



Internship Report on Social Business for Social Challenges

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Subject: Submission of Internship Report

I enjoy presenting the report on "**Social business for social challenges**" as a necessity of the BBA program of the Department of Business Administration for your thought. I have finished the report in due time and met all the proposed goals. Aside from the academic knowledge picked up, this temporary position program and readiness of report have given me the chance to comprehend the subject related learning.

I have attempted my best to make this report an extensive and instructive one. I trust you will value my undertaking and discover the report up to your desire.

It must be specified further that without your recommendation and collaboration it would not be workable for me to finish this report. I will be delighted to answer any kind of questions you think vital with respect to this report.

Sincerely yours

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Student declaration

I, **Kamrul Hasan Sazib**, ID # 152-11-4699 hereby declare that the present report of internship titled “**Social business for social challenges**” is uniquely prepared by me after the completion of HEC Montréal, Canada six months course.

I additionally affirm that, the report is set up for my academic requirement not for any other reason. It might be utilized with the interest of opposite party of corporation.

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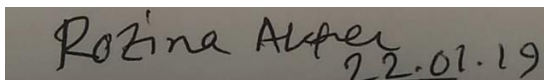
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Approval Certificate

This is affirm that **Kamrul Hasan Sazib, ID # 152-11-4699**, BBA (Finance), is a student of Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his required course for internship program from HEC Montreal, Canada through online module and participated in Social Business Creation Competition 2018. He has prepared this internship report on the theme of Social Business under my direct supervision. His assigned internship topic is “**Social Business for Social Challenges**”. I think that the report is worthy of fulfilling the partial requirements of BBA program. I also declare that the study has been prepared for academic purposes only and this paper may not be used in actual market scenario.

I have experienced the report and discovered it an elegantly composed report. He has finished the report by himself. I wish him each accomplishment throughout everyday life.



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Acknowledgment

For the sake of Allah, the helpful the benevolent. This paper would not have been conceivable without the direction and the assistance of a few people who somehow contributed and expanded their important help with the arrangement and fruition of this study.

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Abstract

By making poor people owner of a business or enjoying the business by serving them with product or services without taking any personal profit is the concept of social business which stands on seven principles created by noble laureate Professor Dr. Muhammad Yunus. This study attempts to explore about social business and its possibility toward sustainable development. Usually, a social business idea came from to focus a social problem. By taking an aim to solve the social problem this business started working. Like general business, all the things are same except profit. As a poor or developing country like Bangladesh, the social business sector is very important. According to some research Bangladesh has lots of social problems. The goal of the study is to show how social business solves social challenges. To understand this study social business examples and idea have been added. This study will cover the concept of social business, social challenges related to Bangladesh. At the same time, this report will also cover to achieve sustainable economic development by solving these social challenges. I obtained the information from the individual website of social business and the time period is 2007 to 2016.

Table of Content

CHAPTERS	PARTICULARS	PAGES
CHAPTER-01	Introduction	1-5
	1.1 Introduction	2
	1.2 Literature Review	3
	1.3. Background of the Study	4
	1.4 Scope of the Study	4
	1.5 Objectives of the Study	4
	1.6 Methodology of the Study	4
	1.7 Limitations of the Study	5
CHAPTER-02	Social Business	6-10
	2.1 Defining Social Business	7
	2.2 Principles of Social Business	8
	2.3 Types of Social Business	9
	2.4 Financing of Social Business	9
	2.5 Challenges and Success factors	10
CHAPTER-03	Social Challenges in Bangladesh	11-14
	3.1 Malnutrition in Bangladesh	12
	3.2 Water Problem in Bangladesh	12
	3.3 Malaria Problem	13
	3.4 Eye Diseases	13
	3.5 Scarcity of Health Service	14
CHAPTER-04	Solution of Challenges	15-20
	4.1 Grameen Danone	16
	4.2 Grameen Veolia Water Ltd	17
	4.3 Grameen BASF	18

	4.4 GRAMEEN GC EYE CARE HOSPITAL	18
	4.5 MediSure	20
CHAPTER-05	Findings & Recommendations	21-24
	5.1 Findings	22
	5.2 Recommendations	23
	5.3 Conclusion	24

Abbreviations

WHO – World Health Organization

FAO - Food and Agriculture Organization

icddr,b - International Centre for Diarrhoeal Disease Research, Bangladesh

BRAC - Building Resources Across Communitie

HEALS - Health Effects of Arsenic Longitudinal Study

Veolia Water AMI - Veolia Water's subsidiary for Africa, the Middle East and the Indian subcontinent

LLIN - Long Lasting Insecticidal Nets

TGC - The Green Children

Chapter 1

Introduction

1.1 Introduction

Social Business is a new concept which introduced a new dimension for capitalism. Social businesses focus on finding social challenges and make profit by solving the problem with business operation, where traditional business's first priority is profit and wealth maximization. Although the social business is pioneering in its aims the management of social business follows the traditional way.

HEC Montréal is one of the most prominent business schools in the world. Based in Montréal, Canada, this university institution has been offering internationally renowned management education and research. On the theme of business management and making a better, developed world HEC Montreal started a course and competition on Social Business Creation to solve social challenges with the power of business.

Social Business Creation competition is a 6 months long course which helps to develop social business idea to solve social problems of the world. Many business ideas of this competition are already started and running their operation to make a sustainable world.

The Yunus Centre is the one-stop resource center for all Grameen social business related activities in Bangladesh and globally. It keeps the spirit of the global social business movement very high through various events, social media, publications, and websites. The Yunus Centre also helps forge lasting, productive relationships among all social business institutions around the world. The Centre is chaired by Professor Muhammad Yunus, Nobel Peace Prize Laureate, and its Executive Director is Ms. Lamiya Morshed. The Yunus Centre assists in the development of academic programs focusing on social business within academic institutions.

1.2 Literature Review

For undeveloped countries poverty is main cause for malnutrition. Dr. Mohammad Yunus with his social business concept started produce 'Shokti Doi' (2006) to solve Bangladesh children malnutrition problem. This business another motto was to reduce poverty by creating employment.

From icddr,b and BRAC research (2009), it appears in 13 district in Bangladesh are in malaria danger and with WHO it is a major health issue in Bangladesh. This research also covers full Bangladesh malaria situation high and low risk. BASF Grameen Ltd. (2009) creates a solution of a social problem by invented mosquito net. To solve the mosquito, attack this cheap net will protect people.

To solve water problem in society Grameen Veolia (2008) started water project which 10-liter cost is BDT 2.50. However, their social business speared three areas and people of that area get pure water instead of arsenic water.

For the lack of information and proper treatment poor people are suffering by general eye diseases. After transform 'Prevention of Cataract Blindness' (2001) into 'GRAMEEN GC EYE CARE HOSPITAL' (2009) as a social business, poor people finds a way to treatment their eye at low cost. Now this social business running in Bogra, Barisal and Thakurgaon.

Team 'MediSure' 2018 social business 2nd runner-up shows the health related social problem of poor people and some research information about health sector of Bangladesh. To take the social problem as their aim, MediSure shows the innovative social business idea with the tag line 'treatment for all'. Their business plan also covers good treatment at low cost, installment basis payment system, decentralized medical facilities.

1.3 Background of the Study

As an essential for the Bachelor of Business Administration (BBA) degree from Daffodil International University (DIU), it is required to finish an internship from a presumed business association and set up a report. As an understudy of BBA, I have completed a 3 credit course on “Social Business Creation Competition” from HEC Montreal, Canada. The course duration was 8 months long and divided into 4 rounds to implicate the learning about social business. The report "Social business for social challenges" has been prepared by utilizing genuine experience taken from the course module from HEC Montreal.

1.4 Scope of the Study

The main focus of the study is to know properly about social business and create a social business idea which will focus social challenges, sustainable development goal after turning the idea into business. Different online sources and HEC Montreal’s online module are used as tool for development of the report.

1.5 Objectives of the Study

- ❖ To understand what social business is.
- ❖ To know about social challenges in Bangladesh.
- ❖ To implement how social business solves social challenges.
- ❖ To recommend the findings of social businesses.

1.6 Methodology of the study

The research needed for this report is an exploratory in nature. In this report only secondary data has been used. Sources of secondary data are:

- Social Business Creation Module by HEC Montreal
- Yunus Social Business website
- Yunus Centre website
- WHO website
- Individual Social Business Website
- Articles and publications about Social Challenges and Social Business
- Time frame 2006 to 2016
- International course and competition case study

1.7 Limitation of the Study

There were some limitations in completing the report with rich resources. Some of the crucial Limitations are-

- The scheduled time span was not adequate to cover all data.
- This report is based on mostly qualitative data so further research maybe needed
- Lack of adequate experience in the particular section of the study
- Only secondary data sources are used

Chapter 2

Social Business

2.1 Defining Social Business

In February 2011, Yunus together with Saskia Bruysten, Sophie Eisenmann and Hans Reitz founded Yunus Social Business – Global Initiatives (YSB). YSB creates and empowers social businesses to address and solve social problems around the world.

According to Nobel Peace Prize Laureate Professor Muhammad Yunus social business is

- Created and designed to address a social problem
- A non-loss, non-dividend company, i.e.
 1. It is financially self-sustainable and
 2. Profits realized by the business are reinvested in the business itself (or used to start other social businesses), with the aim of increasing social impact, for example expanding the company's reach, improving the products or services or in other ways subsidizing the social mission. (Wikipedia, n.d.)

Generally, the motto of a business is to maximize its profit. Social business main aim is not profit maximization where general business does maximize their profit. As a business it can generate profit but the social business owner cannot receive any dividend from business profit.

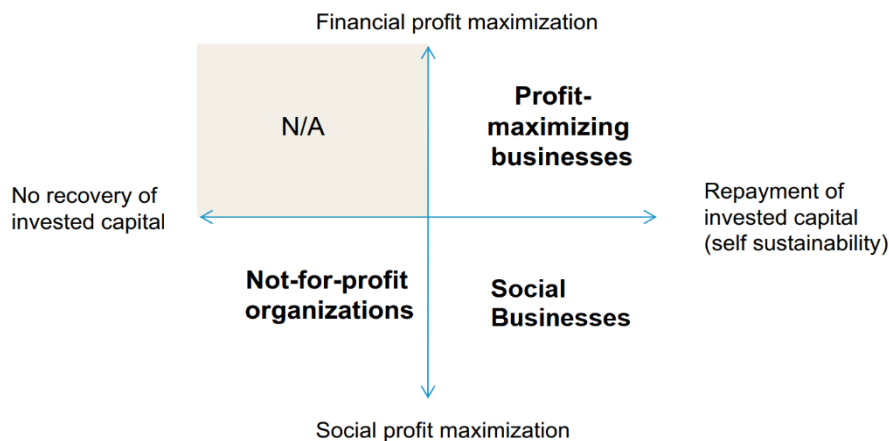


Figure 1: Social business vs. Profit maximizing business and not-for-profit organizations

According to figure 1, a social business borrows from both these entities: it has to cover its full costs from its operations, and its owners are entitled to recover their invested money, but it is more cause than profit-driven. Its position in the lower right quadrant shows that it has both the potential to act as a change agent for the world, and sufficient business-like characteristics to ensure it survives to do so. (Muhammad Yunus, 2010)

As a self-sustainable business, social business is not dependent on public or private donation to survive and operate. Besides social business fund is not for one field, it can be used for full business function or to implement a new social business. Per Yunus' quote: "A charity dollar has only one life; a social business dollar can be invested over and over again."

Morally, social business is based on what Yunus recognizes as the two basic motives of human beings, selfishness and selflessness. Profit maximization is the job of selfishly people in business, but social business based on philanthropic services like establishing health clinic, mosques, public parks, community center etc. the effect on society is more important than making profit through social business operations.

2.2 Principles of social business

In organizational structure, this new form of business. There are seven principles of social business. The principles were developed by Professor Muhammad Yunus and Hans Reitz, the co-founder of Grameen Creative Lab:

1. Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society; not profit maximization.
2. Financial and economic sustainability
3. Investors get back their investment amount only. No dividend is given beyond investment money
4. When investment amount is paid back, company profit stays with the company for expansion and improvement
5. Gender sensitive and environmentally conscious
6. Workforce gets market wage with better working conditions
7. Do it with joy

2.3 Types of Social Businesses

Type I: focuses on businesses dealing with social objectives only.

Example: in this type, the product will be produced for the poor and they will have benefited.

Type II: can take up any profitable business so long as it is owned by the poor and the disadvantaged, who can gain through receiving direct dividends or by some indirect benefits.

Example: The product could be produced by the poor but exported to an international market while net profits would go towards worker's benefits. (Yunus, 2007)

2.4 Financing of Social Business

- **Grant financing**

Grant financing is typically provided by foundations, philanthropic organizations or public sector programs such as donations or project funding. Only social outcomes are expected in return.

- **Commercial financing**

Commercial financing is capital provided as loans or shares in exchange for a financial return in the form of either interest (debt), partial ownership of the company (equity) or a combination of both.

- **Social financing**

Social financing combine's elements of grant financing and commercial financing, and is provided with expectations of a combination of both financial and social returns.

- **Crowd funding**

Crowd funders make use of platforms that bring together small amounts of capital from a large group of individuals. These individuals work together because they believe in the social mission and/or business model of a social enterprise. Depending on the group of people that participate, the focus can be on the social mission or the financial possibilities (in fact, this may differ per individual crowdfunded). To attract investors, crowdfunding makes use of the easy accessibility of vast networks of friends, family and colleagues through social media websites. As with angel investors, the amount invested per person is generally small, although the overall investment may be large.

2.5 Challenges and Success factors of social business

Clear mission and entrepreneurial drive

The social business owner has the power to recover social challenges quickly.

Without focusing mission and vision any social business cannot go further.

Innovation

By using competitive advantage social business should go, from where they can go superior business position. Without the effective business solution, a social business cannot be stand up.

Stakeholders support

With the help of stakeholder support a business must have access to resources.

Strong business model

Finally, a social business must have strong model. Without strong business model cannot be ensure financial and social return.

Chapter 3

Social Challenges in Bangladesh

3.1 Malnutrition in Bangladesh

In today's world millions of children are affected by poverty and in Bangladesh poverty is one of the most dangerous problem. According to some research, still now Bangladesh poverty is high. For this almost 50 million people is not fully capable of food, clothing and shelter. For malnutrition in Bangladesh two things are common, one is poverty and the other is food insecurity.

Bangladesh is the highest malnutrition affected country in the world. More than 54% of preschool-age children, equivalent to more than 9.5 million children, are stunted, 56% are underweight and more than 17% are wasted. In addition to and as a result of poverty, the people of Bangladesh suffer from high levels of food insecurity. In Global Food Security Index (GFSI) ranked Bangladesh 88th out of 109 countries and reported that Bangladesh's decline in food security was the ninth fastest in the world. (FAO, 2010)

3.2 Water Problem in Bangladesh

According to population Bangladesh has one of the highest population densities in the world, with a population of 160 million living within 57000 square miles. Where every aspects of life water are essential, only for population density the major part of water is polluted day by day. One of survey by WHO state that, 97% of the population of Bangladesh have access to water but the amazing information is 60% of population bear unsafe water and it indicates nation is in great danger.

Another problem is Arsenic. According to WHO, the levels of arsenic have contaminated to the largest mass poisoning in history, affecting an estimated 30-35 million people in Bangladesh. Arsenic has been shown to be the cause of death of 1 out of every 5 people in Bangladesh. In 2010, HEALS assessed that 34 to 77 million of Bangladeshis present a risk of illness due to water arsenic contamination. It is true that by taking some good steps by government now arsenic is not a major problem but not fully solved.

3.3 Malaria Problem

In Bangladesh with other problems Malaria is one of the major health problem. According to the WHO World Malaria Report 2009, 11 million people in Bangladesh are at risk of malaria. In Bangladesh malaria is mostly seasonal problem and covered border related districts people are highly affected. Out of 64 districts 13 districts bordering east and northeast parts of Bangladesh facing Indian states of Assam, Tripura and Meghalaya and part of Myanmar belong to the high risk malaria zone.

Normally some general symptoms of malaria are fever, headache, vomiting, flue like symptoms and moreover it depends on the species causing the infection. The dangerous news is, in Bangladesh there are 34 Anopheles mosquito species. Among these 34 species seven species are very highest infection rate (research conducted by Icdrr's scientists). Another research by BRAC and the Government of Bangladesh founded among 13 districts was 3.1% and it was significantly higher in children. The prevalence of Falciparum malaria in children up to 4years was as high as 8.5% and between 5 and 14 years, 6.6%. In Khagrachari district however, the average prevalence was over 15%. (Reliefweb, 2009)

3.4 Eye Diseases

According to the World Health Organization, 87% of the visually disabled live in underdeveloped countries. Though Bangladesh is a developing country, 75% of the population of live in remote villages with few basic facilities. Besides being afraid of treatment and surgery, there is also the heavy cost of such help. A poor diet, especially one lacking in vitamin A, a lack of education and no antenatal preparation for pregnant women all contribute to the high percentage of blindness in the country. (The Guardian, 2010)

In Bangladesh blindness is also a social problem. In a family, blind people are a burden and most of the job do not want blind people. By some significant research, it appears that women are more risk than a man in blindness problem. In our country for blindness daughters cannot be married.

In Bangladesh there are some common eye diseases. Many people in our country suffer these common problem for lack of education, care and right treatment. The common eye diseases are

➤ **Conjunctiva**

Conjunctivitis, also referred to as pink or red eye, can make the eyes itchy, oozy and crusty. It is fairly easy to manage or treat.

➤ **Glaucoma**

Glaucoma can be difficult to spot, as the symptoms will vary depending on severity. Glaucoma can't be cured, but it can be managed. If left untreated it can cause permanently damaged vision. Regular eye examinations are therefore recommended and encouraged.

➤ **Age-Related Macular Degeneration (AMD)**

Age-related Macular Degeneration (AMD) is a very common form of visual impairment. About 1 in 10 people over 65 years of age have some level of AMD.

➤ **Keratoconus**

Normally the corneas are gradually curved. Keratoconus occurs when the cornea thins and becomes more cone-shaped. It can lead to a range of vision problems. (Essilor, n.d.)

3.5 Scarcity of Health Service

According to World Health Organization, in Bangladesh There are an estimated 3.05 physicians per 10,000 populations and 1.07 nurses per 10,000 populations. Health workers are focused in urban secondary and tertiary hospitals, although 70% of the population lives in rural areas.

Poor financial condition, lack of knowledge, awareness this health issue is a big problem. In some area of Bangladesh, the transportation facilities are too poor. For this condition doctor and Government services cannot reach to patient. The same condition also true for patient, without emergency they are not interested to visit doctor.

A research shows that, for the lack of proper treatment rural people are dying. The dangerous fact is, for 2 lakh population there are 50 bed in hospital. Moreover, the Government expanding for per person in rural area is too much low and it is BDT 2-3 only. 60 percent of expectant mothers fail to receive a pre-natal check-up. (Social Business Creation, n.d.)

Chapter 4

Solution of Challenges

4.1 Grameen Danone

In 2005 Muhammad Yunus proposed Franck Riboud to form a joint venture between Grameen and Danone with the objective of supplying nutritious food to poor children of Bangladesh and the project to be styled as a social business. Franck Riboud agreed Muhammad Yunus proposal and Grameen Group and Groupe Danone entered into an agreement to form a company called 'Grameen Danone Foods'.

Grameen Danone started journey in 2006 with one plant. It is a joint venture company create yogurt fortified with micro-nutrients with the mission of malnutrition decrease in Bangladesh. The yogurt is produced with solar and bio gas energy and is served in environmentally friendly packaging. After 10 years the company made 50+ plants, creates many job for unemployed people and self-degradable packaging. It is run on 'No loss, No dividend' basis.

Objective:

Grameen Danone Foods aim was to reduce poverty by creating business and employment opportunities for local people, since raw materials including milk needed for production, will be sourced locally. The companies that make up Grameen Danone Foods Ltd. have agreed not to take out any of the profits out of the company. Instead they will invest these for creation of new opportunities for the welfare and development of people.

Products and price:

To fulfill as a social business Grameen Danone produces yogurt which is known as Shokti Doi. It contains zinc, iron, vitamin, protin, calcium and other micronutrients to fill nutritional shortage of children in Bangladesh. Sokti Doi is primary produce for children and the price is 10 taka for 50g cup. (Wikipedia, n.d.)

4.2 Grameen Veolia Water Ltd

In the year of 2008 in Paris, Muhammad Yunus signed an agreement between Grameen Healthcare and Veolia to build water treatment plant. By this agreement a new company formed and registered in Bangladesh under the name of Grameen-Veolia Water Ltd. Grameen Veolia Water Ltd is a 50-50 joint venture. According to social business principles this new company established. In November of 2008 after set up the plant the company's operational work started.

Objective:

Grameen Veolia Water Ltd jointly owned by Grameen Healthcare Services and Veolia Water AMI (Veolia Water's subsidiary for Africa, the Middle East and the Indian subcontinent). The new company's mission was to build, maintain several water production and treatment plants. The primary area was fixed poorest villages in the center and south of Bangladesh. To fulfill the primary objective, the company faces 5 villages and almost 100,000 people.

Veolia will deliver the technical knowledge and the transfer of technology while Grameen will provide its local knowledge and networks in rural Bangladesh for the success of this project.

Product and price:

Water is drawn from the nearby Meghna River, it is then filtered twice, first using a sand filter and then using an activated carbon filter. The good thing is this process maintain WHO standards. By using water tap the distribution process continue. At each of these taps, a lady dealer is in charge of selling the treated water at the rate of Bangladeshi Taka 2.5 (approximately USD 0.03) per 10 liters. (Grameen Veolia Water Ltd, n.d.)

4.3 Grameen BASF

In March 2009, BASF and Grameen Healthcare trust decided to found the Social Business BASF Grameen Ltd. Both agreed to provide protection against insect-borne diseases. By building this business another motto was to make business opportunities for the poor people whom can run business without support. It sells long lasting insecticidal nets (LLIN) at a price which is affordable to the poor people in Bangladesh.

Objective:

In our country for lack of money malaria is a deadly disease. Grameen BASF idea was to develop a product for the poor that could protect them from deadly diseases and this product will be affordable.

In urban areas the nets are distributed in grocery stores, supermarkets and by the established Grameen networks they distribute in rural area. (Yunus Social Business, n.d.)

4.4 GRAMEEN GC EYE CARE HOSPITAL

In the year of 2001 Grameen Bank established “Prevention of Cataract Blindness” project. As a social business, now this project is known as Grameen GC Eye Hospital. On May 12, 2008 Grameen GC eye care hospital were structured as a Social Business Enterprise in Bogra. Facility of the hospital can potentially grow to perform 50,000 examinations, 10,000 cataract operations annually. This organization is also working for sound health of rural poor people. According to their success a second branch of the hospital opened in Barisal in 2009 and 3rd branch opened in Thakurgaon.

The international pop music duo Milla Sunde from Norway and Tom Bevan from England of ‘The Green Children’ raised \$500,000 from donations and CD/DVD sales for the first eye hospital in Bangladesh. The two highly talented musicians are committed to working to raise funds for a second eye hospital that will require a total of about \$1 million to complete.

Services:

Ophthalmologists, Ophthalmic Assistants and the hospital staff are experienced and trained from Aravind Eye Hospital (India), a renowned eye hospital and Post Graduate Institute of Ophthalmology, India. Ophthalmologists have specialized training and expertise in performing cataract surgery by using Phaco emulsification machine.

Grameen GC Eye Hospital (with three branches), is providing eye care services in two ways to ensure eye care services to the all classes of the community-

1. At hospital

At hospital, GHS hospitals are providing services eye examination & consultation by Ophthalmologist, investigation of eye diseases, cataract surgery, and other eye surgery on Orbit & Oculoplasty, Glaucoma, and Cornea etc.

2. At the satellite camp, organized in the remote(est) area

At the camp, patients are getting eye examination and prescription, required diagnostics services etc. they run their work by Comprehensive eye camp, School screening camp and Industry Camp. Patients identified for surgery is brought to hospital and performed surgery at hospital's operation theater and brought to their locality after surgery.

Cost:

For the patient registration fee is BDT 100 (\$1.20). after taking fee patient got treatment and they can choose different types of services. Depending the ability to pay, patient have different types of service.

There are various types of Cataract Surgery packages which starts from BDT 4000(\$ 50) to BDT 32000(\$400) depending upon IOL and technique using in the surgery. Other eye surgeries are provided at BDT 1000 (\$12.5) to BDT 5500(\$68.75). (Grameen Health Care , n.d.)

4.5 MediSure

With the focus of 3rd sustainable development goal ‘good health and well-being’ MediSure is a social business plan. This business plan deals with poor people health issue and the tagline is ‘Treatment for all’. According to business plan MediSure will start their journey from Thakurgaon. This plan mission is to focus Thakurgaon and vision is cover all Bangladesh.

To complete the health issue treatment MediSure will contract some doctor, nurse. The contract will be adding hospital for emergency operation on a discounting price, some local young team for collect installment. MediSure will provide medical services towards the rural people through moveable van. The van will be moving around the villages. To take care of patient they will take doctors and for help nurse. There are 3 specialties of MediSure-

- ❖ Taking doctor to the doorstep of patient

In a normal way patient visit doctor at hospital or chamber and MediSure just reverse the idea. As a new social business plan, their first innovation is to take the doctor doorstep of patient. For this innovation patient will be benefited by journey and transportation cost.

- ❖ Installment base payment system

MediSure main focus is to treatment the poor and most of the poor people are not eligible for big payment. It is another innovation from MediSure, they will start installment base payment system for huge payment.

- ❖ Decentralized medical facilities

Like hospital or diagnostic center MediSure will not build a treatment center. They will use yard space for general treatment for 15- 20 houses. In case of operation or serious treatment they will manage with hospital as the contact.

Cost:

For every patient cost will BDT 300

For every patient doctor will get BDT 150

Other fees such as installment collection fees, wages, variable cost BDT 90

So, MediSure can generate 60 taka per patient. (Social Business Creation, n.d.)

Chapter 5

Findings and Recommendations

5.1 Findings

- This report is an outcome of hard work and deep concentration to Social Business. This report covered the overview of social business, social challenges and link between social business and social challenges. Overall findings from the report are given below
- For proper marketing, most of the poor people do not know about 'shokti doi' and its benefit.
- At present Grameen BASF production is off, but still now people are facing malaria problem.
- Like malaria, Eye problem in Bangladesh is a health issue. For this huge population 3 social business eye hospitals and fundraising is not enough.
- As a free resource village people are not willing to buy water.
- According to Bangladeshi's scenario, for 150 taka per patient doctors will not be agreed.
- Most of the people are not interested in social business because of low profit and personally investor cannot take any dividend.

5.2 Recommendations

- ❖ Some problems and findings have been discovered by doing this study. These problems need some solution to truly sustain the business. Following points can be some potential solution of these findings
- ❖ For proper marketing, Grameen Danone can announce ‘Shokti Doi’ through students and tell details about its benefit.
- ❖ Grameen BASF must start their production again and spread their mosquito net in Dhaka.
- ❖ In Bangladesh, social business foundation and Yunus centre can use some celebrity to raise enough fund to build more eye care hospital.
- ❖ CSR department of every company can invest in social business as it is an effective way to solve social issues.
- ❖ Grameen Veolia should concern people more and more about water diseases and their future problems.
- ❖ The doctors need to get the motivation to work for the society and they have to give some extra opportunity.
- ❖ People have to be encouraged to invest in Social Business and also run the social Business operation for the benefit of the society

5.3 Conclusion

Social Business is at its early stage and only future will be able to tell about its impact on the society. Social Business has at least created a bit of shake to the business world and helped people rethink about there is a different way to do business to achieve sustainable development. Social business runs with its own money in a self-sustaining way by addressing social issues. In social business poor people get more benefit by getting products/services at lower price or starting social business and enjoying profit. By fulfilling social needs and keeping the environment clean social business helps to reduce social challenges to achieve sustainable economic development. As social business is a new concept, implication of social business is not yet standing in practical or theoretical stage, it is standing in experimental stage still. Without implementing business idea into business and practicing it, social businesses cannot be developed. Poverty is the main cause of most other social issue. That is why Noble Laureate Professor Dr. Muhammad Yunus quoted “Poverty does not belong to human beings it is artificially imposed on human being. Poverty is not the fault of human being but it is fault of the system”, “Poverty does not belong in civilized human society. Its proper place is in a museum. That's where it will be” (Yunus). It is social business which can solve all these social challenges to gain sustainable economic development.

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