

# A Short Course on **INTRODUCTION TO SOCIAL BUSINESS** A Concept Developed By Nobel Laureate Professor Muhammad Yunus

## Dates

1-3 November, 2011

## Application Deadline

7 October, 2011

## Fees

7,500 THB (includes Course Material, Lunch, and Coffee breaks)

## Contact

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## INTRODUCTION

The financial meltdown of the world economic order in the last few years have increased the need for finding alternate ways of dealing with the problems of inequity and deprivation that the world is facing. Although the world economies have made spectacular progress there has been increasing concentration of wealth in the hands of a few. Most of the theories of the unfettered free market have come crashing down on the hard realities of inflated bubbles and defective risk models. Therefore the world needs alternate economic and business models that can tackle social problems in a sustainable manner.

This 3-day training program offers a broad overview of the principles of social business, with emphasis on the ideas of Professor Muhammad Yunus. The course will give the participants an opportunity to review the different concepts of social entrepreneurship, social enterprise and social business. It will trace the genesis of the ideas behind social business and the work of Ashoka Innovators for the Public, the theories of C.K. Prahalad and Akhtar Hameed Khan. Training sessions will discuss case studies and tools that may help in setting up a social business.

## OBJECTIVES

- Exposure to the concepts and possible applications of social business
- Discuss and knowledge sharing on social business practices in developing countries
- Exploration of key elements of social businesses and pro-poor approaches to develop and implement social business programs
- Exchange experiences with practitioners and beneficiaries of social businesses initiatives practiced in Thailand

## WHO SHOULD ATTEND

- Marketing executives/managers and managers of corporate CSR Departments of private and state enterprises (Banking, Healthcare, Public Utility, Tourism, etc.)
- Executives and project/program managers of not-for-profit organizations
- Mid/senior level management of government and public organizations
- Lecturers, researchers, faculty members and students of universities
- Interested individuals in social businesses, social enterprises and CSR.

## Asian Institute of Technology

The Asian Institute of Technology promotes technological change and sustainable development in the Asian-Pacific region through higher education, research and outreach. Established in Bangkok in 1959, AIT has become a leading regional postgraduate institution and is actively working with public and private sector partners throughout the region and with some of the top universities in the world.

“**Social Business** is a non-loss, non-dividend company designed to address a social objective within the highly regulated marketplace of today. It is distinct from a non-profit because the business should seek to generate a modest profit but this will be used to expand the company’s reach, improve the product or service or in other ways to subsidise the social mission”.

Professor Muhammad Yunus

## COURSE CONTENTS

### 1. Overview of Social Business

- Emergence of Social Business
  - I. Adam Smith and the Theory of Moral Sentiments.
  - II. Base of Pyramid Strategies and C. K. Prahalad.
  - III. Asoka and social entrepreneurship.
  - IV. Abraham Maslow and hierarchy of needs.
- Non- loss, non-dividend company, Seven Principles
- Social Enterprise and Social Entrepreneurs, Differences in definition.

### 2. Approaches and Tools for Social Business

- Non-profit tools: Problem tree, log frame, poverty definitions, project planning, PRA, inequity, Gini, social indices
- Business tools: Business plans, marketing, product, services, feasibility, costing, financial management, risk management
- Setting corporate strategies for social business

### 3. Case Studies, Analysis and Exposure Visits in Thailand

- **Case studies**
  - I. Grameen Bank and Grameen Shakti (community-based renewable energy), Bangladesh
  - II. Grameen Danone Food Limited, Bangladesh
  - III. Grameen GC Eye Care Hospital, Bangladesh
  - IV. Aravind Eye Care System (WHO Collaborating Center for Prevention of Blindness), India
- **Exposure Visits in Thailand**
  - I. Community-based Housing Project
  - II. Entrepreneurship Development of Farmers’ Organizations
  - III. Community Revolving Funds Programs

## BENEFITS OF ATTENDING THIS COURSE

- Participants will gain a concrete understanding of the concepts on social business
- Well identified set of strategies to help implement social business programs and ensure their sustainability
- Access to technical expertise and knowledge resources of the Yunus Center at AIT.

## DISCOUNT

Organizations sending 3 or more participants will receive the following discount rate.

No. of participants	Discount
3	10 %
4	15 %
5 or more	20 %



## YUNUS CENTER AT AIT

The Yunus Center at AIT is a collaboration between Nobel Laureate Professor Muhammad Yunus and the Asian Institute of Technology in Thailand. The Yunus Center at AIT provides an independent and open platform for addressing development challenges faced by poor people in Asia. It provides as a forum for discussion between people from the public, private, academic and grass roots sectors to exchange ideas on poverty alleviation and social business. The Center aims to contribute to poverty reduction and sustainable development by promoting, developing and implementing social business ideas and projects.

## FACULTY



### **DR. RIAZ KHAN**

*Director, Yunus Center at AIT*

Dr. Riaz Khan is presently the Director of the Yunus Center at the Asian Institute of Technology. Prior to moving to Bangkok from Dhaka, he was Advisor to the Governing Body of BRAC University. Dr. Khan has extensive experience in rural development projects in Bangladesh due to his work in BRAC. He joined BRAC as the Manager of its sericulture program. He later became Project Head for the BRAC University project and in that capacity spearheaded efforts to get permission for the university to begin operations. He served on the Governing Body and Academic Council of BRAC University from its inception until his move to Bangkok. Dr. Khan also served as the Executive Director of CEGIS, an organization in Bangladesh specializing in water resources management, environmental impact assessment, remote sensing, geographical information systems, and spatial databases. Dr. Khan graduated from MIT with a B.S. in Mathematics and then did his Ph. D. in Mathematics from the University of Massachusetts, Amherst. He has taught Mathematics at the University of Massachusetts, Amherst, Smith College, Harvard University and University of Southern California.



### **DR. SANDRO CALVANI**

*Director, ASEAN Regional Center of Excellence on MDG, AIT.*

Dr. Sandro Calvani is the Director of the ASEAN Centre of Excellence on United Nations Millennium Development Goals, at the Asian Institute of Technology, in Bangkok, Thailand: [www.arcmdg.ait.asia](http://www.arcmdg.ait.asia) and a Member of the Global Agenda Council on Poverty at the World Economic Forum in Davos and Dubai. Dr. Calvani studied Biological Sciences, Economy of Rural Communities, Disaster Preparedness and Response and Leadership in Development at the Universities of Genoa, Colorado State University, Louvain University, Harvard University. Mr. Calvani has significant experience across a wide range of social issues, particularly in the fields of humanitarian aid, conflict resolution convergence of emerging threats in human security and social economy applied to rural development. After serving eight years as Head of foreign aid of Caritas, in 1988 Mr. Calvani joined the United Nations. He has served the UN organization as a leader of various development programmes in Ethiopia, Congo, Bolivia, the Caribbean Region, South-East and the Pacific Region and Colombia. In 2007-10 UN Secretary General Mr. Ban Ki-moon named Mr. Calvani Director General of UNICRI. Mr. Calvani. In his 33 years of career as International public servant and United Nations diplomat. Dr. Calvani has been a leader of various International relief agencies and of United Nations programmes in four continents. He has visited, lived or worked in 135 countries. Dr. Calvani is author of 20 books in Italian, Spanish and English and 650 articles on sustainable human development, human rights, illicit trades and global risks. He is a frequent speaker on ethics, values and global public goods. He received various awards for professional excellence. He speaks Italian, English, Spanish and French.



### **DR. FAIZ SHAH**

*Head, Development Management at AIT Extension.*

Dr. Faiz Shah currently heads Development Management at the Asian Institute of Technology, Bangkok. In a 30-year change management and capacity-building career, Dr. Shah has advised government- and UN agencies, major companies, and NGOs in a number of countries. Until 2001 he led Saga, the world's largest soccer-ball company. Since 2002, he has overseen institution-building initiatives such as reorganizing Pakistan's apex social policy body and developing frameworks for Government-NGO partnership, competency assessment. He has lectured at Michigan Business School, Punjab University, and the Wharton School, trained over 3,000 grassroots officials and social entrepreneurs in Cambodia, Nepal, Pakistan and Sri Lanka, overseen over 300 community-level development projects in diverse communities from Himalayan villages to the Thar desert. Dr. Shah's multi-sectoral international experience includes leading the Pakistan-Afghanistan team for Save the Children-UK, managing Saga International in Britain and China as COO, heading ADB, CIDA, and GTZ technical assistance projects to the Government of Pakistan, and championing innovative corporate social responsibility (CSR) partnerships such as Responsible Business Initiative, Sialkot Partnership Against Child Labour, Fairtrade-Pk, Pakistan Compliance Initiative, and GTZ-AVE National Business Standards Roundtable.