



Spot Light

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Making Money Is a Happiness, Making Other People Happy Is Super Happiness

PROFESSOR MUHAMMAD YUNUS

We have no other route but to start a process of building a counter world. We are told all these years that happiness is only in personal accumulation of wealth. The more wealth you accumulate, the happier you get. Wealth is the measure of happiness. Is it? We must raise the question. Does wealth translate into happiness in proportionate ways or near proportionate ways? In most cases wealth may produce just the opposite result, while putting up a public show of happiness.

We may offer an alternative source of happiness which never fails — happiness from being useful to fellow human beings and the planet. Human life is a bleep in Time compared with eternity. Each of us should be asking ourselves how should we use the limited time we have at our disposal on this planet. Dominant answer to this question is, make money. We quickly give justification in favour of this answer. We say, money measures success. Money is happiness. Justification of money being happiness is that we show our talent and success by making money.

Making money makes us "successful" persons in the eyes of our peers, and also to the world in general. It makes us "successful" because that's

how the world has defined "success". If we had defined "success" as being useful to our neighbors and to the broader community of human beings, and making positive impact on the planet which transcends from now to eternity, then of course, many of "successful" business people will immediately fall into the category of terrible failures. Take the case of a multi-billionaire who made his wealth from cigarettes or alcohol or by producing harmful foods and drinks. He may be on magazine covers all around the world as "successful" person according to present yardstick of success, but in our definition he'll be far from it. Fingers from around will be pointed at him as a greedy person who brought misery to innumerable consumers only for the sole purpose of accumulating wealth. He may not be a successful person, but is he a happy person? First of all, should we believe the story that money is happiness? Very difficult to believe in such a claim. It can only be a make-believe happiness. It can be happiness because we are trained to believe that way. We keep up the outer appearance of happiness so that the real story doesn't get out in public.

On the other hand, can being useful make a person happy? Why should it?



Each individual human being is a unique creation in the entire human history. None of us will ever find a perfect duplicate of any one of us in the entire human history. To me this aspect of human being is very thrilling. This uniqueness is so precious because it makes each of us as a master-piece of creation, no matter where we are born, how we grew up. This uniqueness should not be taken lightly. This is what makes us different from robots. In case of robots we can check out their manufacturing company, manufacturing date, batch no, and model no, and we'll immediately know exactly about all its fellow robots. This cannot happen in the case of human beings. In each case of a human being we are up for surprises.



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Second aspect of human beings is that he/she is packed with unlimited creative power. Our life journey is to unleash that creative capacity in our unique ways. That's where spending a life time chasing money, even at the cost of the planet and the people, doesn't quite look appropriate for human beings. Money stands out as a too small an objective at a great cost. This uniqueness and limitless creative power are ingredients for reaching out to much bigger objectives, such as, for continually transforming the planet and the people for ever-improving lives for all, taking human civilization to higher and higher level, and demonstrating that there is no limit to what human beings can accomplish.

Super happiness comes from knowing that I define my uniqueness and my unlimited creative power by contributing to making the world a better place than I found it. It comes from knowing that I am laying my unique brick for laying the foundation of a better world in my unique way. I want to make sure that I use my unlimited power to the maximum, for the cause that I defined for my life, before my time is up. I want to make sure before I go I have succeeded in putting my signature on the brick that I contributed.

What does one really gain from owning extreme amounts of wealth? You have money in stocks and bank balances and properties and so on. I'm sure that you get a kind of happiness or pride from all that. But, how much do you increase that happiness when you double or triple your wealth? Eventually, your money just becomes numbers on a piece of paper. What does this wealth translates into in terms of your contribution to this planet? Was it a positive contribution or a negative one?

Right now, the world is on a disaster path. I fear that human beings have no chance of surviving beyond the present century. The only path to survive is to undo the damaging things we have done already. We can accomplish it by doing things in reverse order. We were taught that business is about making money. To reverse this, we have to design a business which is dedicated to not making personal money, but exclusively to doing good. That's what leads us to social business. This one reverse thought suddenly opens up a whole new world for us. With it we regain the faith that one individual person has all the power to create a new world, like one butterfly can create a storm.

Not only we can save the world we already have, but better still, we can create the world we want. The power of an individual person is magic. Our immediate task is to make us aware of that magic.

Let us be aware of our magic! With that magic we can make all impossibles possible.



GRAMEEN EUGLENA

Grameen Euglena (GE) is a joint venture led by Dr. Yunus between a Japanese Biotechnology Company called Euglena and a Grameen agricultural organization, Grameen Krishi Foundation (GKF). Since 2011, GE's vision has been to ensure the stable supply of this crop through diversification in the supply chain, raise local farmers' incomes, and improve nutrition in Bangladesh. Euglena provides GE with funding and advanced technologies for producing high-quality mung bean sprouts, while GKF provides GE with microcredit schemes for farmers to buy seeds and establish a farmer network.

Before planting, farmers are briefed on the minimum purchase price and guaranteed purchase of the mung beans. Mung beans are purchased by GE at higher values than the market price. Adequately-sized mung beans for producing bean sprouts are selected and exported to Japan, while the rest of the mung beans are sold at an original price in Bangladesh.

This system contributes significantly to farmers' incomes and employment, especially for women. Through this program, women are participating in the various steps of processing of the beans. Furthermore, selling the rest of the mung beans at low prices ensures greater nutritional access among the poor. GE farmers gain technical skills by being trained to tackle pesticide problems sustainably using Japanese high-spec sorting machines.

GE expanded the cultivation area and started exporting mung beans to Japan in 2012. In 2015, GE purchased 1,500 Metric Tons of mung beans from 3,184 contract farmers and exported 730 Metric Tons to Japan. It contributed a total of USD 0.15 million in income for farmers and Bangladesh earned USD 1.2 million as foreign money. In 2016, GE collaborated with the UN International Fund for Agricultural Development, a domestic development organization called PKSF, local NGOs, and a growing number of contract farmers. In 2017, it expanded to 5,000 contract farmers and covered over 2,400 hectares of cultivation area.



Grameen Euglena team during the distribution of biscuits for the Rohingya People



Grameen Euglena team during the board meeting with Professor Yunus

GRAMEEN HEALTH CARE SERVICES LTD

Grameen Health Care Services (GHS) Ltd. is a social business venture striving to address health concerns of Bangladeshis in primarily underprivileged communities. Professor Muhammad Yunus under the Bangladesh Company Act founded this social business in 2006.

An imperative target of GHS Ltd. is to ensure quality healthcare services, especially for low-income, rural individuals of Bangladesh within an affordable price range while maintaining a self-sustaining business model. Grameen Health Care Services Ltd. currently operates eye hospitals, a surface water treatment plant, and a nursing college. GHS runs health care facilities and institutions, oversees professional healthcare training, supports research programming, and builds awareness of how to build and improve the Bangladeshi health sector.

A Closer Look: Bangladesh's Eye Hospitals

GHS provides vision care services through its three eye hospitals in the Bogra, Barisal, and Thakurgaon districts of Bangladesh. They were set up in 2007, 2009, and 2013 respectively. Services from the GHS hospitals include eye examinations, investigation of eye diseases, cataract surgeries, orbital & oculoplastic eye surgeries, glaucoma treatments, and cornea treatments. The hospitals are equipped with modern technology to provide the best treatment for eye patients. Eyecare professionals and staff receive extensive training and experience from Aravind Eye Hospital or the Post Graduate Institute of Ophthalmology, both renowned eye hospitals in India. Both the SEVA Foundation (USA) and Aravind Eye Care System (India) extend support to GHS for the training of additional staff members. The Bogra Grameen G.C. Eye Hospital has maintained coverage of all costs of operation, even including those up to 12 months post-operation. Both the performance and the revenue of hospitals are improving each consecutive year.

A New Generation of Nursing

The Grameen Caledonian College of Nursing (GCCN) was founded by Professor Muhammad Yunus as a social business in 2010. Since then, GCCN has been a noteworthy component of nursing development in Bangladesh. GCCN is devoted to educating rural youth and allowing them to pursue medical training at an international standard under a national curriculum, as well as conducting clinical practices in first-rate clinical institutions. GCCN nurses are renowned for their caliber and academic success and are eagerly offered positions from employers post-graduation. Professor Yunus is a firm believer in the idea that social problems can be resolved using social business. The heights that GCCN has reached in its quality medical standards prove that social business models can



make a huge difference in the lives of people they were designed to impact. Inspired by the social business model and the success of GCCN, many countries are in the process of replicating the model for local applications. 465 students from across Bangladesh are currently enrolled in GCCN. Currently, GCCN teaches three courses. The Diploma in Nursing and Midwifery course has produced 3 batches of graduates with 229 students. The Basic BSc course, has produced 4 batches of graduates with 182 students. Post-Basic BSc, has produced 2 batches of graduates with 54 students. Nine years later, this organization has transformed the Bangladeshi nursing scene while simultaneously proving that social business models are the most effective way of solving social problems.

The Path Towards (Water) Purification

Although Bangladesh possesses abundant access to natural fresh water, most of it has been contaminated by arsenic from geological



sources. Unhealthy levels of bacteria and arsenic in water sources are a significant cause of many preventable deaths and sickness, especially in rural and inaccessible areas. To address the issue of water contamination in Bangladesh, Grameen Health Care Services Ltd. (GHS) established “Grameen Veolia Water Limited” in joint participation with Veolia Water AMI, a French Company leading globally in water and wastewater services, in 2008. Grameen Veolia aims to build and operate several water production and treatment plants in the country’s poorest villages, located in central and southern Bangladesh. The first plant, based in Goalmari, hosts a population of 25,000. The plant filters and treats river water, which is then moved to a ‘tap point’ via a pipeline network. These ‘tap points’ are located in central areas of the villages, where villagers can retrieve water. Several ‘house connections’ were installed into homes as well. In January 2016, Grameen Veolia Water provided drinking water to almost 10,000 people in Goalmari; it was distributed through 50 tap points and 74 house connections. The price was set at 2.5 BDT per 10

liters. This made access to water affordable for the population and kept the cost of water consumption at a level equivalent to roughly 2% of the household’s budget. In 2018, water jar sales exceeded the target projections every month, and increased by a large margin by the end of the year. Since January 2018, the average number of jars sold daily increased from 32 to 114 within the span of one year. Along with the steady rise in sales, the selling price of each jar also increased to 65.7 BDT in January 2019.

GRAMEEN AMERICA AT A GLANCE

The United States of America is known as the land of dreams. For many, the reality is instead exclusion and struggle. Women, especially those from new-coming immigrant communities, who live in poverty get trapped in a vicious loop of destitution. Because of their lack of collateral, they are excluded from mainstream banking systems, further fueling the problems.

Grameen America, established in 2008, was founded by Professor Yunus as a non-profit microfinance organization based in New York City. Run by Andrea Jung (former Avon chairperson and CEO), this organization works toward providing loans (starting at no more than \$1,500), savings programs, financial education, and credit establishment for impoverished women living in the US. All loans provided are to be used in setting up small businesses. Members may open a free savings account in a Grameen America bank branch; their weekly microloan repayments are recorded by Experian, a consumer credit reporting company, to help the members build their financial identity.

Grameen America has expanded to 21 branches across 14 US cities. Over 452,000 loans have been disbursed, 122,000+ jobs have been created, and more than 116,000 women have been served. To date, \$1.18 billion and counting in loans have been circulated. And as of 2018, Grameen America has maintained a repayment rate of 99% and retention rate of 91%.

The Secret Ingredient



A Grameen America loan officer meeting with one of her loan groups to discuss obstacles that have arisen over the course of the week as well as document each individual's microloan repayment.

Research on Microfinance model

Grameen America's success has been so viral that MDRC conducted a 6-month research study, funded by Citi Community Development, to analyze the model's impact. Members are 11% more likely to start operating their own businesses after six months than their control group counterparts. Additionally, they are 13% more likely to report being financially stable a year after taking out their initial loan. These numbers prove the statistical importance of microfinance in the fight against poverty.



Success Story

"Without the loans, there wouldn't have been any way to keep the business going or to expand."

Ana, Newark, New Jersey – Ana used to work in a café. As a single mother of a newborn, it became harder for her to work long hours. She discovered an opportunity to lease a corner store and subsequently took out a Grameen America loan. After renovating the store and opening it up to the public, she opened a savings account and now contributes \$10 weekly. Owning a business has allowed Ana to provide for and spend more time with her daughter. She improved her credit score and became eligible for larger loans, thus giving her the opportunity to expand and create more jobs in her business.

NOBIN PROGRAMME *at a glance*

Nobin programme, established in 2013 intends to transform the youth unemployment in Bangladesh to entrepreneurship by funding and training the second generation of Grameen borrowers who aspire to be entrepreneurs. Currently, 38253 children of Grameen Bank borrowers are a part of this programme. This initiative was inspired by Professor Muhammad Yunus' influential concept of social business where he urges people to be job creators instead of job seekers.

This programme works towards enforcing and broadcasting the concept of social business using a hands-on approach to business ideas by including young entrepreneurs.

The selection of potential entrepreneurs depend on these factors:

1. The Nobin must be a child of Grameen bank's borrower
2. They must be from low income families and willing to be self employed
3. The age limit for males is 18-35 years but the limit is more flexible for woman entrepreneurs
4. They must be willing to run businesses individually or jointly

Following the selection process, the selected entrepreneurs take part in sessions at Design Labs, where they present their business ideas. The ideas are then evaluated by critiques, and then it is decided whether these businesses could be established. Then, these entrepreneurs take part in mentorship programs where they are trained and their skills are polished through design development, extending working capital thus, introducing them to new channels and markets. The entrepreneur must present all risk factors, availability of raw materials and marketing strategies before entering the agreement. Grameen companies monitor the entire project until the entrepreneurs can take full ownership of the businesses. Each Nobin project has an average investment of USD 1199 and this investment works on a social business model.

As of 2018, Nobin programme covers 58 out of the 64 districts of Bangladesh and an average of 559 Nobin per district of the country. 38000 Nobin entrepreneurs have received a total investment of USD 42.03 million. A total of 439 field staff is active in discovering entrepreneurs and making business funds available to them. The goal for 2019 is to distribute USD 71 million among 54000 Nobin entrepreneurs from almost all districts of Bangladesh.

Their stories

Two of the several Nobins are Hosne Ara and Aleya Begum. Hosne Ara, mother of three, set up a beauty salon by taking equity funding from Nobin Fund. She purchased sewing machines and taught women how to sew for a small fee. This effort empowered women and the salon become a retreat for the deprived and impoverished. Her business initiative inspired Ana Maria Drummond (a social business entrepreneur) and her business partner Marin Martins Monterosso to

incorporate the same concept to help women in Brazil. They set up their beauty service hub in Sao Paolo, named Breadwinners Project. Furthermore, Hosne Ara set up Jishan Poultry Hatchery in Nator; she is also bank loan guarantor for 100 women entrepreneurs.

Aleya Begum, mother of two children set up a cosmetics shop in 2007 in Mithapukur with only 50000 taka but was struggling with running the business as well as supporting her family. So, in 2014 she received an investment of 150,000 taka from the Nobin program. After her new investment, she was finally able to hire her first employee and in 2015 her capital grew to 420,000 taka. This helped her to fund a better education for her children. She has paid the investment amount back and has re-applied for a new investment.



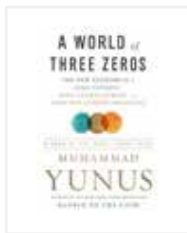
A Nobin in her shop



Hosne Ara with European lawyer, Dorien

THREE ZEROES

BOOK IN GERMAN AND SPANISH LANGUAGES



On November 10th, 2018, Nobel Laureate Professor Muhammad Yunus set off to Germany and Spain on his new book tour: *A World of Three Zeros*. His book offers ideas concerning

the emerging economics of zero poverty, zero unemployment, and zero net carbon emissions.

The German leg of the tour started off in Berlin, where Professor Yunus delivered a speech outlining Social Business theory. Hamburg, Frankfurt and Wiesbaden followed suit. During all visits throughout Germany and Spain, he held Question & Answer sessions regarding social business and his economic postulations.

Dr. Yunus elaborated further on the ideas shared in *The World of Three Zeros* and discussed their application in today's fast-changing world. According to Nobel Laureate Professor Yunus, the time has come to admit the failure of capitalist society, which only gives rise to widespread inequality, environmental damage, and



mass unemployment. Instead, he urges we must embrace the vision of a new age of capitalism, which propels innovative social businesses to cater to human needs rather than to the maximization of financial profit.

Professor Yunus noted the way in which a handful number of multinational companies, such as McCain, Renault, Essilor, and

Danone have now adopted this new form of capitalism. These companies not only utilized their own social action groups but also infused resourceful new fiscal tools into their social business approach. This wave of corporate supporters has also created new energy to shape a social business regulatory ecosystem; this will help jumpstart the next wave of socially driven innovations.

Dr. Yunus insisted the traditional stock market would have no place in this new framework. Instead, he shared; there will be a Social Stock Market, where individuals will compare which social businesses to invest in based on each business' ability to expand social good, not to maximize profit.

Professor Yunus welcomes youth, politicians, business pioneers, and everyday citizens to join the movement and make Earth the place we envision it to be.



SPORTS FOR SOCIAL BUSINESS

YUNUS SPORTS HUB



“I always felt amazed at the limitless power of sport. It is powerful because it is basic to human nature. Where there is power there is always a chance to make a meaningful difference in people’s lives.”

-Professor Muhammad Yunus
Founder Yunus Sports Hub



Professor Yunus with Lionel Messi and Gerard Piqué

The Yunus Sports Hub is a social business initiative, which helps association and business visionaries to bring positive changes into society by harnessing the power of sports and social business. Yunus Sports Hub provides sports associations with top-notch assistance while creating projects so that they can use their platforms to promote social development. Yunus Sports Hub looks into sustainable methods of launching sports events to engage fans and involve the international community. Employees and collaborators also tackle challenges using innovative methods through sports and social engagement.

Professor Yunus was invited to attend the 2018 Youth Olympic Games held in Buenos Aires, Argentina. At the Olympism in Action Forum, an agreement was signed between the International Olympic Committee President, Thomas Bach and Professor Yunus. In particular,

the agreement will support athletes and Olympians to explore their entrepreneurial potential as well as other career opportunities by setting up a Yunus Sports Hub in Paris, France. International sports superstars, including Didier Drogba, spoke at the event highlighting the role of sportspeople and athletes contributing to solving social problems.

In November 2018, Professor Yunus was invited by Jordi Mestre, Vice President of the Football Club (FC) Barça, to visit Camp Nou. Dr. Yunus met star players Lionel Messi, Eric Abidal, Gerard Piqué and Samuel Umtiti. This was a momentous occasion for Dr. Yunus, as he has been a champion of promoting sports as a social change mechanism for several years. FC Barça is a partner of the Barcelona Social Business City Program, which joined Professor Yunus’ social business movement in 2016.



The work Professor Yunus has done around the world has been incredibly influential, and we are delighted to be contributing to this common goal.

-Joel Bouzou
PEACE AND SPORTS PRESIDENT

Social Business in THAILAND

On January 26th, Kasetsart University, the driving horticulture college of Thailand, welcomed Nobel Laureate Professor Muhammad Yunus for a 3-day visit to the southern areas of Thailand. Southern Thailand, which has a Muslim majority populace, still lags behind drastically from the rest of the country in terms of financial and social development. Resulting from a decade of violence and insurgency, Southern Thailand continues to be underdeveloped, with many living below the poverty line. Professor Yunus was received by the General of Southern Border Provinces Administrative Center, a regulatory leader of the five Southern regions, and met the general population and provinces' governments to give guidance on how social business can benefit the destitute communities in Southern Thailand and thus assist in social & financial development.

During the first day, the Imam of Pattani Central Mosque, along with the community leaders and youth representatives of the area welcomed Professor Yunus to the mosque. They assembled to discuss how Grameen-style microfinance and social entrepreneurship could aid the Muslim communities in the region. On the following day, Professor Yunus travelled to a fishing village near the Gulf of Thailand to speak to a fishing cooperative's members. Afterward, he discussed the problems of the fishing community with their leaders and advised on some measures that could be implemented to improve the earnings and opportunities of the region's fishing community.

The government of the Southern border provinces has dedicated funding for the development of their poor communities and asked Professor Yunus for guidance on how to allocate their funding towards these design programs. Dr. Yunus' suggestions included: 1) Harnessing the Grameen approach, by creating social businesses

and joint venture companies, to market and promote agricultural and horticultural products and 2) Putting forward the best prices for the produce. Additionally, he suggested forming a social business fund, like the Bangladesh Nobin Program, to provide capital to young entrepreneurs in the region. This project will be co-implemented by the Yunus Centre and its Thai partner YSBCs at Kasetsart University and Asian Institute of Technology (AIT). To conclude his visit, Professor



Yunus met Thailand's Minister of Agriculture and Cooperatives. The Minister expressed his delight towards Professor Yunus for visiting the poorer regions in the south and offering innovative approaches to empower the Muslim community. He shared that he sees immense potential within the southern provinces, and that he believes social business has the ability to alleviate much of the poverty in existence.

YSBC UPDATES

China-- The Yunus Center for Social Business & Microfinance at Renmin University of China (YCRUC) was co-founded by the Renmin Business School and Dhaka's Yunus Centre in late 2017. Since then, YCRUC has flourished into one of the principal hubs of the Global Yunus Center Network.

YCRUC is a non-profit academic institution dedicated to research, teaching, and international communications on social innovation and entrepreneurship. Its mission is to facilitate China's substantive and ongoing progress in the social enterprise field through systematic research and teaching, in-depth international communications and cooperation, as well as comprehensive and effective intellectual support.

YCRUC prides itself in fostering a myriad of highly-esteemed activities, including the publication of several academic reports and books addressing social business, development of rigorous MBA teaching cases centered around microfinance and social business, hosting of multiple social business workshops, crafting of China's nation-wide, comprehensive social entrepreneurship certification framework, and more.

Mexico-- On the polar opposite side of the world, Mexico began pioneering their own social business practices in 2018. The Assistance Program for Social Businesses was inaugurated by university students and collaborating professors at the Autonomous University of Baja California (UABC) - Yunus Center in order to reduce poverty and inequality. Several training sessions were held with the students to set forth the best methods of assisting Mexican social businesses.



Since the inception of the Assistance Program for Social Business, over 135 social businesses have been launched. More than 45 university students have provided extensive support to these enterprises by means of internships or professional social services.

Nobel Laureate Professor Muhammad Yunus visited Tijuana last year to receive the academic recognition of Doctorate Honoris Causa in a ceremony conducted at UABC. Dr. Yunus also attended a social business exhibition fair where he cut the ribbon in celebration of the new UABC-Yunus Center facilities.

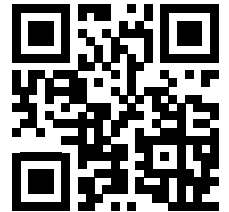




YYF Academia Report

You'll find an exciting report featuring fifteen YSBCs here. Written and published by the YY Foundation, this piece is a quick guide to the Academic/University Social Business Programs and partnerships of the YSBC (Yunus Social Business Centre) Network. It

contains interviews from Nobel Laureate Professor Muhammad Yunus, Former UN Assistant Secretary General Mr. Thomas Gass, Dr. Ashir Ahmed, Dr. Andeas Heinecke, Dr. Anita Nowak, and others.



<https://tinyurl.com/yyo2ol5s>

You'll love it!



AFCA Conference in Dhaka

On January 20th, 2019, a day-long conference on Inclusive Finance, co-organized by the Asian Financial Cooperation Association (AFCA), Grameen China, and the Yunus Centre, was held at the Grameen Trust head office. AFCA is a regional non-governmental and non-profit organization based in China; their aim is to serve as a platform to strengthen ties between Asian financial institutions and to facilitate exchanges among regional financial partners, thus supporting the expansion of the Asian economy. Professor Yunus was invited to become the first Chairperson of the IFCC. With his extensive experience at Grameen Bank, he will be able to contribute practical guidance on how to best implement a modern model of inclusive finance, which has granted millions of rural Bangladeshi women access to microcredit and ultimately lifted them out of poverty.

Mr. Yang Zaiping, the Secretary General (CEO) of AFCA made the introductory speech and welcomed 170 participants, including high-level delegations from leading Chinese financial institutions. In addition to the 60-member delegation from China, Mr. Syed Mokhtar Albukhary, a top Malaysian business leader and founder of the Al Bukhary Foundation attended the conference. Also present were the Vice Chancellor of an elite Malaysian university, executives from Grameen organizations, a 41-member Chinese team from SIAS International University, representatives from the Bangladesh-China Chamber of Commerce and Industry as well as guests from Britain, the Netherlands, and participants from Bangladesh. Nobel Laureate Professor Muhammad Yunus was the conference's keynote speaker; he congratulated the AFCA for opening a new branch dedicated exclusively to inclusive finance. Professor Yunus originally proposed this idea during his visit to the AFCA headquarters in 2017. He explained that the new branch would build an international platform for Asia's finance industry leaders as well as their social business entrepreneurs.



Dr. Yunus on stage at AFCA conference

Muhammad Yunus Room at Ford Foundation Headquarters

The Ford Foundation, an American philanthropic endowment dedicated to supporting humanitarian programs around the world, has recently named a room in honor of Nobel Laureate Muhammad Yunus in their New York office headquarters. The Muhammad Yunus Room, located on the 10th floor, will hold trainings, host meetings, and provide additional space for breakout sessions.

Besides serving as a multipurpose space, the room boasts supplementary features, such as in-room catering, dual-fixed screens, video & telecommunications, and more. Furthermore, the Muhammad Yunus Room is in the presence of phenomenal company; others on this floor include the Nelson Mandela Room, Kofi Anan Room, Fred Friendly Room, Justin Dart Room, Chief Wilma Mankiller Room, Fannie Lou Hammer Room, and Berta Caceres Room.



Japan Automechanic School celebrates its third graduation ceremony

On May 4th 2019, Japan Automechanic School held its 3rd graduation ceremony at Grameen Bank Auditorium. Nobel Laureate Professor Yunus handed out certificates to the graduating students while Ms. Kazuko Sumino, President of S K Dream Japan was present as the Special Guest. Established in 2015, Japan Auto-mechanic School (JAS), a joint venture between Grameen Shikkha and S K Dream Japan, provides an opportunity for young drop-out Bangladeshi men to learn the craft of auto mechanics and panel beating/painting. Renowned auto maintenance service providers, such as Ranks Workshop Ltd, Multiplan Workshop Ltd. and Continental Automobile Ltd. have hired graduates from JAS.



Pictured together are Nobel Peace Laureate Professor Muhammad Yunus with Ms. Kazuko Sumino, President of S K Dream Japan, a Special Guest at the 3rd Graduation ceremony of Japan Auto-mechanic School (JAS). JAS is a joint-venture between Grameen Shikkha and S K Dream of Japan.



Nobel Laureate Professor Muhammad Yunus, staff, and board members of Japan Auto-mechanic School (JAS) with the third graduating class.

Dr. Muhammad Yunus launches joint venture “G Japan SunPower Auto Limited”

On Wednesday, May 8th, Nobel Laureate Muhammad Yunus launched a joint venture between Grameen Distribution Limited, Rabbani Auto Mechanic Shop of Bangladesh and SunPower Corp of Japan. The social business now bears the name G Japan SunPower Auto Limited. The inaugural ceremony took place in the presence of Ashraful Hasan, Managing Director of Grameen Distribution Limited, Takuya Kawamura, President of SunPower Corp, as well as CEOs from seventeen other Japanese companies.

The focus of G Japan SunPower is to repair cars using suitable hybrid Japanese technology along with recycled scrap car parts and tires. Additionally, the company has a Young Entrepreneurship Program that supports young Bangladeshi entrepreneurs in receiving training and development with automobile parts. Every year, 3 to 4 young Bangladeshi Entrepreneurs will travel to Japan and work in hybrid car repair shops, thus developing skills in the sector.



OPERA ON YUNUS, 27 DOLLARI, PREMIERE HELD IN **FANO**



The world premiere of the opera 27 Dollari took place on May 20th 2019 at Teatro della Fortuna in Fano, Italy. Inspired by Nobel Laureate Dr. Muhammad Yunus' New York Times Bestseller, Banker of the Poor, the opera depicts his life and struggles to establish financial services for impoverished rural women in Bangladesh. Directed by Andrea Miròe and Carlo Magri and performed by soprano Felicia Bongiovanni (Artistic Director of Progetto Impresa e Cultura at the University of Urbino), and by tenor, Cristiano Cremonini, the opera breathes life into the true story of a single village's rural poor failing to pay off a collective \$27 debt to loan sharks. The piece subsequently details how the Nobel Prize-winning microcredit lending model came to fruition.

Professor Muhammad Yunus was the 'Chief Guest' at the performance. Furthermore, the University of Urbino has set up a Yunus Social Business Center (YSBC) in order to research and promote the theory of social business, microcredit, corporate social responsibility, and youth entrepreneurship development.



“STAND SPEAK RISE UP” SUMMIT IN LUXEMBOURG

Her Royal Highness, The Grand Duchess of Luxembourg, and the Luxembourg Government hosted a Gala Night at the “Stand Speak Rise Up!” Summit in Luxembourg City, Luxembourg. The 2018 Nobel Peace Laureates, Nadia Murad and Dr. Denis Mukwege, also joined Her Royal Highness in the creation of the “Stand Speak Rise Up!” conference to present a platform for the unheard voices of sexual violence victims. The summit, which called upon world leaders, was to raise awareness about and put an end to the use of sexual violence as a weapon of war and armed conflict against women and children.

Nobel Laureate Professor Muhammad Yunus attended “Girls Night,” a session at the Gala, where he appeared on stage with the Grand Duchess in order to honor all victims of sexual violence. He delivered a heartfelt speech on the current asymmetric relationship between men and women and the importance of the removal of restrictions on women in patriarchal societies.



Professor Muhammad Yunus with the Grand Duchess of Luxembourg



Professor Yunus with Nobel laureate Dr. Denis Mukwege

YUNUS LAUNCHES MARKETPLACE PLATFORM TO OFFSET CARBON EMISSIONS IN PARTNERSHIP WITH LARGEST FRENCH BANK BNP PARIBAS



Nobel Laureate Professor Muhammad Yunus, Chairman of Yunus Centre with Antoine Sire, Head of Corporate Engagement and member of the Executive Committee of BNP Paribas and Christophe Itier, the High Commissioner for Social and Solidarity Economy and Social Innovation in France on the signing ceremony for the 5 years new partnership between Grameen Creative Lab, and BNP Paribas.

Nobel Peace Laureate Professor Muhammad Yunus Signed an agreement with BNP Paribas, in Paris on 28 March, 2019 to create a social business company called the ClimateSeed. This is the first independent social business company created by the bank. It will combat the adverse effects of climate changes in a social business way. The agreement is signed between Grameen Creative Lab of Germany of which Professor Yunus is a co founder and Chairman. Grameen Creative Lab supports the development of social business.

The agreement marks the launch of a five year global partnership that focusses specifically on entrepreneurship. This new partnership will see the Grameen Creative Lab and BNP Paribas working together to roll out social businesses within the BNP Paribas Group. The first example of this kind is the launch of ClimateSeed by BNP Paribas Securities Services. ClimateSeed is a marketplace platform that allows companies seeking to offset their carbon emissions and contribute to the United

Nations Sustainable Development Goals to come into contact with projects offering voluntary carbon credits and seeking financing. ClimateSeed will reinvest all profits in carbon footprint reduction initiatives and in maximising its positive impact on society and the environment.

The partnership will also build awareness among BNP Paribas employees about social business and will support GCL with pro bono legal advice. Christophe Itier, the High Commissioner for Social and Solidarity Economy and Social Innovation in France, was present at the signing ceremony as a guest of honour.

BNP Paribas has supported initiatives of Yunus in the past, notably to support the Grameen America microfinance program, which provides individual loans to extremely low income women. It invested in 2018 a total of \$1.5 million in favour of Grameen America to foster women-entrepreneurship in New York and California and aims to support over ten years the creation of more than 12,000 women-run businesses and nearly 22,000 jobs. The long standing support to the path of social entrepreneurship, social business and microfinance resulted in a total of €1.6 billion last year.

SB Youth Summit in Manila



Social Business Youth Summit (SBYS) 2019 took place at De La Salle College of Saint Benilde in Manila. This 5-day Summit commenced with Nobel Laureate Professor Yunus encouraging the youth in attendance to take the initiative and create a new civilization that uses the full potential of human beings and protects the Earth concurrently.

On the second day, Dr. Yunus spoke at various book events, including the Makati Business Club and Future Cities Summit. He shared his perception of social problems and how he strives to create businesses that can help solve these dilemmas without the aim of making profit.

Day 3, Dr. Yunus shared the story of the establishment of the Nobel-Peace-prize-winning social business venture, Grameen Bank, at the Australian-New Zealand Chamber of Commerce luncheon.

The fourth day of SBYS was cause for immense celebration with the signing of Dr. Faisal Alih, Chancellor of Foundation University, Nobel Laureate Professor Muhammad Yunus, Chairperson of the Yunus Centre, and Lamiya Morshed, Executive Director of the Yunus Centre, to establish the first Yunus Social Business Center (YSBC) in the Philippines at Foundation University in Dumaguete City in Negros Occidental. With the support of Negros Women for Tomorrow Foundation (NUTF), an NGO that aims to combat poverty by providing micro-financing and developmental services to rural and urban poor in Central Philippines, Foundation University's YSBC will incubate and invest in social businesses around the country.

The summit concluded with a panel on "Integrating Social Business in the Micro Finance Institute (MFI) movement". The panel consisted of leading MFIs in the Philippines, including CARD, ASHI, NUTF. Sixteen Grameen Trust partners and 57 MFI replicators have reached over 8 million families across the Philippines.



Hunger & Conflict:

REVISING THE CONVERSATION

ROME, Italy – On Tuesday, May 21st, Nobel Peace Laureate Muhammad Yunus called for a complete revision of the ways to address the often-related issues of hunger and conflict. He made the appeal at an event at FAO headquarters in Rome highlighting progress made by the FAO-Nobel Peace Laureates Alliance for Food Security and Peace.

“If you continue the same way as you have done before, you’ll always end up with the same result... particularly on the issues of food security, agriculture, and the environment,” Mr. Yunus said, adding that “Unless we think differently, unless we work differently, (these issues) are not going to be resolved.”

The FAO Nobel Alliance, established in May 2016, is an advocacy group of Nobel Peace Laureates focused on breaking the cycle between conflict and hunger.

Hunger and conflict are intrinsically linked. According to FAO figures, more than 60 percent of people suffering from hunger live in areas of conflict. At the same time, there is a growing number of conflicts over natural resources to produce food.

Rebuilding hope in the Central African Republic

Tuesday’s event provided a solid example of a new approach to address conflict and hunger. A pilot peace-building project in the Central African Republic works with Christians and Muslims on agricultural production, training and social business development, as well as community dialogue to encourage social cohesion.

It draws on Yunus’ expertise in social business by encouraging agricultural entrepreneurship, particularly among young people, and on the expertise of Yemeni human rights activist and 2011 Nobel Peace Prize recipient Tawakkol Karman through encouraging inter-religious dialogue towards peace.

The pilot takes place on land owned by the Catholic Church outside the capital Bangui where around 3,000 people displaced by conflict live.

“Farmers are excellent entrepreneurs,” Mr. Yunus said. He also told the audience that the CAR project demonstrates that agricultural entrepreneurship can help transform communities which in turn

encourages people to stay in their community rather than being forced to seek better opportunities elsewhere.

FAO is also one of the founding members of the Global Network Against Food Crises that prepares the Global Food Crises Report, and that works to coordinate actions to address and prevent humanitarian crises, such as conflict. FAO, with the World Food Program, also reports periodically to the UN Security Council on the food security situation



Professor Muhammad Yunus with Director General of FAO, José Graziano da Silva

in countries affected by conflict.

Dr. Yunus is humbled to be a member of the FAO Nobel Alliance; this group’s dedicated efforts will greatly contribute to achieving the Sustainable Development Goals, including Goal 2 Zero Hunger, by 2030.

Content derived and adapted from “Nobel Peace Laureate Muhammad Yunus calls for new approach to address hunger, conflict” by Ninsiima Julian, PML Daily.



Nobel Laureate Professor Muhammad Yunus stands with the POWER OF SOLIDARITY:

Professor Yunus addressed the crowd at FRIENDS OF SOCIAL BUSINESS FORUM organized by Grameen Creative Lab at Wiesbaden, Germany on 17 May 2019. The forum had discussions on concrete social issues and presented sustainable social solutions



Vanity Fair launched its inaugural 2019 Global Goals List with One Young World, honoring those leading the charge to achieve the 17 goals outlined by the United Nations' 2030 Agenda for Sustainable Development by embracing positivity in a fraught climate. Nobel Laureate Professor Muhammad Yunus was honored and made to the list for his unending fight to eliminate poverty along with 17 other eminent honorees.



A cartoon of Nobel Laureate Professor Muhammad Yunus sketched by the legendary cartoonist of Le Monde, Plantu (Jean Plantureux, Paris, France) during Yunus's visit to Paris on May 24, 2019. Plantu is preparing to publish a book on Yunus' philosophy and actions in cartoons.

Professor Yunus visits Greece

In April 2019, Professor Yunus was awarded an Honorary Doctorate of the Faculty of Economics and Political Science by the National and Kapodistrian University of Athens, the oldest higher education institution of the modern Greek state. Deans, faculty, students, and important members of the city attended this traditional ceremony. In this ceremony, Dr. Yunus discussed the flawed beliefs of human beings that may eventually lead the world to catastrophe. This is the 62nd Honorary Doctorate to be received by Professor Yunus. During his stay at Greece, Professor Yunus was invited to plant an olive tree near the memorial for Baron Pierre de Coubertin honoring his contribution to Olympic movement.



Professor Muhammad Yunus with the President of Greece, H.E. Mr. Prokopis Pavlopoulos, two Professors of The National and Kapodistrian University of Athens, and Mr Jean-Luc Perron at the Presidential Mansion



Dr. Yunus plants an olive tree in International Olympic Academy in Olympia, Greece; standing next to him is Isidoros Kouvelos, President of the International Olympic Academy



Nobel Laureate Professor Muhammad Yunus is made the Honorary Doctor of the Faculty of Economics and Political Science of the National and Kapodistrian University of Athens

Sustainable Development Alumni :

SUSTAINABLE DEVELOPMENT GOALS

ADVOCATES

ALUMNI

Amb. Dho Young Shim

HRH Crown Princess Victoria

Leymah Gbowee

Shakira Mebarak

Lionel Messi

Muhammad Yunus

Alumni of the Sustainable Development Goals (SDGs): Ambassador Amb Dho Young Shim, (Chair of the advocates alumni), HRH Crown Princess Victoria, of Sweden Leymah Gbowee, Founder of Gbowee Peace Foundation Shakira Mebarak, Grammy winning singer/songwriter, Lionel Messi, Captain of Argentina national football team and FC Barcelona, and Muhammad Yunus, founder of Grameen Bank

SPREADING THE SOCIAL BUSINESS MESSAGE



With the Prime Minister of Cape Verde HE Jose Ulisses Correia e Silva



With HE President of Cape Verde Jorge Carlos Fonseca II



The office of Mr. Bakhytzhyan Sagintayev, Head of Presidential Affairs and immediate past Prime Minister of Kazakhstan.



With Nicola Zingaretti, the Opposition Leader of the Italian Parliament and the General of the Democratic Party of Italy.



With the French Prime Minister, Edouard Philippe and the Sports Minister, Roxana Maracineanu.



With First Lady of France Brigitte Macron.

International Congregation on Women Empowerment, Gender Diversity and Financial Inclusion



Delegates from the “International Congregation on Women Empowerment, Gender Diversity & Financial Inclusion” with Ms. Lamiya Morshed, Executive Director at Yunus Center

IMMERSION PROGRAM TEAM OF STUDENTS FROM S.P JAIN INSTITUTE OF MANAGEMENT AND RESEARCH



A 16-person immersion team, consisting of students from India's S.P Jain Institute of Management and Research, met with Nobel Laureate Professor Yunus to discuss the concept of social business and its implications around the world. This was the fourth annual delegation sent by the Institute.

Professor Yunus urged the students to use their innovative ideas to solve social problems. He encouraged each student to start thinking like a job-maker instead of a job-seeker. By emphasizing the importance of changing the current economic system to sustain humanity, Professor Yunus vividly conveyed the importance and possibility of a world without poverty, unemployment, and carbon emissions.

Bulletin Board

Social Business Day 2019

The 9th Annual Social Business Day (SBD) will be hosted on June 28-29 in Bangkok, Thailand. Over fifteen hundred guests, including corporate & social leaders, NGOs, actors, students, and innovators, will participate in the event's various activities. Organized by the Yunus Centre to celebrate the groundbreaking theory of social business and highlight new developments in the field, Social Business Day promises to offer an engaging series of workshops, plenary sessions, and specialized forum discussions which will broaden participants' comprehension of social business theory and spark further change in the sector.

Social Business Academia Conference 2019

Mark your calendars! This year's Social Business Academia Conference (SBAC) will be held on November 5-6 in Berlin, Germany. The 8th Annual Social Business Academia Conference, organized by the Yunus Centre, is an interdisciplinary conference that will focus on how social businesses can overcome existing socio-economic problems in the world. The conference intends to assemble practitioners, scholars, and students from around the world to discuss emerging concepts and themes in social business research. Conceptual papers, research papers quantitative or qualitative, case studies and practitioner contributions are welcome.

Global Social Business Summit 2019

This year's Global Social Business Summit (GSBS) will be held on November 7-8 in Berlin, Germany! The Global Social Business Summit (GSBS) is the worldwide leading forum for social business, made possible by the Yunus Centre and Grameen Creative Lab. It serves to spread awareness about social business, foster discussion & collaboration between practitioners & stakeholders, as well as present & conceive optimal practices. The annual event gathers experts from the private sector, civil society, governments, and academics over a series of meetings, forums, and workshops. More than 800 participants from 60+ countries attended the program last year.



Yunus Centre

Yunus Centre Spotlight

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