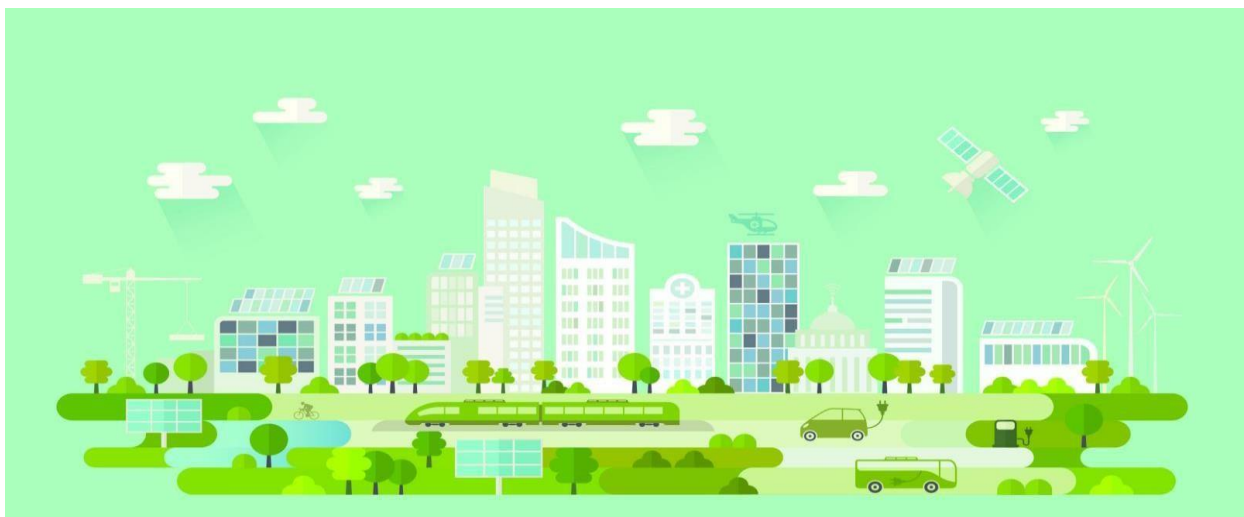




Internship Report on Social Business & Sustainable Development Goals



Internship Report on Social Business & Sustainable Development Goals

Submitted To:

Md. Kamruzzaman Didar

Senior Lecturer

Department of Business Administration

Faculty of Business & Entrepreneurship

Submitted By:

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ID # 133-11-3527, BBA (Marketing)

Department of Business Administration

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Date of Submission: July 08, 2019

Letter of Transmittal

Date: July 08, 2019

Md. Kamruzzaman

Senior Lecturer

Department Of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

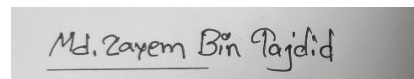
Subject: Submission of Internship Report

Dear Sir,

It gives me immense pleasure to have the capability to handover the internship report on “**Social Business & Sustainable Development Goals**”. This internship program has furnished me the chance to work with “Social Business Creation” competition organized to solve **Social Problems** to achieve **Sustainable Economic Development** with the power of Business. Apart from the academic knowledge gained through this internship program and preparation of this report has given me the chance to find out about the whole mechanism of social business. I believe that the expertise I acquired from this study will be an invaluable asset in my life.

It has to be mentioned further that without your skilled recommendation and cooperation, it would not be possible to finish this report. Please give me your judicial recommendation on my effort and grant my paper to satisfy the requirements of the BBA program.

Sincerely yours



MD. Zayem Bin Tajdid

ID # 133-11-3527, BBA (Marketing)

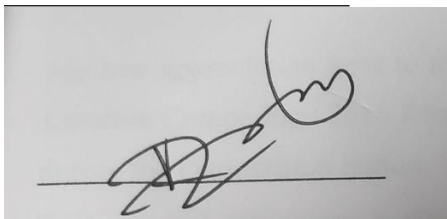
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Letter of Approval

This is certify that **MD. Zayem Bin Tajdid, ID # 133-11-3527, BBA (Marketing)**, is a regular student of Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his required 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 & Sustainable Development Goals**”. 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 gone through the report and found it a well written report. He has completed the report by himself. I wish him every success in life.

A handwritten signature in black ink, appearing to read 'Md. Kamruzzaman Didar', is written over a horizontal line.

Md. Kamruzzaman Didar

Senior Lecturer

Department Of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgement

It is for sure an extraordinary delight to have the chance to submit the internship report successfully. In the process of preparing this report, at the very beginning, I am extensively grateful to Almighty Allah for giving me the strength and patient to make such an authentic report.

I would like to convey the heartiest gratitude to my honorable supervisor **Md. Kamruzzaman**, Senior Lecturer, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. For consistent instruction and guidance to prepare this report properly and also for consistent help during the course and competition period.

I might want to demonstrate my appreciation to **HEC Montreal, Canada**. Especially **Dr. Mai Thi Thanh Thai** (Associate Professor, Department of Entrepreneurship and Innovation, HEC Montreal). For providing me a wonderful opportunity and guidance to learn about Social Business as well as implementing the learnings at the same time during the course period.

My true appreciation goes to team **Pedicare**, International Runner-up team of Social Business Creation Competition 2016 from Daffodil International University for their continuous guidance during the competition period. They were truly very co-operative and friendly in nature. Without their mindful assistance, it could be very difficult to complete the competition and this report successfully.

I would also give thanks to the university authority for providing an excellent computer lab and library facilities.

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.

Today's civilization is in wrong track. To protect the civilization and make a better world United Nations provided 17 sustainable development goals to fulfill within 2030. Social business created a new dimension and showed an innovative way to achieve these goals by doing business at the same time solving social problems. This study will cover all detailed information social business, how it works, how it generates profit, business model and types of social business, social challenges in Bangladesh, already running social businesses etc. At the same time this report will also cover how social business can help to achieve sustainable economic development by solving these social challenges.

Social Business for Sustainable Economic Development

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Chapter: 01

Introduction

1.1. Introduction

The concept “Social Business” introduced a new dimension for free market economy. It is a business model that does not focus on maximizing profit rather it focuses on solving social problems, where traditional business focuses on profit and wealth maximization. Although the social business is pioneering in its aims the management of social business follows the traditional way.

In every aspect social business is sustainable. The workforce of social business is skilled and that they get market competitive wages as well. It focuses on social issues, its direct environmental impact, its impact down the value chain, and in its financial independence. Unlike a charity, a social business makes profit to be financially sustainable. Once investment in the business by investors are repaid successfully, business grows in its own way to cover more area to solve the problem completely.

The idea of social business first introduced by Nobel laureate professor Dr. Muhammad Yunus with the vision of removing global poverty. United nation is working continuously to end poverty in all its form. Practice of social business can be a faster and easier way to achieve sustainable development goals provided by the United Nations. Currently Yunus Social Business Center is working in 11 location in 10 countries to promote social business and obtain sustainable development.

1.2. Background of the Study

At the beginning of 1980 several countries more and more businesses and organizations began to pursue social interest rather than profit within the rule of free market. Reasons for this are to be found in the inadequacy of both the traditional businesses and of the govt. policies to respond to social problems. It took many years for the governments to recognize a form of business where the ultimate goal is not profit, but social development. On January 01, 2016 United Nations targeted seventeen sustainable development goals to obtain by 2030 to make a better and sustainable world. Among these goals “No Poverty, Good Health and Wellbeing, Gender Equality, Affordable and Clean Energy, Decent Work and Economic Growth” are the five goals to obtain as early as possible. These five goals are also known as “The Big Five” goals.

With the target of solving humans problems, “for example: creating an income source for poor or

providing them with essential products and services like healthcare, clean water or clean energy” Professor Dr. Muhammad Yunus invented the concept of Social Business. As Social Business and Sustainable Development Goals by the United Nations has a common vision, Social Business can be an innovative dimension to obtain sustainable development. Different program like Social Business Creation, Social Business Summit etc. are working hard to promote social business and creating different opportunity to become a Social Business entrepreneur.

Ellie Ward from British Council said that “Once poverty is gone, we’ll need to build museums to display its horrors to future generations.” This is the vision of Professor Muhammad Yunus. It is also the vision of the UN member states that created the Sustainable Development Goals.”

1.3. Scope of the Study

This study will cover the necessity of Social Business for sustainable development. To prepare this report successfully an 8 months long course has been provided by HEC Montreal, Canada. Within this time frame all the detailed information about social ventures, how it works, how it is self-sustaining every detail has been provided by HEC Montreal. The tool needed for the study is different online source and Social Business Creation course module. In this study, the target is to solve social challenges like poverty, gender inequality, hunger, health issue etc. with the power of business.

1.4. Objectives of the Study

The Objectives of the study are as follows-

- To know about social business and its impact society.
- To know about sustainable development goals and how it can be achieved through social business.
- To know about the Social Business Creation Competition hosted by HEC Montreal.
- To know about the idea of the Social Business Venture – “MediSure”.
- To find the problems related with Social Business and SDGs in Bangladesh.
- To make recommendations to enhance the impact of Social Business and SDGs in Bangladesh.

1.5. 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
- ❖ Social Business Creation Website
- ❖ UNDP website
- ❖ Individual Social Business Website

1.6. Limitation of the Study

Lots of facility have been availed to prepare this report successfully and also some obstacles have been faced during the study period. These obstacles are also termed as limitations of the study.

Some of the limitations are as follows:

- ❖ 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: 02

Social Business Overview

2.1. Social Business

A Social Business is driven to achieve social objectives. Where the investors, as well as owners, get back all of their investment amounts gradually, but they cannot receive any profit or dividend from the business. The purpose of their investment is to solve one or more social challenges through the operation of the company. There is no personal gain for the investors. The business has to cover all of its expenses and be able to generate profit, at the same time the company must achieve social objectives. Such as health care service for poor, housing facilities for poor, financial support for poor people, nutrition for malnourished children, clean and safe drinking water, renewable energy, etc. After a certain time period, the impact of the business on society and environment would measure the success of the social business, rather the amount of profit made by the business. If the business operates normally and is able to make a profit it will start returning the investment amount among the owners and investors. Once all the investments are paid back business will start expanding to reach more people to solve more social problems. This is how social business is self-sustaining.

According to “Grameen Health Care Service” one of the health care service provider company of noble laureate Professor Dr. Muhammad Yunus, A social business must follow 3 criteria. These criteria are as follows:

- **Social objectives:** It needs to have positive social objectives (help comes from the altruistic social services that the business provides to the poor): e.g. health, education, poverty, environment or climate urgency
- **Non-profit distribution:** Investors cannot take profits out of the enterprise as dividends.
- A business may also be classed as a social business if is owned by the poor, and therefore the profits directly work to achieve the social objectives of the business, hence this second definition. (Grameen Health Care Service)

The main difference between a social business and profit-maximizing business is social business is not for personal money making business rather it is for addressing social challenges and doing social welfare. The only reason for earning profit is for sustainability. Where a profit-maximizing business runs their operation to maximize firm value for personal benefit of owners and investors. Corporate social responsibility is an additional as well as optional for them. On the other hand,

Social business is not charity. It makes a profit to expand the business area to help more people, for the development of society, environment, and economy. Charity money has only one life. When the charity money finishes it needs more donation. According to Dr. Muhammad Yunus “A charity dollar has one life, a Social Business dollar can be invested over and over again” (Yunus Social Business, 2011)

2.2. Types of Social Business

In a social business, poor must be benefited but anyone can own social business. It makes a complexity whether poor can own a social business or not. Because if poor people do not get any profit or dividend then the social objective is not achieving. To solve this issue social businesses are divided into two categories. These categories are as follows:

Type 1: Business must focus on social objective to achieve and also business must make profit. The owner or investors of this kind of business cannot take any dividend or profit also owners cannot be poor. But business has to cover all the expenses through the business operation. The reason to operate the business for owners is to solve social problems.

Type 2: Business must focus on social objective to obtain and also business must make a profit. The objective must be solving one or more social problem. In this category of social business, the business owner must be poor and can take profit from the business. So, if owner or investors take dividend they are becoming sufficient. It is also fulfilling a social objective.

This category also describes that poor may not get the dividend if the product is made by the poor and the product is exporting abroad and gain high profit. The workforce of the business will get a higher salary and they will be benefited. (Grameen Healthcare Service)

2.3. Social Business Model

Social Business Model will depend on individual business structure and there is no preplanned model for every social business. The following diagram will provide an overall concept on social business:

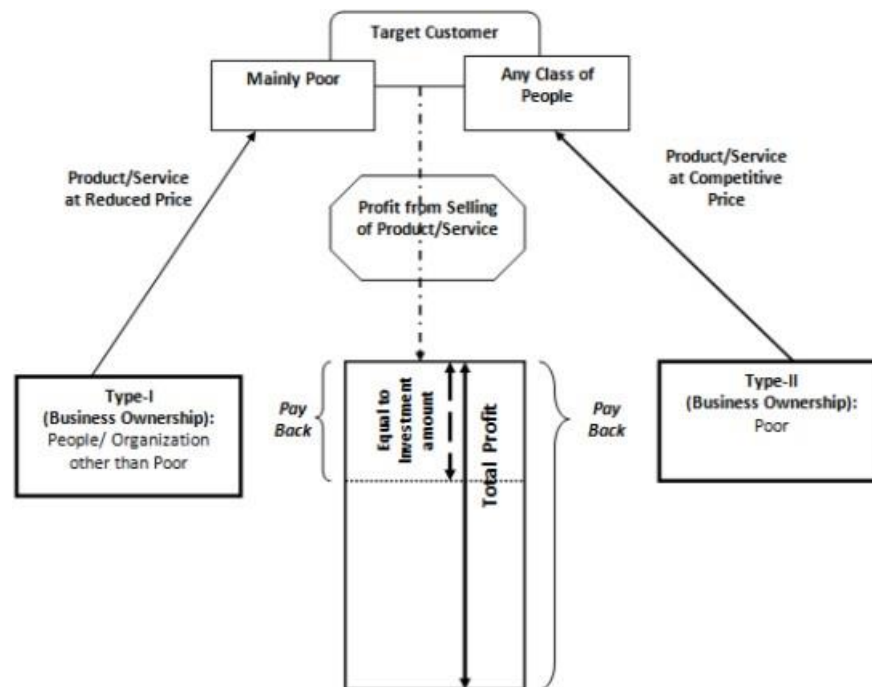


Figure 1: Social Business Model (Australia and New Zealand Journal of Social Business, Environment, 2016)

According to the diagram social business can be owned by any class people. If the social business owned by poor people the can sell the product to any class person at market competitive piece. They will get their investment back and will get dividend as well.

On the other hand, if the business owned by people or organization other than poor they will sell the product or service to the poor at a reduced price to make minimum possible profit. They will get back their investment money only. One exception can be added to the diagram is if the business cannot be able to make any profit by selling at reduced price they may sell their product at competitive price to the customer other than poor.

2.4. Seven Principles of Social Business

Social business stands on seven principles developed by peace noble laureate Professor Dr. Muhammad Yunus. Following discussion will be covered about seven principles of social business and how social business differs from traditional business:

1. **Objective of the Business:** While traditional business starts their operation focusing on generating profit or maximizing wealth, social business starts with an objective of addressing social problems and designing a business to solve social issues. The second priority of social business is profit maximization so that business can sustain. Owners of the business do not get any personal benefit where traditional businesses operate for personal gain.
2. **Financial and Economical Sustainability:** Social business must be financially sustainable as well as economically viable so that the business can return all the investment. Financially sustainable means business is making profit at normal business operation after meeting all the costs. If the business can be financially sustainable it can contribute to the whole economy.
3. **Investment & Dividend Policy:** In social business, investors get back their investment amount only. Investment amount will be paid gradually. No dividend is given beyond investment money. But as an employee, owners can take market-competitive wages.
4. **Retained Earnings policy:** When the investment amount by investors or owners paid back successfully, profit of the business stays with the Business. Company expands their operating area to catch more people or more social objective.
5. **Environment-Friendly:** In maximum case, traditional businesses do not have proper wastage management. These businesses can be harmful to the environment as well as for society. But a social business cannot be environmentally harmful. So, that the country can sustain for a long time period.

6. **Market Competitive Wages:** Though social business is driven through a social objective, the workforce is living in the present age. They can be poor or sufficient but they have to bear their daily expenses. So, social business must offer a market competitive wage.
7. **Work with Happiness:** The happiness of traditional business owner comes from the success of business in term of profit/wealth maximization but the happiness of social business comes from contributing to society, a selflessness work. Owners and workforce have to be happy for what they are doing for the business.

A social business is designed and operated as a business enterprise, with products, services, customers, markets, expenses, and revenues—but with the profit-maximization principle replaced by the social-benefit principle (Yunus, *Creating A World Without Poverty: Social Business and The Future of Capitalism*, 2008).

Chapter: 03

Sustainable Development Goals & Social Business Competition

3.1. Sustainable Development Goals



Figure 3: United Nations SDGs

The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The Goals interconnect and in order to leave no one behind, it is important that we achieve each Goal and target by 2030 (United Nations). In 2015 United Nations targeted 17 goals. Achieving these goals will lead the present civilization to a new era. 17 targeted goals are:

- 1. End poverty in all its forms everywhere:** UN targeted to end the poverty in a stable form. So that without any charity people can bear their daily expenses. Sustainable development's first goal is to reduce extreme poverty which is per head expenses is under 1.25 USD per day.
- 2. Zero Hunger:** People all over the world should access safe and nutritious food. All children should get out of malnutrition. This goal also include increased productivity of agriculture and food production.

3. **Good Health and Well-being:** Every person should access proper healthcare service and live with a sound health. Main target of this goal is reducing maternal mortality rate, child mortality rate, fight against communicable diseases like AIDS, malaria etc. and finally overall mortality rate.
4. **Quality Education:** Education is the key to prosperity and it opens a world opportunities. Providing education to all will help the society to be healthy. United Nations targeted a free education for all at primary and secondary level. It also includes technical education and skill improvement.
5. **Gender Equality:** Discrimination between male and female reduce the potentiality of economic growth also it deny to live their life fullest. So this goal targets to end discrimination and violence against woman and girls.
6. **Clean Water and Sanitation:** Water is an essential element to survive but it may cause unnecessary death. Safe and affordable drinking water and proper sanitation can reduce this mortality rate. This goal also includes efficient use of water so that wastage of water can be reduced,
7. **Affordable and Clean Energy:** Dependency on fossil fuels is unsustainable and harmful for the environment and it is also a big reason for climate change. For this reason United Nation is focusing on affordable renewable energy like solar energy and increasing efficiency of energy.
8. **Decent Work and Economic Growth:** A growing stable per capita income, efficiency in production and consumption and policies that promote job creation and entrepreneurship is the main focus of this goal.
9. **Industry, Innovation and Infrastructure:** To meet future challenges, our industries and infrastructure should be upgraded. For this, we need to promote innovative sustainable technologies and ensure equal and universal access to data and financial markets. This may bring prosperity, create jobs and certify that we build stable and prosperous societies across the world.
10. **Reduce Inequality:** A huge number of the total world's wealth is held by a very little group of people. This often leads to financial and social discrimination. In order for nations to flourish, equality and prosperity should be available to everybody - regardless of gender,

race, religious beliefs or economic status. When each individual is self-sufficient, the whole world prospers.

- 11. Sustainable Cities and Community:** Population of current world is growing rapidly. To accommodate everybody, modern, sustainable cities must be developed. To survive and prosper, a new, intelligent urban designing will be needed that makes safe, affordable and resilient cities with green and culturally inspiring living conditions.
- 12. Responsible Consumption and Production:** Resources in the earth is limited. So sustainable management of natural resources and a planned consumption is needed to keep environment safe. There should be a sustainable consumption and production framework.
- 13. Climate Action:** Climate change is a real and undeniable threat to our entire civilization. The effects are already visible. Through education and innovation, necessary action should be taken to protect the planet. These changes also provide huge opportunities to modernize our infrastructure which will create new jobs and promote greater prosperity across the globe.
- 14. Life below Water:** Clean and healthy oceans and rivers are essential because 70% of our planet covering with water and we do rely on these for food, energy and water. So water pollution and must be reduced and protect ecosystem.
- 15. Life on Land:** Humans are not the only creature of the world. Thousands of creature are living on land and they are also a part of ecosystem. To maintain this ecosystem and sustainability of earth forests must be managed sustainably, at the same time desertification should be reduced.
- 16. Peace, Justice and Strong Institution:** World without war and violence and peace all over the world is the main target of the goal. Children must be protected from abuse and violence. Need equal law for all and access of justice for all to make a sustainable world.
- 17. Partnership for the Goals:** Main focus of the goal is to work together. Investment throughout the world can take part to overcome all the problems and obtain sustainable development.

Among these SDG's we are basically working on goal No: 01, 08, 10 & 11.

3.2. Social Business Creation Competition (SBC) 2018 - Format & Eligibility

Social Business Competition is structured as a course which provides experiential learning and uses a gamification approach to enhance students' learning experience. Participants will learn how to use market mechanisms to address social challenges, leverage on a social collective mindset, collaborate with various stakeholders, and develop their business idea into a real business. This competition offers a win-win platform that allows for bottom-up development.

The amount of work required from participating students is equivalent to what is required from a 3-credit course. Therefore, universities may integrate this competition into their curriculum and may award participating students with course credits according to their institutional policy.

To be eligible, each team must include at least one university student (at any level, program, and discipline). All members of participating teams must pay their registration fee to access SBC training and make presentations.

3.3. Judging Criteria & Prizes

This competition has four rounds, each of which has its own judge panel and its own criteria listed in this form. Participants must complete each round to be eligible for participation in the next round. However winning a prize in a round does not guarantee a chance of getting a prize in the next round. By the same token, not winning a prize in a round does not preclude a chance of getting a prize in the next round. This reflects the true evolving process of new venture creation.

Beside the rich learning experience, students will get chances to win several prizes of CAD 57,500 in total.

Prizes of First Round:

The top 10% teams will receive “IMPACTFUL SOCIAL BUSINESS IDEA AWARD”

Prizes of Second Round:

The top 5 teams will receive “SOCIAL BUSINESS CONCEPT AWARD”. Each of these top 5 teams will receive CAD 2,000 after having completed Round 3’s requirements.

Prizes of Final Round:

Third prize: 1 tuition waiver (value of CAD8,500) to participate in MOSAIC-HEC Summer School on Management of Creativity in an Innovation Society.

Second prize: \$7,000 cash + 1 tuition waiver (value of CAD8,500) to participate in MOSAIC-HEC Summer School on Management of Creativity in an Innovation Society.

First prize: \$15,000 cash + 1 tuition waiver (value of CAD8,500) to participate in MOSAIC-HEC Summer School on Management of Creativity in an Innovation Society.

Training:

All training activities will be provided to admit participants:

- Follow HEC Montréal’s online course comprising 4 modules specifically designed for this competition at <https://cours.edulib.org>;
- Follow 1-week training at HEC Montreal
- Showcase their projects on <http://www.socialbusinesscreation.hec.ca>;
- Use Social Business Creation competition’s online platform and templates for their activities within the framework of this competition
- Receive HEC Montréal’s participation certificates if they complete at least the first 2 rounds of the competition.

3.4. Competing Projects in 2018 Edition:

In this third edition, they admitted 53 teams consisting of 171 people from 31 reputable universities around the world.

Round 01:

In this Round, the 53 teams did a first analysis of their business idea and run a social support campaign in which they had to approach their stakeholders to get their support. Their work in this round was essential to get early feedback to develop their business model.

Overall results

Highest score: 88

Lowest score: 13.5

Average score: 62.

The top 5 teams to receive the “IMPACTFUL SOCIAL BUSINESS IDEA AWARD” were:

1. You Plus, Universidad Anáhuac, Mexico (88 points)
2. The Flo Collective, McGill University, Canada (88 points)
3. MURO ZALVEC, Universidad Veracruzana, Mexico (83 points)
4. Safe-Bit, Queensborough Community College, the USA (82 points)
5. Mother Care, Daffodil International University, Bangladesh (82 points)

Round 02:

The 43 teams that passed Round 1 competed for the total \$10,000 prize (each of the top 5 teams will receive \$2000) by presenting their business models and crowdfunding results.

Overall results

Average score: 58

Lowest: 30

Highest: 77.

The top 5 performers of Round 2 that won the “SOCIAL BUSINESS CONCEPT AWARD” (each team received \$2,000) are:

1. You Plus, Universidad Anáhuac, Mexico (77 points)
- 2. MediSure, Daffodil International University, Bangladesh (73.5 points)**
3. Inspora, Universidad Anáhuac, Mexico (73 points)
4. Safe-Bit, Queensborough Community College, the USA (72 points)
5. The Flo Collective, McGill University, Canada (72 points)

Semi Final Round:

The top 25 teams of Round 2 were selected for further training in September in Montreal. They presented at HEC Montreal, 3000, chemin de la Côte Sainte Catherine, H3T 2A7 on Monday September 17, 2018. They were evaluated on their social and business innovation as well as the feasibility of their business model.

Three finalists were selected among the top 5 teams of the semifinal round (best team from each of the 5 rooms) to pitch to the grand public in the evening of Monday September 17, 2018 at HEC Montreal, 3000, chemin de la Côte Sainte Catherine, H3T 2A7. They were evaluated by their ability to captivate the audience with their social business.

The winning projects of that year was:

1. First prize: Kajou
2. Second prize: Biobook
3. Third prize: Medisure. Besides SBC prize, Medisure also received \$3000 additional cash prize from Judge Claude Pinard.



Photo: This was our project & we were able to get the Third Prize in SBC 2018 Edition

4. The two runners-up teams are You Plus and Estación Meiquer.

3.5. Journey toward Canada (The Story):

Travelling to a country like USA or Canada is always been a dream to me. But I never thought that this dream will come true so early stage of my life.

Four months back one of our teacher Mr. Kamruzzaman Didar Sir told me to join in a competition. The name of the competition was Social Business Creation, 2018. The competition was about submitting a Social Business Idea & make it visible that solves any of the social problem. Our country have so many social problems, I was thinking to participate in the competition then I found some of my juniors in the university. They also wanted to participate in the competition.

We form a team & registrar ourselves in the competition. Our Daffodil International University was the national host of the competition. There were online classes in the first round. It seems a little bit difficult for us as we were not used to it.

We submitted our Idea in the first round but we were unable to be on the top 05 in the first round. There were individual marking in each round. We had to submit all of our papers online. In the Second round we were in the top 05 in the whole world. For that our Team got 2000 Canadian dollars.

Between the final rounds as a national host Our University organized the Regional Final Round in our University. By the grace of almighty Allah our team MediSure became the champion among 17 teams in our country. Being the champion team we got the funding of 70,000 BDT Airfare & 15,000 BDT cash for joining in the semifinal & final round in Canada. I have been selected from my team to go for the final round.

With the help of International Affairs Office & admission.ac of our university I applied for the visa. As everyone was telling me that Canadian visa is not so easy to get. That's why I was a little bit confused whether I would get the visa or not.

Alhamdulillah, after waiting about 20 days I got the visa on 30 August, 2018. I started preparing myself for the final competition. My University helped me in all possible ways.

I booked the ticket. I had to reach Canada by 09 September anyhow. The Program will start from 10 September.

I flew for Canada on 07 September morning. This was not so easy for me. Sometimes I felt that I was in a dream & someone will wake me up from my sleep. But when the plane was in the runway then I felt that, this is happening in reality. When I was in plane still then I didn't know where I am going to stay in Montreal, Canada. But the director of Students' Affairs Syed Mizanur Rahman Raju sir told me not to worry about living. Sir suggested me to focus on my Presentation. Though I was in tension but I have my faith on my teacher. We know how to manage in every situation.

I have landed on Dubai about 03:30 PM fortunately I got the transit visa for Dubai. Emirates gave me a hotel room as I had a layover of 11 hours. I had my lunch in the hotel & keeping my bags in the hotel room I went out to visit Dubai.

By this time I visited Burg Al Khalifa, the tallest building in the world. The Dubai Mall & experienced metro rail over there. It was a great experience for me alone there. My flight was at 03:00 AM in the morning on the next day. After having dinner I took some rest in the hotel room. & I started for Toronto at 02:00 AM from hotel. It was about 13 hours of journey from Dubai to Toronto.

I reached in Toronto on 08 September 10:30AM. There was a cousin of mine who stays in Toronto. I went her house to stay for a day. During the stay my teacher connected me with one of his juniors from Jahangirnagar University who is Mr. Babla . Unfortunately he was in a vacation but he introduced me with Mr. Atique who is living in Montreal. The next day I started for Montreal which is about 550 km away from Toronto. I went to Montreal through Mega bus. I had no Sim, No internet with me. Just have the address of Mr. Atique. I went to his house at about 11:00PM.

The real journey begins from the next day. By this time one of our Teacher from DIU Mrs. Rehnuma came to Montreal as a trainer of the program. The Next day I went to University of Montreal for the very first briefing. They welcomed us with a cup of coffee.

The session begins. We got training from 10 - 15 September in different places with versatile instructors. In the 15 September I moved to one of my friend's from collage who has just arrived in Montreal for his Master's program. I can't explain how the days went.

Everything was so smooth that still I can't believe. From the training session & grooming session I came to know so many things about social business. I had my day off on 16th. Because the next day was my semifinal presentation & in the evening there will be final round if our team got selected in the semifinal round then we will be presenting in the final round.

There were 27 teams those have been divided into 05 rooms. The best team from each room will be selected first then the judges will decide the top 03 teams who will pitch in the final round.

Finally, our team was in top 03! We had to present our presentation in front of all the judges in an auditorium. I was very much nervous because there were no one who is known to me. Giving presentation in such a stage is a challenge to myself. Finally I give my presentation. But it was not up to the mark to me.

As a result our team got Second Runner Up position in the Social Business Creation 2018. This was not fail to me. This was a success for my team for my University & also for my country.

The first place won by a team from McGill University of Canada & Runners Up team is from Mexico. Besides them I hold the flag of Bangladesh which is prestigious for me as well.

The next day I visited some of the universities of Montreal & have a meet up with Mr. Babla & Mr. Atique in a coffee shop called Tim Hortons, the famous coffee shop in Canada. & the next day I started for Toronto again saying goodbye to my collage friend Sohrab.

I reached Toronto on 20 September 12:30 AM.

The next day Me & my teacher went to visit the Niagara Falls. It was so awesome that anyone will not believe if you don't see in front of your own eyes.

The next day I visited one of my favorite teacher from Daffodil International University Miss Umme Kulsum Ma'am who was the Head of the Department of English. Ma'am was so happy to see me in Toronto. We talked in so many topics. The next day I had some shopping & bought chocolates for my friends & family.

On 22 September I started for Bangladesh. It was so good happy for me that I am returning finally. On the other hand it was feeling bad to say goodbye to Canada.

Ohhh I forgot to mention what we have won. We won a scholarship worth 8500 CAD & 5000 CAD.

I reached Dhaka on 24 September 12:30 AM. Some of my juniors came to airport to receive me. It was so good to be back in my own country.

I really want to thank Allah for supporting me all the time as well as my team members who supported me all time through internet, to all my teachers, University authority specially International Affairs, brothers, sisters & of course my family to support me all the way. It was a life time opportunity for me to visit & experience such an international competition.

Chapter: 04

MediSure – The Project

4.1. The Project

We are going to provide medical facilities towards the rural people via moveable van. The van will be moving around the villages and there will be an arrangement of the tent for treatment purpose and it will be established at the center of the village. 3 govt. doctors and 4 helping hands will be there in the van along with a driver. They can get the treatment at a very low cost and they can pay us the treatment fee through installments and we have a deed with a specialized hospital for operations on the discounted price for serious patients. We have attached a document below for discount percentage.



Figure: Logo of Medisure

Some Statistics:

- ❖ 50-bed hospital for 2 lakh population
- ❖ Government expanding for per person in rural area 2-3 BDT only. (0.046 CAD)
- ❖ 30 percent of dying patients are unable to receive services of a trained physician
- ❖ 60 percent of expectant mothers fail to receive a pre-natal check-up.

Problem Findings:

- ❖ Lack of proper treatments in rural areas
- ❖ A lower rate of per head doctors
- ❖ Lack of government focus
- ❖ A lower budget for healthcare
- ❖ A poor financial condition of rural people
- ❖ Lack of awareness among peoples

What we will do to solve the problem:

- ❖ Installment basis treatment
- ❖ Medicine service at lower cost
- ❖ Medical services at a lower cost
- ❖ Provide Medical service at rural area

How will we make these solutions possible:

- ❖ We will go at rural peoples' yards with doctors, medicine and equipment needed through a van.
- ❖ We already mailed proof of support (Doctor, Equipment, OT etc.) from our partner medical care.
- ❖ We can provide medicine at lower cost a there will not be any middleman or intermediaries.
- ❖ For financially unsound family we have an option of installment payment. So, now everyone can get our service. We also have another business it's "Sunflower Oil Production". We need about 50 peoples for running this business from planning to production. So, who is not enough sound for installment payment, he/she can provide one labor from his/her family to our oil production business. We will take 25% of his daily income for installment purpose. They can only work until the installment payment is complete.

4.2. Background Story

According to World Health Organization (WHO), There are an estimated 3.05 physicians per 10,000 population and 1.07 nurses per 10,000 population. Health workers are concentrated in urban secondary and tertiary hospitals, although 70% of the population lives in rural areas. Rural peoples are dying for simple diseases due to lack of proper treatment. As per the “Independent Bangladesh,” we may mention that about 30 percent of dying patients are unable to receive services of a trained physician and about 60 percent of expectant mothers fail to receive a pre-natal check-up. So, we have planned “Medisure” a better, smarter, cost-effective and easily accessible medical service.

Our Mission

Our mission is to ensure sound health of rural people of “Thakurgaon” District of Bangladesh. By providing medical service at an innovative idea (bringing doctor to patient and payment with installments) we will fulfill the healthcare need for rural people.

Our Vision

Our vision is to ensure sound health of every single rural people of Bangladesh from every area. We will provide medicine and doctor at their home and take payments with installments so that they can afford our service.

4.3. Business Policy

1. The business objective is to solve the social problem which threatens people and society, not profit maximization:

MediSure is going to provide medical facilities to the rural area so it is going to be a solution for the rural people who can't afford proper medical treatment which is a basic need for them. On the other hand, not being a profit-driven business is one of the major reasons of our products affordability.

2. Financial and economic sustainability:

Medisure is going to be a successful and sustainable social venture by creating employment.

3. Investors get back their investment amount only. No dividend is given beyond investment money:

All the investor of MediSure will get back their investment amount only the won't get any dividend or portion of the profit

4. When investment amount is paid back, company profit stays with the company for expansion and improvement:

After paying back of total investment from investors, MediSure will utilize their profit to improve the service and expansion of business to make it a successful social business.

5. Gender-sensitive and environmentally conscious:

Our way of providing service is environment healthy and there is no place for gender discrimination at our venture. We already have two female team members who made the MediSure team complete.

6. Workforce gets market wage with better working conditions:

All the worker if MediSure will get the actual amount for their job what market offer. We will also provide a great working environment condition

7. Do it with joy:

Team MediSure is a group of energetic young people with different skill sets along with experienced and skilled professionals who are dedicated to bringing a better tomorrow today. The joy of working for building a better future is the key strength that keeps us going.

Business Model of MediSure

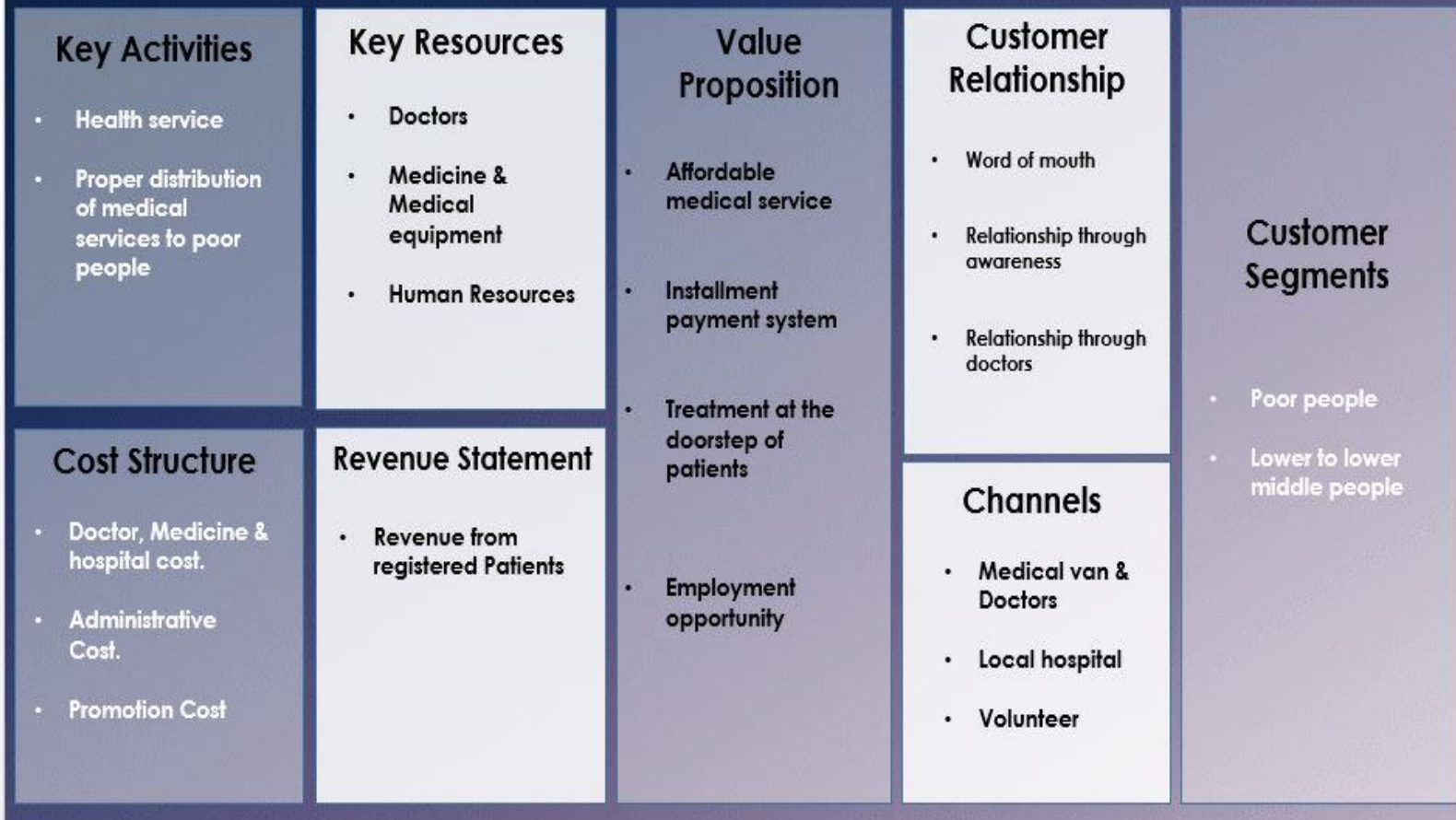


Figure: Business Model of MediSure

Chapter: 05

Findings, Recommendations & Conclusion

Findings:

This report is an outcome of hard work and deep concentration to Social Business and sustainable development goals. This report covered overview of Social Business, SDGs, Social Business Creation Competition – 2018 Edition, Overall findings from the report are given below:

- ❖ Most of the people don't have any idea about Sustainable Development Goals and how these will be achieved and how it will change the living standard.
- ❖ Most of the Businesses are focused on conventional way of making profit. They don't play any role to achieve Sustainable Development Goals or to address the social problems.
- ❖ Social start up also facing problem to get the fund and that's most of ventures give to address the social problem.
- ❖ Large business ventures aren't coming forward to achieve the goals of SDG's.
- ❖ Still Bangladeshi people don't know much about social business and how it operates.
- ❖ Rural people don't know about SDG's as well as the benefits of achieving the goals.
- ❖ The motive of the Social Business Creation Competition hasn't achieve as most of the SB Plans of this competition are not operating. In addition, HEC Montreal is not also monitoring the teams properly to implement the ideas.

Recommendation:

Some problems and findings have been discovered by doing this study. These problems need some solution to overcome the barriers. Following points can be some potential solutions of these findings:

- ❖ Awareness from government should be taken at first to reach more people by which people can know more about Sustainable Development Goals.
- ❖ Businesses should come forward to address the social problems besides their conventional way of making profit. In addition, they should play a role to achieve Sustainable Development Goals.
- ❖ Government should take initiative to manage funds to those Social Business Start Ups so that more people will be interested in doing Social Business.
- ❖ Government should promote Social Business ventures and the idea of SB so that large corporations may involve in social business.
- ❖ The concept of social business and operational facts and figures of SB should spread out more so that people get to know more about Social business.
- ❖ Create awareness about SDGs among the rural people so that they might be aware of SDGs as well as the benefits of achieving the goals.
- ❖ HEC Montreal take more initiatives to monitor all the ideas of SBC and also help to get the funds for these ideas to address the social problems for holistic development.

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. The conception is currently being considered as an instrumental tool towards economic development through the demolition of poverty. 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.

Social Business Creation Competition could be the first step of the idea into implication. As we had plan in our mind to start a social business for the development of our country as well as to help the people in the villagers thus we have applied for the competition & we have succeeded.

Achieving Sustainable development Goals are not easy but not difficult for our country. Social Business can be a way of achieving sustainable development goals for our country. If all the people as well as our government became more conscious we can achieve Sustainable Development Goals easily.

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