

## **Subject: Entrepreneurship Management**

**By Dr. Purshottam Patil**

### **CASE STUDY**

#### **Social Entrepreneur: Muhammad Yunus**

In 1971, the Bangladesh Liberation War had started. Muhammad Yunus founded a citizen's committee and ran the Bangladesh Information Center, with other Bangladeshis living in the United States, to raise support for liberation. He published the Bangladesh Newsletter from his home in Nashville. After the War, Yunus returned to Bangladesh and was appointed to the government's Planning Commission.

In 1976, during visits to the poorest households in the village of Jobra, near Chittagong University, Yunus discovered that very small loans could make a disproportionate difference to a poor person. Jobra women who made bamboo furniture had to take out hefty loans for buying bamboo, to pay their profits to the moneylenders. His first loan consisting of US\$27.00 from his own pocket, to 42 women in the village, made a net profit of BDT 0.50 (US\$0.02) each on the loan. Yunus realized that the creation of an institution was needed to lend to those who had nothing. While traditional banks were not interested in making tiny loans at reasonable interest rates to the poor due to high repayment risks, Yunus believed that given the chance the poor will repay the borrowed money and hence microcredit could be a viable business model.

Yunus finally succeeded in securing a loan from the government Janata Bank to lend it to the poor in Jobra in December 1976. The institution continued to operate by securing loans from other banks for its projects. By 1982, the bank had 28,000 members. On 1 October 1983 the pilot project began operations as a full-fledged bank and was renamed the Grameen Bank (Village Bank) to make loans to poor Bangladeshis. As of July 2007, Grameen Bank had issued US\$ 6.38 billion to 7.4 million borrowers. To ensure repayment, the bank used a system of "solidarity groups". These small informal groups applied together for loans and its members acted as co-guarantors of repayment and support one another's efforts at economic self-advancement.

The Grameen Bank started to diversify in the late 1980s when it started attending to unutilized or underutilized fishing ponds, as well as irrigation pumps like deep tube-wells. In 1989, these diversified interests started growing into separate organizations, as the fisheries project became Grameen Motsho (Grameen Fisheries Foundation) and the irrigation project became Grameen Krishi. Loans to poor people without any financial security had appeared to be an impossible idea. From modest beginnings three decades ago, Yunus had, first and foremost through Grameen Bank, developed micro-credit into an even more important instrument in the struggle against poverty.

Over time, the Grameen initiative had grown into a multi-faceted group of profitable and non-profit ventures, including major projects like Grameen Trust and Grameen Fund, which runs equity projects like Grameen Software Limited, Grameen CyberNet Limited, and Grameen Knitwear Limited, as well as Grameen Telecom, which has a stake in Grameenphone (GP), biggest private sector phone company in Bangladesh. The Village Phone (Polli Phone) project of GP has brought cell-phone ownership to 260,000 rural poor in over 50,000 villages since the beginning of the project in March 1997. In the book, Grameen Social Business Model, Rashidul Bari shows how Grameen Social Business Model(GSBM)- has gone from being theory to become an inspiring practice adopted by leading universities (e.g., Glasgow), entrepreneurs (e.g., Franck Riboud) and corporations (e.g., Danone) across the globe. Through Grameen Bank, Rashidul Bari claims that Yunus demonstrated how Grameen Social Business Model can harness the entrepreneurial spirit to empower poor and alleviate their poverty.

for his efforts to create economic and social development. Professor Yunus was named by Fortune Magazine in March 2012 as one of 12 greatest entrepreneurs of the current era. Yunus received 50 honorary doctorate degrees from universities from Argentina, Australia, Bangladesh, Belgium, Canada, Costa Rica, India, Italy, Japan, Korea, Lebanon, Malaysia, Russia, South Africa, Spain, Thailand, Turkey, UK, USA and Peru

Q 1(a) What are the reasons for success of Muhammad Yunus as a social entrepreneur? **CO 5**

Q 1 (b) What are the two important entrepreneurship lessons you learn from this case? **CO 6**

## Peer Review and Critique Comment

Subject – Entrepreneurship Management (Semester II)

Review –

The case study effectively connects theoretical concepts learned in the classroom to real world.

Recommendations to be implemented are,

The faculty shall use some National level connects at least in the questions.



Dr. Rahul Shah

(Associate Professor)

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Over time, the Grameen initiative had grown into a multi-faceted group of profitable and non-profit ventures, including major projects like Grameen Trust and Grameen Fund, which runs equity projects like Grameen Software Limited, Grameen CyberNet Limited, and Grameen Knitwear Limited, as well as Grameen Telecom, which has a stake in Grameenphone (GP), biggest private sector phone company in Bangladesh. The Village Phone (Polli Phone) project of GP has brought cell-phone ownership to 260,000 rural poor in over 50,000 villages since the beginning of the project in March 1997. In the book, Grameen Social Business Model, Rashidul Bari shows how Grameen Social Business Model (GSBM)- has gone from being theory to become an inspiring practice adopted by leading universities (e.g., Glasgow), entrepreneurs (e.g., Franck Riboud) and corporations (e.g., Danone) across the globe. Through Grameen Bank, Rashidul Bari claims that Yunus demonstrated how Grameen Social Business Model can harness the entrepreneurial spirit to empower poor and alleviate their poverty.

In 2006, Muhammad Yunus became the first Bangladeshi to be awarded the Nobel Peace Prize, for his efforts to create economic and social development. Professor Yunus was named by Fortune Magazine in March 2012 as one of 12 greatest entrepreneurs of the current era. Yunus received 50 honorary doctorate degrees from universities from Argentina, Australia, Bangladesh, Belgium, Canada, Costa Rica, India, Italy, Japan, Korea, Lebanon, Malaysia, Russia, South Africa, Spain, Thailand, Turkey, UK, USA and Peru

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**Q1 © Implement the same strategy in Indian context, as per your understanding. CO3**

**SIR .M. VISVESVARAYA INSTITUTE OF MANAGEMENT  
STUDIES & RESEARCH ( SVIMS)**

**MMS 2021-2023 Sem II**

**NAME OF THE FACULTY : Dr. Patil**

**SUBJECT : Entrepreneurship Management**

DATE

10-09

TIME

8AM-10.30AM

Roll No. NAME OF THE STUDENT

8

12001 Bagwe Siddhesh

A

12002 Bhowal Rani

P

12003 Bohra Dharma

A

12004 Borkar Asmita

P

12005 Chitte Mayuri

P

12006 Choudhary Anjum

P

12007 Dabhade Aniket

A

12008 Darade Samruddhi

P

12009 Dasurkar Akash

A

12010 Dengale Sakshi

A

12011 Desai Shivani

P

12012 Gawali Prajwalit

A

12013 Goregaonkar Rohit

A

12015 Jadhav Rupali

A

12016 Jadhav Sakshi

P

12017 Jadhav Simran

P

12018 Jayant Joshi

A

12019 Kadam Apurva

P

12020 Kale Omkar

A

12021 Kamble Sushil

P

12022 Kawale Dhanashri

P

12023 Kolge Shraddha

A

12024 Kongre Suchita

P

12025 Kumar Hekre

P

12026 Kumbhar Akshay

A

12027 Mathew Nevin

A

12028 Maurya Akshata

P

12029 Maurya Manisha

P

12030 Mishra Kaustub

A

12031 Namugade Sharwari

A

12032 Narone Siddharth

P

12033 Navrat Devika

P

12034 Nibre Tejal

P

12035	Pachupate Disha	A
12036	Panda Deepak	P
12014	Pandey Gurunarayan	P
12037	Pathan Aasma	P
12038	Rokade Sushant	A
12039	Salve Akshay	A
12040	Salve Hrithik	P
12041	Satve Sahil	A
12042	Saurabh Deshmukh	A
12043	Shaikh Mohd Nauman	A
12044	Shrungarpure Pradosh	A
12045	Singh Priyanka	P
12046	Singh Shivani	P
12047	Sonawane Saurabh	A
12048	Sonkamble Sonali	P
12049	Suryagandh Pooja	A
12050	Suryagandh Priti	A
12051	Suryawanshi Tejaswini	P
12052	Tambe Pranjal	A
12053	Tawade Prachi	P
12054	Vishwad Neeraj	P
12055	Vivek Hattarkal	A
12056	Waghchore Pratiksha	A
12057	Yadav Satyam	P
12058	Yeshwante Nikhil	P



Sir. M. Visvesvaraya Institute of Management Studies and Research (SVIMS)

Faculty Feedback : MMS II (2022)

Subject: Entrepreneurship management

Sr.No	Students	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	Parameters	5	5	4	3	5	5	4	4	4	4	5	5	4	4	3	5
1	The Faculty is well prepared for each class																
2	The Faculty has a thorough knowledge of the subject	5	4	5	4	5	4	3	5	4	4	5	5	5	4	3	5
3	The faculty explains giving practical examples	5	5	4	3	5	5	4	4	3	4	5	5	4	4	3	5
4	The Faculty creates interest in the subject	3	5	5	4	4	4	5	4	4	3	5	5	4	3	2	5
5	The Faculty encourages participation	5	4	4	4	4	4	4	5	3	3	5	5	4	4	2	5
6	Encourages students to ask questions and participate	4	3	4	3	5	4	5	3	4	4	5	5	3	4	3	5
7	The Faculty is punctual and regular	5	2	5	4	4	5	4	3	5	5	5	5	5	5	3	5
8	The Faculty covers all the topics in the course	5	3	5	4	4	5	5	5	5	5	5	5	4	4	3	5
9	The Faculty makes the use of allotted time well	4	3	4	3	5	5	5	5	4	5	5	5	3	4	3	5
10	The Faculty is fair in evaluation and feed back	5	2	3	3	3	5	5	3	2	4	5	5	4	4	3	5
11	The Faculty is available for consulting and mentoring after class	4	4	3	4	3	5	5	4	1	4	5	5	5	4	2	5
12	The Faculty is open to providing support whenever needed	5	5	4	4	4	4	5	4	5	4	5	5	5	5	3	5
13	The Faculty is audible, loud and clear in the class	5	3	5	4	5	4	3	5	4	4	5	5	3	5	3	5
14	The Faculty makes complex aspects and concepts simple and easy to understand	5	3	4	4	4	5	3	3	3	4	5	5	5	5	3	5
15	The Faculty focuses on application of theory learnt into practice	4	4	4	4	4	5	4	3	1	4	5	5	4	4	3	5
16	The Faculty is a good role model	5	5	4	4	4	4	4	4	2	5	5	5	3	5	3	5



17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	#	44	45	Average
4	4	5	4	5	5	4	4	4	5	4	5	5	5	5	5	5	5	5	4	3	3	4	5	5	3	5	4	5	4.422222
4	3	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5	4	4	5	5	5	4	5	4	5	4.577778
4	4	5	4	5	3	5	4	5	5	5	5	4	4	5	5	5	5	4	4	3	5	4	5	5	4	5	5	5	4.422222
4	5	5	5	5	4	5	4	4	5	5	5	5	3	4	5	5	4	4	3	2	4	4	5	5	3	5	4	5	4.244444
4	5	5	3	5	5	5	4	4	5	5	5	5	3	5	5	5	4	4	5	2	4	4	5	5	3	5	4	5	4.288889
5	4	5	4	5	4	5	4	3	5	5	5	5	4	5	5	5	4	4	4	2	4	5	5	5	4	5	4	5	4.288889
4	4	5	4	5	4	5	4	2	5	5	5	5	4	5	5	5	5	4	5	4	5	5	5	3	5	5	5	5	4.488889
4	4	5	4	5	4	4	4	4	5	5	5	5	4	4	5	5	4	5	5	5	5	5	5	3	5	5	5	5	4.534884
5	3	5	5	5	5	5	4	3	5	5	5	5	4	5	4	5	5	4	5	4	4	5	5	5	3	5	4	5	4.444444
4	4	5	4	5	4	5	4	4	5	5	5	5	3	5	5	5	4	4	3	3	5	3	5	5	3	5	4	5	4.155556
4	5	5	5	5	4	5	4	5	5	5	5	4	4	4	5	5	4	4	3	3	4	5	5	5	3	5	4	5	4.266667
4	5	5	5	5	4	5	4	5	5	5	5	5	4	4	5	5	4	4	4	3	4	5	5	5	3	5	4	5	4.511111
4	4	5	5	5	5	4	4	3	5	5	5	3	3	5	5	5	5	4	3	4	5	5	5	5	3	5	4	5	4.355556
4	5	5	5	5	5	5	4	4	5	5	5	4	4	4	4	5	4	4	3	3	5	5	5	4	3	5	4	5	4.311111
4	5	5	5	5	5	5	4	5	5	5	5	4	3	5	5	5	5	4	5	2	4	5	5	5	3	5	4	5	4.333333
4	4	5	4	5	4	5	4	4	5	5	5	3	3	4	5	5	5	4	4	5	4	5	5	5	3	5	4	5	4.333333
4.373708																													