former Chief Minister of Perak DrZambry, who was a champion of social business during his term as Chief Minister and had declared Ipoh, capital of Perak, as the social business city.



With the Deputy Prime Minister of Malaysia, Wan Azizah Wan Ismail at the Parliament Building

On the third day of the trip, Prof. Yunus addressed the senior executives of Petronas, the state owned oil and gas company in Kuala Lumpur.

Prof. Yunus attended the closing ceremony of Engineering, Science and Technology Congress (ESTCON) 2018 as the Key-note Speaker at the Petronas twin tower complex. Over 1000 research and innovation experts from 40 countries participated. Yeo Bee Yin, Minister of Energy, Green Technology, Science, Climate Change and Environment, Malaysia presided over the closing session.

At the event, Prof Yunus spoke on the threats of artificial intelligence and the need for responsible technological advancement. The event was organized by Universiti Teknologi Petronas and supported by the oil giant Petronas.

Prof. Yunus is a member of the Academic Advisory Council (AAC) of the University of technology founded by Petronas and attended the two daylong meeting of the Advisory Council.

He said universities are the navigators of the society. Their job to help the world go on the right direction and avoid taking wrong turns. They also train the future pilots of the world. When you train



Yunus planted a mangrove sapling as a token of support in the efforts of the village women



With Malaysian Social Business Network

pilots you become training institution. The task of the university is to make people aware that they possess enormous power. If they don't use the power well, it will be all wasted. He said if we don't change things quickly human would become extinct within this century. Universities must show mankind how they can avoid becoming extinct.

SOCIAL BUSINESS COMES TO SANTA FE, USA



With Mayor Alan Webber, Santa Fe (on the right), his son-in-law, daughter, and three year old grandson (from the left) at the International Folk Art Market Santa Fe all dressed in traditional Bangladeshi attire

On July 12 Professor Muhammad Yunus led a procession of artists at the 15th International Folk Art Market in Santa Fe, New Mexico. Prof. Yunus was invited to chair the annual celebration of folk art at the historic Santa Fe Plaza, which is the largest market of its kind in the world. The bazaar is a global gathering of folk artists from all over the world. The three-day market serves as a platform for cultural exchange, providing a space for artists to showcase their work.

The International Folk Art Market Santa Fe is attended by 20,000 people and generates over \$ 3.5 million. Growing from a grass root initiative, the IFAM has grown into a non-profit organization that empowers folk artists globally with participation by over 150 artists from 56 countries. The CEO of IFAM, Jeff Snell said in a statement that the artists' pursuit of their craft with the support of capital can

transform communities and reflects the principles of Prof. Yunus.

Prof. Yunus a proponent of the idea of self-initiative and entrepreneurship to overcome the barriers faced by society inspired artists and attendees to channel that in their work. Underscoring the damage done by mainstream capitalism, Prof. Yunus shared his vision of a novel economic system, which recognizes both the selfless and selfish nature of humans, emphasizing on the former. He said "The real human being is a mixture of both selfishness and selflessness; modern economists have thrown away the selfless". The Nobel Laureate also wants policies that support on items made by hand, such as removing all import and export duties.

Mayor Alan Webber, Santa Fe, IFAM Board Chair, Kathryn King Coleman and IFAM CEO, Jeff

Snell greeted Prof. Yunus. Prof. Yunus also held signing of his latest book "A World of Three Zeros" during the tour. Besides leading the procession, Prof. Yunus also attended One World Dinner by IFAM and its renowned gala event Opening Night Market Preview Party. He met with Global Youth Ambassador students, selected artists, saw the Sing for Hope piano decorated by Mandela International Magnet School students and attended a Sing for Hope piano performance by guest artists.

CHINESE EDITION OF YUNUS' THREE ZEROS BOOK LAUNCHED

From July 19 to July 24, Grameen China organized Yunus Social Business Week in honor of Nobel Laureate Professor Muhammad Yunus. The week-long event stretched across multiple cities in China, comprising of various sessions with state dignitaries, business leaders, social business activists, leaders of finance and banking, microcredit practitioners, and students in China. In Beijing Prof. Yunus gave the keynote speech on July 19, at the Global Youth Leader Summit organized by Peking University and Hong Kong Polytechnic University in collaboration with the City Government of Beijing where he spoke to 150 youth leaders from 56 countries.

The conference was held at the conference centre of giant steel company Shaogang Group. To honor Professor Yunus Shaogang management arranged a special reception for him attended by the highest executives of the company including Mr. Zhang Gongyan, General Manager, Shaogang Group. Professor Yunus was also received by Mr. Wang Jianzhong, Deputy Director, Organization Department of the Beijing municipal Party Committee who also gave him gifts on behalf of the Party Committee.

After this he travelled to Peking University campus where he gave a lecture organized by PKU PolyU Social Work Research Centre. It may be mentioned that Professor Yunus was appointed as a Visiting Professor at Peking University ten years back.

During the tour Professor Yunus also met with the senior management of People's Bank of China which is the central bank of the country managing its monetary policy and regulating financial institutions. The meeting marked the bank's interest in exploring social business and expansion of microcredit nationwide. He was invited to the head office of Asian Financial Cooperation Association, an association of financial institutions around the world, initiated by Government of China as a non-government institution. He was received by Mr. Yang Zaiping, Secretary-general of Asian Financial Cooperation Association. The Secretary General briefed Professor Yunus on the



With Mayor Liu Wan Kang of Luoyang during launching ceremony of Grameen China's branch in Luoyang, one of the four great ancient capitals of China and the cradle of Chinese civilization

activities of the association. He invited Professor Yunus to be a member of the International Advisory Committee of the Association.

Prof. Yunus delivered the keynote speech at the Beijing Inclusive Finance Forum organized by China Association of Bankers where more than two hundred participants attended the event. He addressed the country's leading bankers and entrepreneurs calling them towards more socially responsible finance by encouraging financial support provision towards social business in a bid to prevent wealth concentration. Prof. Yunus had lunch with Chairman of China Construction Bank at the head office of the Bank. The Chairman invited Professor Yunus to a joint venture initiative to launch Grameen microcredit in China and help set up social businesses.

China Construction Bank is one of the "big four" largest banks in China, and also one of the largest in the world with operations expanding in several major metropolis of the world like New York, Singapore, Melbourne, Frankfurt, and Johannesburg.

On July 22, Prof. Yunus went to Luoyang, one of the four great ancient capitals of the Chinese empire from where several dynasties ruled the country, which is now a bustling city. He was received by Mayor Liu Wan Kang of Luoyang where the deputy mayor and other senior city government officials were present. Prof. Yunus also attended the launching ceremony of Grameen China Luoyang branch where Bangladeshi Grameen experts are helping set up Grameen microcredit programme. He gave a lecture to an audience of 300 people at the Luoyang Royal Mudu Hotel on the occasion of the signing ceremony between Luoyang Rural Commercial Bank and Grameen China. The two organizations are coming together to alleviate poverty and instill inclusive finance using the Grameen model.

From Luoyang professor Yunus went to Zhengzhou, capital of Henan province, known as the birth place of Chinese civilization.

Prof. Yunus signed a Memorandum of Understanding with Zhengzhou University to

set up the Yunus Social Business Centre (YSBC) at Zhengzhou University. It became the 57th university to set up YSBCs across the world in 28 countries, and the 4th in China. Located in the Henan Province of China, Zhengzhou University is a public university catering to over 55,000 undergraduates, 15,000 full-time post-graduates and about 1800 international students from over 116 countries. The YSBC creation at the university will allow the students, faculty members, and researchers to expand academic research, teaching, action research, other workshops and events in social business to find solution to the most pervasive social problems.

In a ceremony attended by over 500 faculty and students Professor Yunus was made an Honorary Professor of the University of Zhengzhou.

Prof. Yunus later attended the launching ceremony of Shenzhen Inclusive Finance Lab organized in partnership with China Construction Bank. He also held meetings with the senior government officials of Shenzhen which is a major city in Guangdong Province of China to share his ideas on how social business can help in the advancement of the Province in a socially-oriented means instead of only economic.

At the closing of the Social Business week of China, Prof. Yunus arrived at Chinese University of Hong Kong, on July 23, which had established a Yunus Social Business Centre last year. He addressed the students and faculty of Chinese university of Hong Kong on the threat of wealth concentration and danger of artificial intelligence.

During his week-long tour of China, Professor Yunus travelled through five cities of China - Beijing, Luoyang, Zhengzhou, Shenzhen and Hong Kong. He launched the Chinese edition of his book "A World of Three Zeros" during this visit.

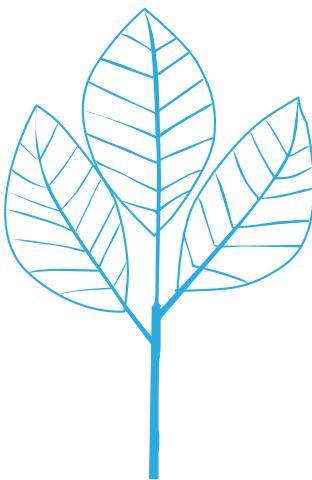
Prof. Yunus signed a Memorandum of Understanding with Zhengzhou University to set up the Yunus Social Business Centre (YSBC) at Zhengzhou University. It became the 57th university to set up YSBCs across the world in 28 countries, and the 4th in China. Located in the Henan Province of China, Zhengzhou University is a public university catering to over 55,000 undergraduates, 15,000 full-time post-graduates and about 1800 international students from over 116 countries. The YSBC creation at the university will allow the students, faculty members, and researchers to expand academic research, teaching, action research, other workshops and events in social business to find solution to the most pervasive social problems.

SOCIAL BUSINESS ENTHUSIASTS VISIT YUNUS CENTRE

YC Visit Programs

As Social Business is increasingly graduating from a theoretical probability to an emerging alternative economic model across the world, the ever increasing number of exposure visitors to Yunus Centre is a reflection of that graduation. Recently, senior business management consultants, researchers, and students from all over the world who decided to commit themselves supporting social businesses in their region, visited Yunus Centre to learn more closely - how the social business ventures are flourishing in Bangladesh. Recently, Ms. Nicole, the Principal Economist-Statistician at European Central Bank, Frankfurt, Germany. She is currently launching her own innovative startup and engaged in social entrepreneurship in Kolkata visited Yunus Centre along with Ms. Lubna Maelzar who is the Founder of GPE (Girl Power Empowerment), Kolkata, which has been in operation since last year, working both with privileged and underprivileged women of Kolkata in order to empower them to fight against social and financial challenges.

A 20 people delegation from S. P. Jain Institute of Management and Research (SPJIMR), which is one of the top Management and Research Institute of India visited Yunus Centre on July 2018, who were very keen to visit Social Business organizations of the Grameen family, also keen to learn the management objectives of social business. Dr. Ying Shing Lin, Associate Professor of Dept. of Accounting and Information Systems, National Kaohsiung University of Science and Technology (NKUST), Taiwan came very recently to learn about social businesses in Bangladesh through our Exposure Program. Mr Idris Jusoh and Mr. Rosol Wahid, who are the Members of the Malaysian Parliament, visited Yunus Centre for a three day visit. Mr. Jusoh, who is a former minister, is learning about social business to implement in Malaysia and beyond. During their visit to Bangladesh, they will be visiting different social businesses and experience in person how the concept has changed the lives of people.



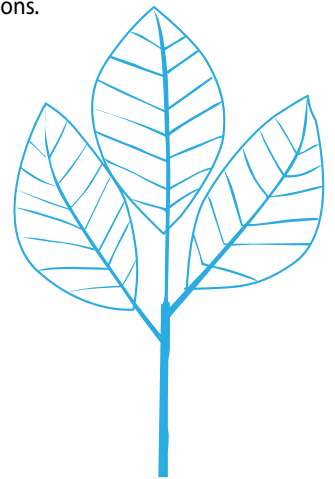
YC Immersion Program

Immersion Program is a great opportunity, offered by Yunus Centre to explore the initiatives of Nobel Laureate Professor Muhammad Yunus, known as the concept of Social Business and Microcredit. The Immersion Program, basically, refers to a month-long comprehensive program designed with various workshops, exclusive seminars, splendid presentations, inclusive meeting with Professor Muhammad Yunus, exciting field-trips and so on. It is mainly for the interested students/ professionals/ businessmen/ any person (minimum undergraduate) throughout the world who desire to work with the vision of social business in order to build up a poverty free world. They are welcome to experience the Program at Yunus Centre. Through the month-long comprehensive program, the participants come to know about the mission and vision of Professor Muhammad Yunus regarding the future world and have an opportunity to discover the idea of social business. And finally, after experiencing the program, participants reach the ability to think up various social business plans.

Moreover, Immersion Program has an extraordinary zeal in the sense, where participants get together from different parts of the world along with

different cultures and values which makes possible themselves to think up various and unique social business ideas.

In 2018, 6 batches have successfully completed the program where 41 participants from 14 countries, 33 universities, and 5 organizations so far and many more to come in the impending sessions.



YUNUS SOCIAL BUSINESS CENTRE



Professor Muhammad Yunus receiving the fellowship from the Rector of University of Venice Ca' Foscari Michele Bugliesi



With Dr. Alejandro Mungaray Lagarda, the director of YSBC at UABC

Yunus Social Business Centre is gaining popularity day by day in the whole world. Yunus Centre is a research hub for Social Business. A Social Business Centre under the Yunus name follows the principles and guidelines provided by Professor Muhammad Yunus, and try to determine the role of Social Business in solving society's most pressing problems. Yunus Social Business Centres spread the idea of social business among the university students encouraging entrepreneurship and social commitments in them. Beyond the activities in the base university Yunus Social Business Centre also conducts social business workshops in different universities. Yunus Social Business Centre is usually setup at the university corridor following a few rules and regulations.

By October 2018, 64 centers has been established in different universities in India, USA, UK, Japan, Taiwan, Albania, Australia, New Zealand, Nepal, Thailand, Poland, Italy, Brazil, China, France, Turkey, Germany, Azerbaijan, Mexico and so on.

On September 9, 2018, University of Basilicata established the 60th Yunus Social Business Centre. Nobel Laureate Professor Muhammad Yunus during his visit to Matera signed the MoU with the University of Basilicata in the ancient city of Matera located at the southernmost

part of Italy.

University of Venice Ca' Foscari, located in Venice, Italy, is one of the oldest university in the world. To continue the cycle of "Nobel Prizes in the Chair Project" at Ca' Foscari that, on the occasion of the celebrations of the 150th anniversary of the foundation of the University, the university brings guests of excellence to offer exceptional opportunities for students and teachers to meet. As a part of which Nobel Peace Prize winner Professor Muhammad Yunus was invited to speak at the university. Professor Muhammad Yunus was also awarded the fellowship in Economics at the University of Venice Ca' Foscari because of his very high contribution to the development of the social innovation.

Yunus Innovation Pathway Center was launched at University of Monterrey in an elaborate ceremony attended by professors and students of University of Monterrey, Mexico. University of Monterrey, Mexico is one of the top private universities of Mexico. This is the 64th YSBC in the network and the 2nd in Mexico along with UABC- The Autonomous University of Baja California (UABC). UABC launched their Yunus Social Business Center on 11th October, 2018 in the presence of Nobel Laureate Professor Muhammad Yunus.



Yunus Innovation Pathway Center launched at University of Monterrey, 64th YSBC in the network

YSBCS AT A GLANCE !

Continents	No. of YSBCs	No. of Countries	Country Names
Asia	37	12	Albania, Azerbaijan, Bangladesh(2), China(5), India(9), Japan, Malaysia(6), Nepal(2), Palestine, Singapore, Taiwan(6), Thailand(2)
Europe	12	8	Germany, Turkey , Poland, France, Spain Switzerland, UK(2), Italy
Africa	1	1	Zimbabwe
South America	5	3	Brazil(3), Bolivia , USA
North America	3	2	Canada , Mexico(2)
Australia, New Zealand	6	2	Australia(5), New Zealand
Total	64	28	



photo taken from the internet

Nobel Laureate Professor Muhammad Yunus has worked relentlessly on creating a social business movement around the world, and his work inspired a lot regular/corporate business establishment to create social businesses and address social benefits. McCain is one of those examples. Originally a Canadian company founded in 1957, McCain has its European headquarters located in Villeneuve d'Ascq (Department 59, France). Every year, McCain processes over 5 million metric tons of potatoes into French fries and related products in its 7 European factories, 4 of which are in northern France. McCain has been involved in Social Business for several years now, and contributes to developing projects co-created with members of the value chain in order to improve quality of life for the communities where it operates.

Bon et Bien is an independent social business set up in northern France to fight food waste and support local employment on October 2014. McCain partnered with two private companies in France, retailer E Leclerc and recruitment experts Randstad France, and two associations, Food Banks of France and the French Potato Growers Association, to create Bon et Bien.

Thirty percent of the vegetables produced in Europe are rejected because of their shape, size and general appearance. These vegetables do not meet market standards even though they are perfectly edible and nutritious.

Instead of letting them be discarded, Bon et Bien buys these "ugly" vegetables directly from regional farmers to make delicious soups prepared by chefs of the region. The soups are sold at the local retailer E Leclerc under the BON et Bien name.

In addition to tackling issues of food wastage, Bon et Bien hires their staff from among local long-term unemployed workers. The Nord-Pas-de-Calais region has the second highest unemployment rate in France. Employment agency, Randstad France provides training opportunities and helps with the professional reintegration of people who have been unemployed for a long time.

Finally, as a Social Business all of Bon et Bien profits will be reinvested in the development of the company, to continue to have a positive social and environmental effect.

IMPACT WATER, A SOCIAL BUSINESS IN UGANDA

Social Business Stories



Clean Drinking Water for School Children

Impact Water is one of the initiatives taken by Yunus Social Business Uganda, to increase access to safe water, focusing on school and health facilities. Over 9 million Ugandans lack access to safe drinking water with an estimated 440 children still dying every week due to water borne diseases. A much higher number fall sick and experience health issues from contaminated water, resulting in lower school attendance.

In Uganda, most schools relied on piped or borehole water which is not safe, threatening student health and education. The many schools that do treat their water use firewood stoves to bring water to the boil. The time and fuel cost of boiling water for the entire school population is significant, inevitably leading schools to not treat sufficient amounts of water. With over 20,000 schools in the country and one of the world's fastest growing populations, alternative water treatment solutions are urgently needed, not only to address demand but to help protect Uganda's already threatened forests.

Impact Water came forward to solve this social problem. It is a social business that provides environmentally friendly UV-based water purification systems to schools on low cost, multi-year credit terms. They sell, install and maintain environmentally-friendly water purification systems to schools on low cost, multi-year credit terms. This helps schools to avoid burning firewood for boiling water, offsetting CO₂ emissions while reducing medical costs for the families by avoiding waterborne diseases. Improved student health enables students, and their teachers, to better focus on their education and their futures. One of the recipients of Impact Water's tanks, Haji Kyabangi Yahaya, the Director of the Gangu Muslim Primary, noticed that before the installation of the tank they had around 6 cases per week of waterborne diseases. After installation, they did not have a single case.

Impact Water generates revenue by offering procurement, installation and maintenance of the water filtration systems at Ugandan schools. The social business already serves around one thousand schools in Uganda, providing clean drinking water to more than 800,000 children.

NOBIN ENTREPRENEURS Success Stories



The Award Giving Ceremony to recognize the best entrepreneurs of the year 2017 for NabinUdyokta (New Entrepreneurs) Program took place at Grameen Bank Auditorium in June 2018. Promising New Entrepreneurs shared their experience at the event. The NabinUdyokta Program started with the objective of employment generation and to establish the second generation of the Grameen Bank members as successful entrepreneurs. Since 2013 the Nabin social business funds has invested in 32,000 young entrepreneurs.

Muhammad Yunus' dream of "putting poverty in the museums" becomes music

27dollari is a multimedia opera created by the composer Paola Samoggia based on a book by Muhammad Yunus. In his book "the banker of the poor", Prof. Yunus describes how he met poor women from villages near his hometown during the famine of 1974 in Bangladesh; these women were making bamboo-based products and were dependent on middlemen to sell the items. In his efforts to help these women get out of the cycle of perpetual debt and exploitation from middlemen, Prof. Yunus loaned money that from his pocket to the women. He found that just \$27 transformed the lives of 42 women. It is from this experience that the idea of microcredit and Grameen Bank was born.

This story has become the subject of a multimedia chamber opera. The project is designed in 3 media formats – the chamber opera, for theater and traditional show spaces; video opera, for online viewing in multiple spaces and artistic events; the last format is a 100-second video which captures the essence of the musical theme and the text of the chamber opera for general circulation on the social media.

The intent of this opera is to convey an important message through multimedia format for the greatest possible circulation. Paolo Samoggia wrote the music and the writing came from Rita Forlani's reinterpretation of Prof. Yunus' book.

The opera will debut at Teatro Scientifico of Mantova in the Spring of 2019.

FEATURED IN HIGH SCHOOL TEXTBOOKS

Professor Muhammad Yunus and Grameen Bank's story in the national curriculum for the Grade Seven in Canada

The story of Nobel Laureate Professor Muhammad Yunus and Grameen Bank is now part of the national curriculum for the Grade Seven students in Canada. "Complete Canadian Curriculum Grade 7" is a textbook for 7th grade students in Canada for Mathematics, English, History, Science and Geography. The story of Professor Yunus and Grameen Bank is featured in the English textbook.

The segment highlights how Professor Yunus met a poor woman in a village in Bangladesh who used to make bamboo stools. She was struggling financially

due to the high cost of bamboo, as well as the high interest being charged by the village moneylenders. Instead of giving the money, Yunus loaned US \$27 from his own pocket to that woman and others like her, for them to start their own businesses and get out of the vicious cycle of poverty.

The main point of the story is to teach the kids

how the concept of microcredit came into being and how it has helped the lives of many people. The work of Grameen Bank continues to bring people out of poverty and inspires replication projects around the world to build economically strong communities.

Similar stories and articles have been included in high school textbooks in India, US and Japan, giving the younger generation a chance to learn about microcredit and social business.

In Japan, Professor Yunus's Social Business, is a manga depicting the life and work of Professor Yunus. The project is a collaboration between the Jikei Group of Colleges and the Yunus & Shiiki Social Business Research Center at Kyushu University. The goal is to encourage the young people worldwide to understand social business. Professor Yunus's Social Business has been published in Japanese with versions in other languages in the works.



GRAMEEN NIPPON

On September 13, 2018 Grameen Nippon was launched with the aim to reduce the economic gap in the society in Japan. Grameen Nippon is a microfinance institution that provides loans at low-interest rates without collateral to those seeking support to manage and overcome their financial challenges. It is keen to support business development and growth as well as provide employment-seeking support. Grameen Nippon is a replication of Grameen Bank. The organization aims to build a society that follows the seven principles of Social Business.

Grameen Nippon wants to create a vibrant society, free of poverty by providing microfinance to help people out of their financial difficulties in Japan. Grameen Nippon will address the issues of poverty and inequality following the microcredit approach pioneered by Nobel laureate Professor Muhammad Yunus in Bangladesh. It will also promote new small business creations to change the job-seeking attitude to job-creating attitude.

"The widening of the economic gap has reached a serious level, and it is necessary to introduce microfinance in Japan as a means to bring people out of poverty," said Professor Masahiro Kan at a news conference in Tokyo. Masahiro Kan, the founder and President of Grameen Nippon was the former Executive Director for Japan at World Bank, served as the executive director of African Development Bank and also has been working with the Ministry of Finance, Japan. He is also a Professor at Meiji Gakuin University.

Professor Yunus in a message on the occasion has congratulated Masahiro Kan and Grameen Nippon on their new journey. He hopes that they will get all the support from the people, the corporations, Banks, Government and NPOs to help the organization in reaching its goal to create a poverty free society in Japan. Dr. Muhammad Yunus who founded the Bangladesh-based Grameen Bank, will chair the Japanese entity, which was inaugurated as a general incorporated association. It is the first time a version of the Grameen Bank has been established in Japan.

The popular newspaper in Japan "The Mainichi" highlighted the event. It described how Professor Yunus' vision has helped Grameen Nippon set its operation guidelines. It also said the organization would help remove poverty from the country by providing microloans to improve the country's economic condition.

CONSULTATIVE COMMITTEE ON GLOBAL INITIATIVE FOR TIRE RECYCLING

It was announced at Social Business Day 2018 by Professor Yunus and Mr. Takuya Kawamura that a Global Consultative Committee has been set-up to tackle the serious social and environmental issue of waste tires on a global scale.

In Japan there were 1 million tons of waste tires in 2017. Thirty-seven percent of these tires are re-used, re-treated and recycled rubber materials. The remaining 63% are used as a cheap source for heat along with coal. According to a survey in United Nations the burning of tires is not good for the environment, however currently there is no alternative solution to recycle the waste tires.

In the meantime in developing countries, huge numbers of waste tires are left on the street or illegally dumped, as proper waste management and recycling systems are not in place in these countries. This has serious environmental consequences.

Clearly there is an urgent global need to help solve this waste tire problem. The Consultative Committee on Global Initiative for Tire Recycling will work with practitioners around the world to come up with social business ideas and designs to reduce illegal dumping of tires and to develop potential tire recycling technologies.



YUNUS SIGNS AGREEMENT WITH IOC FOR COLLABORATION TO SUPPORT ATHLETES BECOMING ENTREPRENEURS

Nobel Laureate Professor Muhammad Yunus was invited by International Olympic Committee President Thomas Bach to attend the Youth Olympic Games held in Buenos Aires, Argentina. On the inaugural day of the Youth Olympics, Yunus was interviewed in the presence of the members of the international and national members of Olympic Committees.

At the Olympism in Action Forum, an agreement was ceremoniously signed at the main stage between Thomas Bach, President of International Olympic Committee (IOC) and Nobel Laureate Muhammad Yunus on behalf of the Yunus Centre. Agreement is aimed at creating a better society through value of Olympism with a social business as a tool. In particular it will aim at helping athletes and Olympians with dual careers and career transition opportunities, and empowering them to become entrepreneurs, by setting up Yunus Sports Hub in Paris.

Career transition for athletes can sometimes be a critical moment, as one's sports career does not last forever and daily life after competition can change considerably. But this period can also offer new exciting challenges. Thanks to ideas and skills acquired during their sports career, such as leadership, perseverance, resilience and team spirit, elite athletes have an invaluable potential to become successful innovators and entrepreneurs contributing to themselves and their communities. The concept of this programme will form the "Athlete 365 Business Accelerator" and will provide excellent opportunities to athletes, through three main phases: Engagement, Incubation and Acceleration. Athlete365 Career+ has already reached more than 35,000 athletes from over 185 countries.

Professor Yunus said, "All humans are born entrepreneurs; we want to help the athletes to unleash this capacity. They have an exciting life ahead of them: they can become successful entrepreneurs for themselves; they can also create a social business and help to solve the people's problems. This is yet another chance for them to catch the attention of the entire world,"

IOC President Thomas Bach, who is an Olympic champion in fencing, said: "Athletes are at the heart of the Olympic Games and we support them in many ways. The Athlete365 Business Accelerator is another important initiative by the IOC which aims to help athletes to build a second career besides their career in sport. Before the signing the Nobel Laureate also was interviewed by 4 time Olympic gold medalist in Ice Hockey Angela Ruggiero at a plenary named "Olympian to Socially Conscious Entrepreneur"



Nobel Laureate Professor Muhammad Yunus signed an agreement with President of the International Olympic Committee (IOC) Thomas Bach in Buenos Aires

at the Olympism in Action Forum. Prof Yunus talked about how athletes can become entrepreneurs and social business entrepreneurs, while they are still active also when they transition out of their sporting life to impact on their communities as well as on their own lives.

Also during his trip in Argentina Professor Muhammad Yunus was taken out to visit Barrio 31 which is a shantytown located in the City of Buenos Aires, more precisely in the neighborhood of Retiro, where the Professor was received by a gathering of government representatives, NGOs, foundations and social entrepreneurs who are working to transform the 70-year old shantytown --- a small city within the city with 40,000 settlers--- in downtown Buenos Aires into a new neighborhood. Those working on the improvement plan for the shanty town sought Professor Yunus' advice on the ways and mechanisms to financially empower the community through micro-finance and social business. Professor Yunus introduced the concept of turning the unemployed into entrepreneurs.

Professor Yunus was taken by IOC to visit the Olympic Park and Olympic village and had a discussion with the city representatives who planned the park and the village and its facilities. At the park, Professor Yunus met with the Bangladesh Youth Hockey Team players who are in Argentina to take part in the Youth Olympic Games 2018.

Bulletin Board



THE 9TH EDITION OF THE GLOBAL SOCIAL BUSINESS SUMMIT

The GSBS is the worldwide leading forum for Social Business. It serves to spread awareness about Social Business, foster discussion and collaboration between practitioners and stakeholders, as well as present and conceive best practices. For nine years the Global Social Business Summit has been the worldwide leading forum for social business bringing together experts from private sectors, civil society, governments & academia to further advance the idea of social business.

The concept of social business has been created by Nobel Peace Prize Laureate Professor Muhammad Yunus, with the intention to find solutions for society's most pressing needs. To increase awareness for this topic and to shape the social business community, the Global Social Business Summit (GSBS) was established.

The annual event is organized by the Nobel Peace Prize laureate professor Muhammad Yunus and his creative advisor Hans Reitz, and gathers experts from the private sector, civil society, governments and academia over a few days of meetings, forums and workshops.

The main topics of the GSBS 2018 will be Plastic & Circular Economy, Mobility, Solidarity, Sports & Social Business and Food & Its Value.



Yunus Centre

Yunus Centre Spotlight

Editor:

Lamiya Morshed

Editorial Team:

Rahima Khatun

Nabila Khan

Fazeela Morshed

Design:

lita.associate@gmail.com
mobile +880 1711107917

Yunus Centre

Grameen Bank Bhaban (16th Floor)
Mirpur 2, Dhaka 1216, Bangladesh
Phone: +880-2-9023010
E-mail: info@yunuscentre.org
www.yunuscentre.org
www.grameensocialbusiness.org
[www.twitter.com/yunuscentre](https://twitter.com/yunuscentre)
<https://plus.google.com/+MuhammadYunus>